celtrino
Your EDI Partner

Where Wholesale Businesses are **losing time, margin & momentum**

A practical report for Finance Directors, Operations Leaders and Managing Directors

Introduction

Most wholesale businesses focus on growing sales, improving margins and strengthening supplier relationships.

Yet many overlook the operational friction hidden within their day-to-day processes.

Manual workflows.

Disconnected systems.

Duplicate data entry.

Spreadsheet dependency.

Slow supplier communications.

Individually these issues seem manageable.

Collectively they create delays, increase costs and make growth harder than it needs to be.

The businesses outperforming their competitors today are not necessarily working harder.

They are removing friction from the flow of information.

Friction Point #1

Orders are moving slower than products

Many wholesale businesses have invested heavily in warehousing, logistics and fulfilment.

Yet orders are still being manually processed, checked and updated.

Warning signs

- Orders manually entered into ERP systems
- Spreadsheet-based order tracking
- Customer order queries increasing
- Delays between order receipt and processing

The impact

Every additional manual touchpoint increases:

- processing time
- risk of error
- operational overhead

The result is slower order-to-cash performance and reduced efficiency.

Ask yourself

How many people touch an order before it is fulfilled?

Friction point #2

Finance Teams Have Become Human Middleware

Finance teams should be analysing business performance.

Too often they are spending valuable time moving information between systems.

Warning signs

- Manual invoice matching
- Chasing missing purchase orders
- Supplier invoice disputes
- Reconciliation bottlenecks

The impact

Manual finance processes create hidden costs through:

- duplicated effort
- delayed invoicing
- slower payment collection
- reduced financial visibility

Ask yourself

How much time does your finance team spend processing information instead of analysing it?

Friction point #3

Supplier Relationships Still Depend On Emails

Most wholesale businesses rely on suppliers to keep products moving.

Yet supplier communications often remain fragmented and manual.

Warning Signs

- Order confirmations sent by email
- Manual supplier updates
- Delayed onboarding processes
- Poor visibility of supplier activity

The impact

Small communication delays can quickly become operational bottlenecks.

This affects:

- stock availability
- fulfilment performance
- customer satisfaction

Ask yourself

Could your supplier communications continue operating efficiently if order volumes doubled tomorrow?

Friction point #4

Legacy EDI Is creating more work than it removes

Many businesses already have EDI.

The problem is that not all EDI solutions are equal.

Older systems often create operational friction through limited flexibility and poor support.

Warning signs

- Slow support response times
- Manual workarounds
- Difficult onboarding processes
- Expensive change requests
- Limited integration visibility

The impact

Instead of supporting growth, outdated EDI environments can slow it down.

Ask yourself

Is your EDI provider helping your business scale, or making scaling harder?

Friction point #5

Growth is increasing complexity

Many wholesale businesses continue growing revenue while operational efficiency declines.

The reason?

Processes have not evolved with the business.

Warning signs

- More staff required to handle volume increases
- More spreadsheets being introduced
- More manual checks and approvals
- Reduced visibility across operations

The impact

Growth becomes increasingly expensive.

Operational teams become stretched.

Profitability suffers.

Ask yourself

Can your current processes support 50% more transactions without adding headcount?

Operational Friction Scorecard

Tick every statement that applies to your business:

- ☐ Orders are manually entered into internal systems
- ☐ Finance teams manually match invoices
- ☐ Supplier onboarding is slow or inconsistent
- ☐ Multiple spreadsheets are used to manage transactions
- ☐ Teams regularly rekey information
- ☐ EDI changes take too long to implement
- ☐ Support response times are frustrating
- ☐ Supplier communications rely heavily on email
- ☐ Visibility across systems is limited
- ☐ Growth is creating operational pressure

Your Score

0–2
Operationally Efficient

3–5
Moderate Friction

6+
High Operational Drag

If you scored 6 or more, operational friction is likely affecting profitability, scalability and cash flow.

What high-performing wholesale businesses do differently

They focus on one objective:

Improving the flow of information.

The most efficient wholesale businesses connect:

- Customers
- Suppliers
- Finance Systems
- ERP Platforms
- Operational Workflows

The result is:

✓ Faster processing
✓ Improved cash flow
✓ Lower operational costs
✓ Better visibility
✓ Greater scalability
✓ Reduced manual administration

Next steps

The question is no longer:

"Do we need EDI?"

The question is:

"How much operational friction is our current setup creating?"

At Celtrino, we help wholesale businesses streamline trading operations through managed EDI solutions that connect customers, suppliers and systems.

Less friction.

More visibility.

Better business performance.

Book your wholesale operational friction assessment

Discover where inefficiencies are hiding and what they may be costing your business.

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