

# Profit4: Innovative ERP software

For stockists, distributors  
& wholesalers







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“The integration with Profit4 for our website and eCommerce shopping channels has been vital for us as a business and how we operate on a day-to-day basis; it has supported our online sales massively, removing the need for any manual processes.

We have built a great partnership with the team at OGL Software. They are constantly improving and developing Profit4 and take suggestions on board, maintaining that personal approach.”

**STEVE HUGHES**  
DIRECTOR, TERRIER TOOLS

# Profit4 transforms your entire operation

We are excited to introduce Profit4, our integrated business and stock management software designed specifically for stockists, distributors & wholesalers.

At OGL Software, we strive to empower our customers to be more efficient and competitive by streamlining their stock control, automating their business processes, and optimising their order processing.

Our ERP software is the perfect solution for SME businesses looking to remove the manual processes that may be holding them back. With Profit4, you can work smarter, not harder, to grow your business and achieve success.

“

“Profit4 provides us with powerful information, all in one place. It connects all areas of our business to make it more foolproof and gives us the confidence that nothing will be missed because there's less human involvement.”

**JAMES ANDERSON**  
DIRECTOR, ANDERSON ELECTRICAL



# Remove manual processes for a more profitable future

Profit4 is a powerful tool that can help take your business to the next level. With Profit4, you'll have everything you need in one platform to increase visibility and connect all your processes, giving you greater control over your business.

One of the key benefits of Profit4 is that it empowers your team with the digital tools they need to drive sales. This can be especially valuable for SME's, helping you stay ahead of the competition and increase profitability.

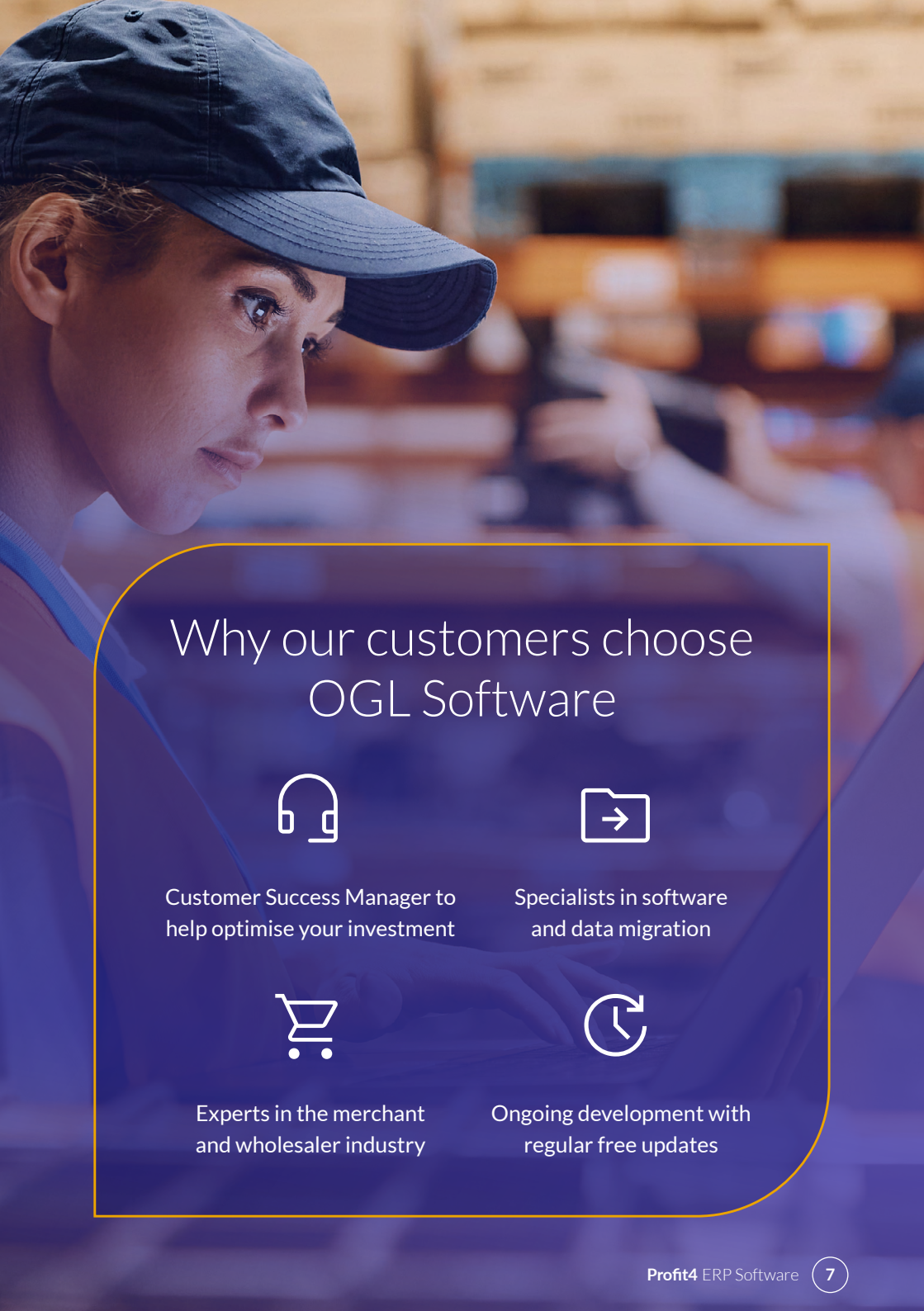
# Developed & delivered by a team of experts

We provide you with more than just a software system to drive your business forward, we're your software partner.

With 50 years of experience providing software solutions to stockists, distributors & wholesalers combined with our industry knowledge we can help future-proof your business. We'll guide you through your migration and support you into the future so you can get the most out of your ERP software.

Our award-winning implementation process has been tried and tested, and once completed, you will be assigned a personal Customer Success Manager who is an expert in the stockists, distributors & wholesalers industry. They will advise you on how to drive your business forward with Profit4 and will be your point of contact after going live.

In addition, our in-house Development Team regularly provides software updates based on feedback from our customers, improving and adding functionality to the software. Our Profit4 Support Team is always ready to assist you with any queries or questions you may have.



## Why our customers choose OGL Software



Customer Success Manager to  
help optimise your investment



Specialists in software  
and data migration



Experts in the merchant  
and wholesaler industry



Ongoing development with  
regular free updates



“

“Profit4 has helped us move forward with the business. We now send all sales orders and purchase orders from the system and processing the sales orders takes half the time, which enables us to get more orders out more quickly which has streamlined our business.”

MARK PRIDDLE  
DIRECTOR, FIX247

## Profit4 features



Stock control  
management



Sales order  
management



Trade  
counter



Finance &  
accounting



AI insights



Customer  
relationship  
management



Supplier  
relationship  
management



Reporting &  
analytics



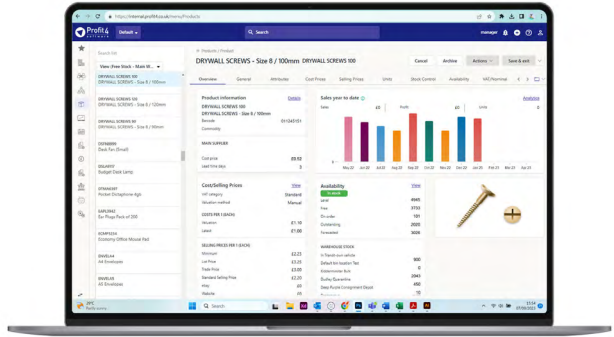
Assemblies  
& kitting



Integrated  
eCommerce



Warehouse  
management



# Stock control management

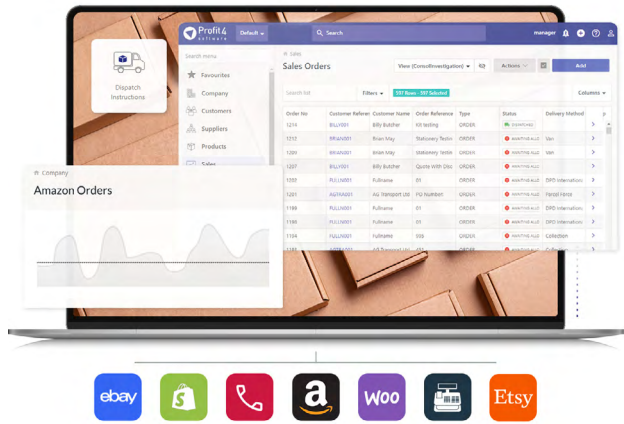
## Advanced multi-location stock management software

We understand that your inventory and warehouse are at the core of your business. Therefore, we believe that having a reliable stock management system is crucial to your success.

Profit4 has an advanced and comprehensive stock management system that will take your business to the next level. With Profit4, you can manage multi-channel sales from both digital and physical locations, as well as multi-location stock movements. This means that you

will always have complete visibility and traceability of your stock, allowing you to deliver on your promises and exceed customer expectations.

In addition, Profit4 connects your stock with your purchasing and finance team, ensuring that your numbers are always accurate. This is further improved by perpetual stock counts and detailed reporting which helps you proactively stay on top of your inventory and cash flow.



# Sales order management

Provide a seamless sales ordering service

Our innovative solution helps streamline your order management process from sales enquiry right through to dispatch. With Profit4, you can easily connect all areas of your business and manage orders across multiple sales channels, giving you a clear view of all your orders.

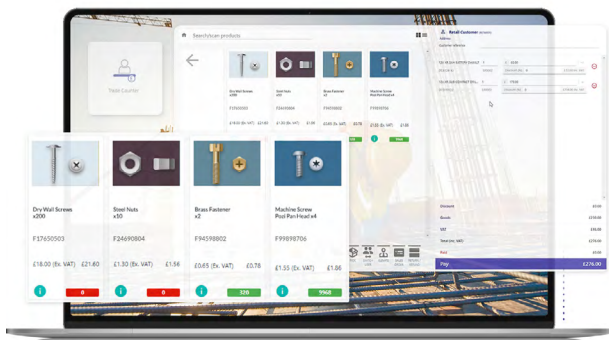
From initial communication to stock allocation, purchasing, warehouse management, and finance, Profit4 provides full control over your business operations. By removing manual tasks that can lead to costly errors, you can improve productivity and increase efficiency.

Not only will this save time and resources, but it will also allow you to get the right products to your customers quicker, improving your reputation and increasing repeat orders and customer retention rates.

Increasing your routes to market will boost sales revenue. With Profit4, managing orders from your sales reps, trade counter, online shopping channels, or eCommerce store has never been easier. The best part is that you can do so seamlessly without incurring any extra overhead costs.



# Trade counter



## Deliver a seamless shopping experience

Our intuitive OGL Trade Counter feature is a dedicated interface that is fully integrated with Profit4, allowing you to work from the same stock and customer data as all other departments. This means that your staff can access up-to-date information on stock availability, pricing, profit margins, and customer sales history. With this information at your fingertips, you can provide the best possible customer service and confidently place orders. Additionally, your purchasing team can keep on top of stock levels, and the warehouse can better prepare and plan.

You can enhance your customer experience by integrating your card machine into Profit4; you can streamline your payment process and reduce manual errors. Through our partnership with Paymentsense and Dojo, we offer integrated payments that connect your card machine to your EPOS in the cloud. This means you only have

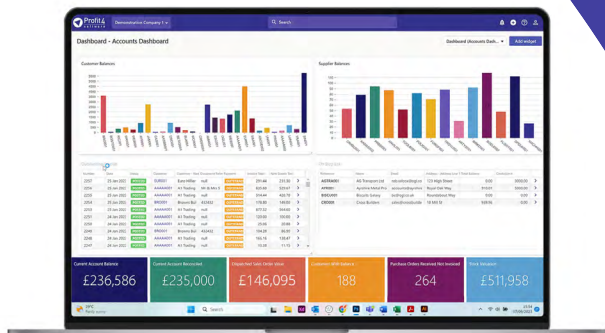
to enter the payment once, saving you time and reducing the risk of mis-keyed transactions.

In addition, we also offer a Signature Pad add-on that integrates with Profit4. After a trade counter sale is made, Profit4 prompts you to print a delivery note and capture the customer's signature digitally. This allows you to obtain a signed copy of the transaction, which can be printed immediately. By implementing this feature, you can streamline your trade counter process and elevate your customer service to the next level.





# Finance & accounting



## Comprehensive accounting software to boost profitability

The finance and accounting feature in Profit4 will streamline your everyday finance processes. You can say goodbye to time-consuming admin tasks that hinder the efficiency of your finance department. Instead, let Profit4 handle your core business processes, ensuring accurate and effective management of your business finances.

Profit4 offers everything your finance team would expect from sophisticated accounts and invoicing software, including sales, purchasing and nominal ledgers, early settlement discounts, auto pay suppliers via BACS, automated credit control and automated bank feeds.

### Automated emails

Profit4 enables you to create workflows to automatically send payment-chasing emails (at preset intervals). You can also

include follow-up diary events in your workflow for your Credit Controller to call a customer at certain points.

3 days before > send invoice



7 days after > send reminder



30 days after > send letter

### Extended Producer Responsibility (EPR) Tracking

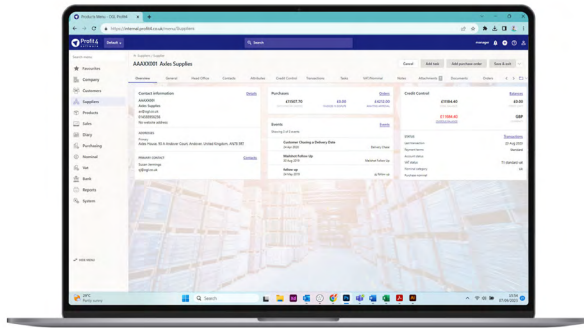
With EPR legislation placing responsibility on businesses that supply packaging waste, Profit4's EPR feature enables users to accurately track packaging waste produced and estimate associated tax liabilities, supporting compliance with confidence.



Profit4 CRM is a powerful tool that can help you manage your customer and prospect records. You will have full control and visibility of your sales opportunities and customer relationships, enabling you to secure new business, enhance your marketing with targeted campaigns, and deliver a personalised experience to build loyalty and brand awareness.

Streamline your workflow like never before with the Outlook integration; transfer emails and email content into Profit4. Whether you're in the process of creating sales orders, generating quotes, crafting purchase orders or managing tasks and new customers, our Outlook integration ensures that information seamlessly populates from your Outlook account into Profit4.

- [illegible]



# Supplier relationship management

All your supplier information in one place

Our SRM feature enables you to quickly access an individual supplier's information and history in one dynamic dashboard, including:

- Contact information (unlimited number of contacts)
- Primary contact details
- Your credit limits
- Payment terms
- Historical & current order data
- Communications, tasks & events

You can raise a purchase order straight from a supplier's dashboard or from the purchasing dashboard in just a few clicks.

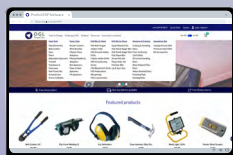
It can also utilise shortage lists - essentially a shopping list, that you can use to populate your purchase order. They can be manually added by the warehouse, sales team or automated, where bestselling products are automatically added when they fall below a certain threshold.

As well as placing orders to replenish stock, you can place orders for direct delivery and back-to-back delivery.

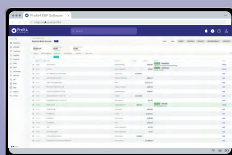
# Profit4

software

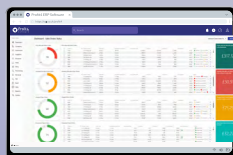
eCommerce  
Integration



Finance  
& Accounting



Order  
Management



Assets  
& Kits



Warehouse  
Management



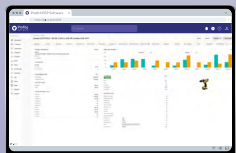
Work from  
anywhere



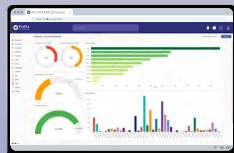
# Innovative ERP software

For stockists, distributors & wholesalers

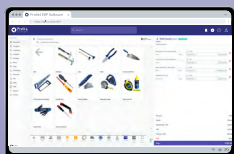
Stock  
Control



Reporting



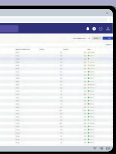
Trade  
Counter



Dispatch



Assemblies  
Settings





# Reporting & analytics

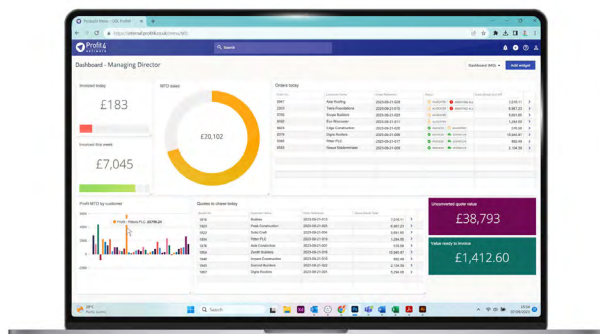
Drive your business forward with intelligent analytics

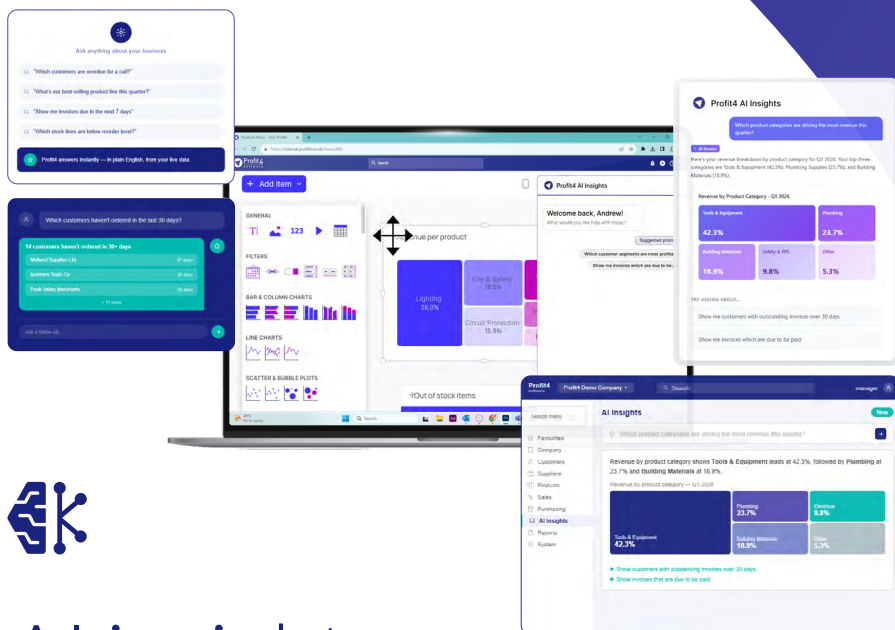
We understand that making key business decisions can be challenging and having full visibility of your business performance is key. With Profit4, you can equip your decision-makers with accurate, real-time data to make informed choices that enhance your business profitability.

Having full visibility enables you to react quickly and make informed decisions. You'll be able to think ahead of the competition with a proactive approach and gain invaluable fact-based predictions.

Gain deep insights and knowledge into every area of the business and make the right next move for your sales strategy, warehouse department, stock management, purchasing plans and finance decisions.

With Profit4, you're always in control and have the tools you need to maximise your profits with fully customisable dashboards. You can focus teams or individuals on only the data they need to optimise their efficiency.





# AI insights

Smarter, data-driven decisions through enhanced insights

With Profit4's AI Insights feature, you can unlock a deeper understanding of your business' performance and make smarter, data-driven decisions with confidence. By transforming complex information into clear, meaningful insights, it helps you uncover trends, identify opportunities, and respond to challenges more effectively. Designed to bring your data to life, these enhanced insights enable you to see the bigger picture while also drilling down into the details that matter most, empowering your team to act faster and with greater precision.

## Instant intelligent answers

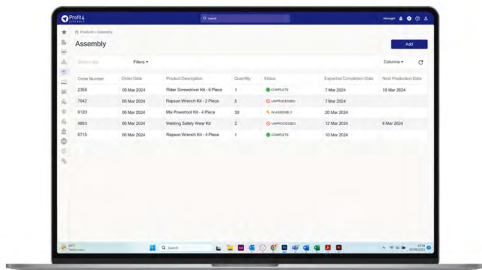
Interrogate your data in plain language and receive instant insights.

## Visual data presentations

Present and interpret your data through data-rich dashboards and visualisations.

## Cross-module insights

Analyse data from multiple areas across Profit4 into a single view, allowing you to analyse everything from sales and orders to stock and finance.



# Assemblies & kitting

Control your manufacturing and assemblies needs directly through Profit4

Assemblies in Profit4 will help you manage your simple manufacturing processes through controlling and reserving components that are required for a single or multi-level assembly.

Assembly orders can be directly linked to a sales order line, once the assembly is completed it's automatically allocated ready for dispatch. This fully integrates

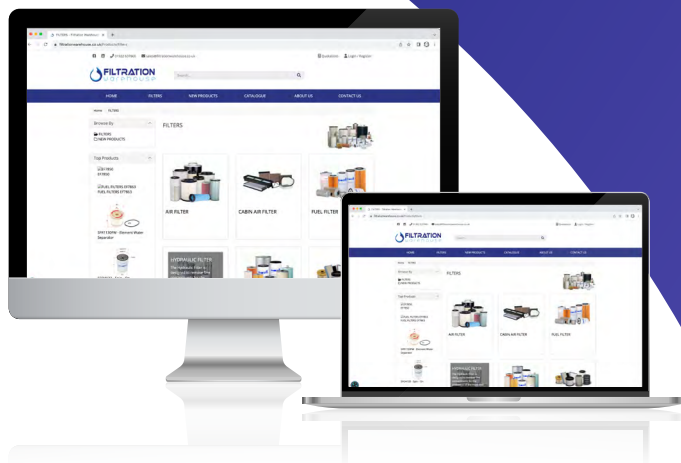
with the purchasing function to provide stock shortage analysis and purchase order fulfilment, ensuring core materials are always kept at optimum stock levels to support the production cycles.

The Assemblies module and dashboard gives the production team the ability to monitor, track, control and report the assembly function and process.

“

“Profit4 takes away the tasks that currently take up my time and frees me up so I can concentrate on selling more to customers and finding better ways to sell to customers.”

**BUSINESS OWNER, TBS OXFORD**



# Integrated eCommerce - OGL eShop & B2B Portal

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Start building your online business with a fully integrated website

Selling online has never been easier. Whether you are looking to switch or don't have a website yet, we can help by building you a new eCommerce website as an add-on to your Profit4 package.

Our in-house expert developers will create a template or custom design OGL eShop that is fully integrated with Profit4. This will be an easy-to-use website that allows you to make quick edits yourself. With full ERP integration, you will save hours of work as you can update products in the software which will automatically update on your website. You can also easily make bulk price and image updates which will be mirrored on your website.

OGL eShop enables you to take your customer service to the next level by allowing your customers to create their own trade accounts. They can access their order history and track existing orders. To provide a personalised touch, you will have the option to offer individual bespoke customer pricing and loyalty points.

Alternatively we offer a B2B eCommerce Portal, a cost-effective, templated solution designed for customers who are looking to offer a streamlined online ordering experience for your existing customers.

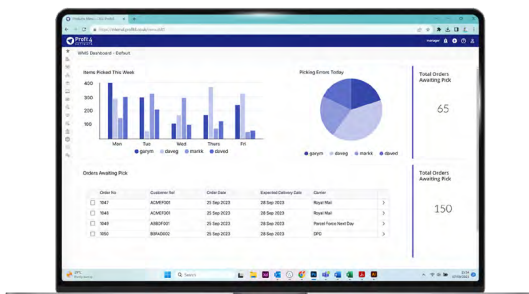


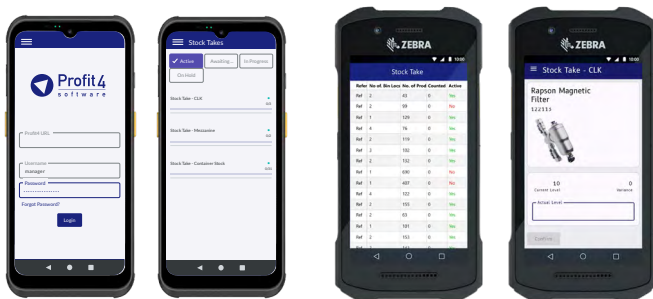
# Warehouse management system (WMS)

Designed to increase the efficiency of your warehouse operations

Profit4's Warehouse Management System (WMS) functionality allows you to efficiently manage your stock daily. Using a barcode scanning device, the application offers an intuitive interface and advanced barcode scanning capabilities, automating tasks like product enquiries, bin checks, order picking, stocktaking, and dispatching.

Going forward your warehouse staff can work smarter and faster, while ensuring data accuracy and operational efficiency. WMS can offer savings right from implementation, with improved stock management leading to greater profitability, increased efficiency and improved customer retention.





## Product enquiry

Quickly scan any product barcode to access essential product information including:

- Detailed product descriptions
- Current stock levels
- Locate warehouse details and track recent stock transactions
- Integrated product images for easy identification

## Stock takes

We understand how important it is to keep track of your inventory. That's why Profit4 provides full visibility of your stock take references, product quantities, and count progress all in one place.

## Bin enquiry

Gain a comprehensive view of bin contents by scanning a bin barcode. Instantly see a list of all products stored in the scanned bin. You can also streamline inventory management by simplifying bin audits and checks.

## Picking

Efficiently pick orders using an optimised warehouse sequence, ensuring smooth and accurate order fulfilment:

- Follow guided picking routes to minimise travel time within the warehouse
- Record and report pick errors directly from the device
- Choose specific product batches to maintain control over stock rotation and batch tracking

## Dispatch

Complete the order dispatch process in seconds:

- Automatically mark picked orders as dispatched directly from the application
- Accelerate the shipping process to meet customer expectations efficiently

# Third-party integrations

## eCommerce



**OGL eShop** - If you don't already have a website or are looking to switch, we can build you an eCommerce website as an add-on to Profit4.



Connect your **WooCommerce** website to manage orders and enhance your customer experience.



**OGL B2B Portal** - Streamline your online experience for your account customers to manage orders, payments and account details.



Unlock the potential and growth of your business by connecting your **BigCommerce** website to Profit4.



Integrate your **Magento/Adobe Commerce** website to boost your online potential and enhance your customer experience.



Integrate your **GOB2B** eCommerce site with Profit4 and transform your sales process.



Connect your **Shopify** store and discover a fast and efficient way of selling online and fulfilling your Shopify orders.

## Marketplace



Connect your **eBay** store with Profit4 to receive and dispatch your eBay orders.



Connect your **Amazon** store with Profit4 to improve your customers' buying experience.



Connect your **Etsy** webstore with Profit4, import all your orders to manage and sell effectively.

## Courier



Streamline, automate, and gain end-to-end control of your shipping process with the **Easypost** carrier integration.



Save hours of work a day and ship smarter with **Shiptheory**'s fully integrated shipping.



**MaxOptra** - Essential for fleet operators looking to simplify route optimisation and enhance your customer experience.

## Payment



**Dojo** connects your card machine to your EPOS in the cloud, so you don't have to key in the payment twice.



Serve customers faster with **Paymentsense** integrated payments.

## Other



**EDATA** - Data pool of high quality, eCommerce-friendly, manufacturers' product information on hundreds of thousands of electrical products.



**TrueCommerce** - Achieve new levels of supply chain performance with integrated EDI.



**LUCKINSlive** - Gain access to over 1 million individual items from over 800 electrical, HVAC and plumbing manufacturers.



**Pixsell** - B2B CRM and catalogue ordering app, a field sales solution for reps and agents.



Unlock a more efficient and productive way of managing your business tasks with our **Outlook** integration with Profit4.



**Loqate** - Address verification powered by the most accurate global location data.



**Procuros** - Simplify B2B operations by seamlessly integrating and automating orders, invoices and delivery notes between your trading partners and Profit4.



**Spectrum** - Implement a faster, more accurate matching and checking process, automatically linking POs and goods receipts to invoices, credit notes and more.

# A sector-specific solution that improves performance

Profit4 transforms and future-proofs stockists, distributors & wholesaler businesses across a wide range of industries.

Profit4 is specifically tailored to meet the unique needs of your industry. We have 50 years of experience and have worked extensively with wholesalers, distributors and merchants like yourself.

We understand the various challenges that businesses in your market face, whether they are common, niche, or complex. Our goal is to help maximise your success by providing a comprehensive software solution that addresses these challenges.

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Agriculture

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Bearings & transmissions

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Building & plastics supplies

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Catering supplies & equipment

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Cleaning & janitorial

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Electrical & lighting

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Engineering & industrial supplies

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Fasteners & fixings

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Hair & beauty

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Healthcare & medical

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Horticulture

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Hydraulics & pneumatics

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Ironmongery & architectural hardware

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Merchants

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Paper & packaging

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Pipes & valves

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Plumbing & heating

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Tools & equipment

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Veterinary & scientific

---

Workwear & safety equipment

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Don't see your industry? We work with hundreds of stockists and wholesalers, please contact us to find out how Profit4 can help you and your business.

# Working together to succeed

Our customers' success is paramount to us, which is why we're more than just a software supplier.

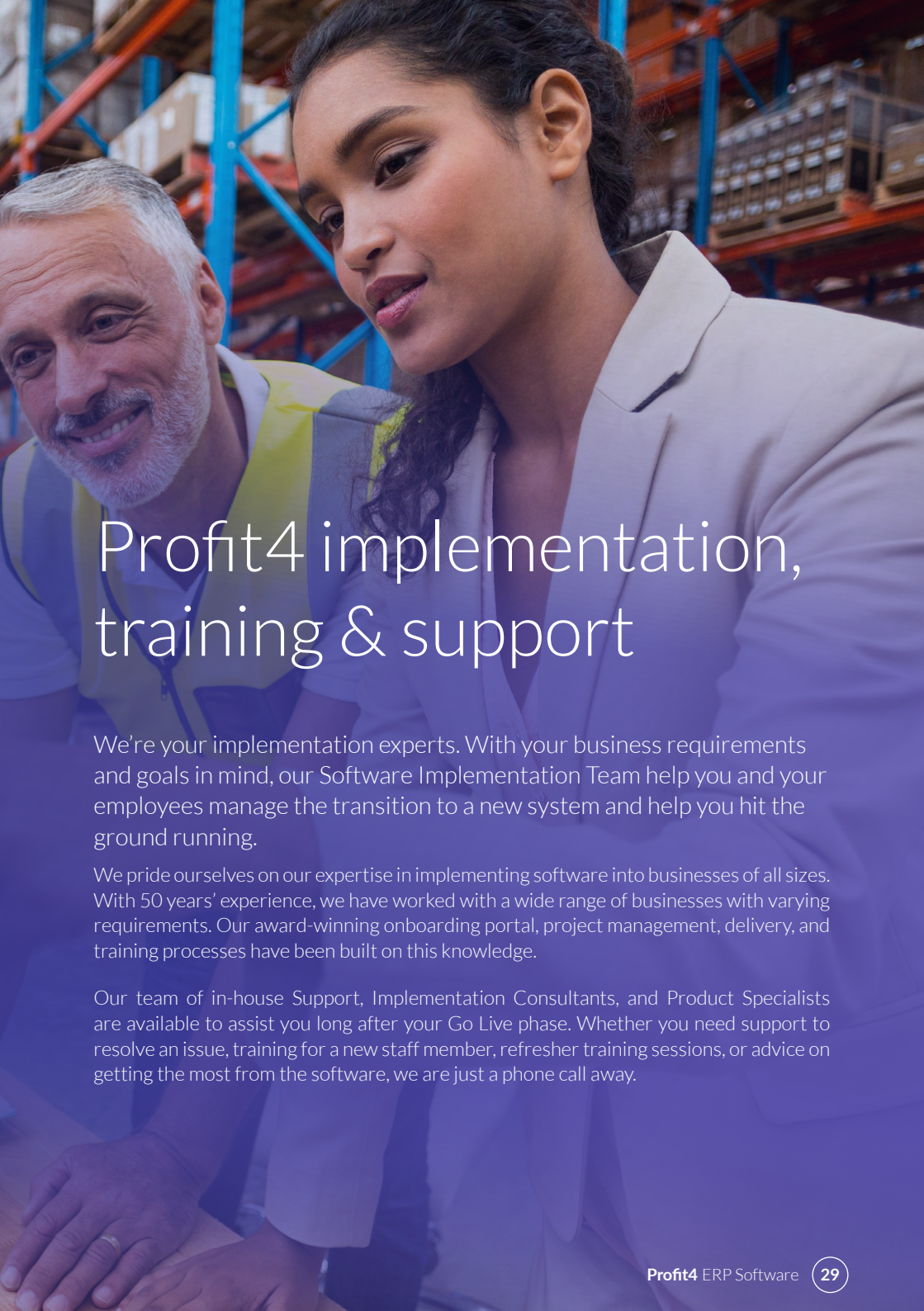
The team at OGL Software is dedicated to working closely with you to thoroughly understand your specific challenges and opportunities. We are fully committed to providing ongoing support and ensuring that our solution consistently aligns with your needs. Our primary goal is to offer expert guidance and recommendations on how to make the most of Profit4 to drive your business growth.

“

“Having a dedicated Customer Success Manager is brilliant, someone so knowledgeable to talk with and discuss how we can improve and utilise Profit4 as much as possible. I feel the OGL team have been there from the start and are continuing this journey with us.”

**DEBS SMIDT**

MANAGING DIRECTOR, COTSWOLD HOSE & FITTINGS

A man with grey hair and a beard, wearing a yellow safety vest over a white shirt, is smiling and looking towards a woman. The woman has dark hair and is wearing a light-colored blazer, looking back at him. They are in a warehouse with blue metal shelving units in the background.

# Profit4 implementation, training & support

We're your implementation experts. With your business requirements and goals in mind, our Software Implementation Team help you and your employees manage the transition to a new system and help you hit the ground running.

We pride ourselves on our expertise in implementing software into businesses of all sizes. With 50 years' experience, we have worked with a wide range of businesses with varying requirements. Our award-winning onboarding portal, project management, delivery, and training processes have been built on this knowledge.

Our team of in-house Support, Implementation Consultants, and Product Specialists are available to assist you long after your Go Live phase. Whether you need support to resolve an issue, training for a new staff member, refresher training sessions, or advice on getting the most from the software, we are just a phone call away.



# ABM Electrical

## About ABM Electrical

ABM Electrical was set up in 2002 by Les Ashworth and partners, with sons Mark and Robert continuing with the family business as majority stakeholders in recent years. With over 125 years

combined experience, the team at ABM Electrical know everything there is to know about electrical wholesale, catering to both B2C and B2B customers with a product offering of over 23,000 items.

## ABM Electrical's journey to Profit4

ABM's Commercial Director, Mark Ashworth, recognised the business needed to invest in new technology to support their business growth. Mark reviewed a variety of ERP systems in the market before selecting OGL Software's Profit4 solution.

Running a busy electrical wholesale business requires visibility and automation over stock management, purchasing, invoicing, analytics and more. Profit4 is able to handle all of these tasks, allowing Mark to focus on growing the business. Overall, the functionality and features of

Profit4 have allowed ABM Electrical to save money, become more efficient and develop into different markets.

In addition to helping ABM Electrical's team get on top of their stock control, using an ERP solution designed for their industry has enabled ABM to realise significant time savings across all areas of the business, particularly in invoicing. Previously, it was a full-time job to process over 1,000 invoices a month, but now the team only spends around 20-30 minutes a day on this task.



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“Since going live on Profit4, we have been able to get our stock control in order & reduced our stock holding down at any one time by about £100,000 a month. This freed a lot of cash that enabled us to reinvest elsewhere into the business & grow.”

**MARK ASHWORTH**

COMMERCIAL DIRECTOR, ABM ELECTRICAL

# Start your journey with OGL today

We provide ERP software designed specifically for stockists, distributors & wholesalers.



Automate & streamline  
processes



Stay ahead of the  
competition



Enhance customer  
service



Increase sales



Gain real-time insights



Boost profitability



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Worcestershire, DY13 9AT

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Email **[software@ogl.co.uk](mailto:software@ogl.co.uk)**

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