

Distributors are prioritizing investments in business model innovation



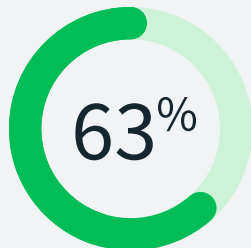
A recent study shows that wholesale distributors are prioritizing investments in business model innovations to outpace competition, drive revenue, and address evolving customer demands. These include major changes to their current systems, as well as entirely new ventures.

Many innovations made in the last five years are already starting to generate a return of investment, bringing in significant new revenues. As such, expectations for the success of the next five years are growing.

Here are some key learnings from the research that clearly demonstrates the importance for distributors to invest in business model innovation - now and in the future.



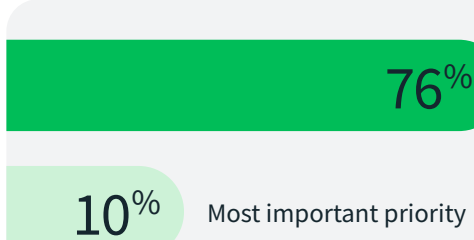
Business model innovation is growing in importance



63% of distributors report business model innovation increasing in importance due to market changes.



How do distributors rank business model innovation as a priority?

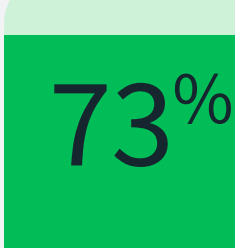


76% Business model innovation is among top 3 priorities

10% Most important priority



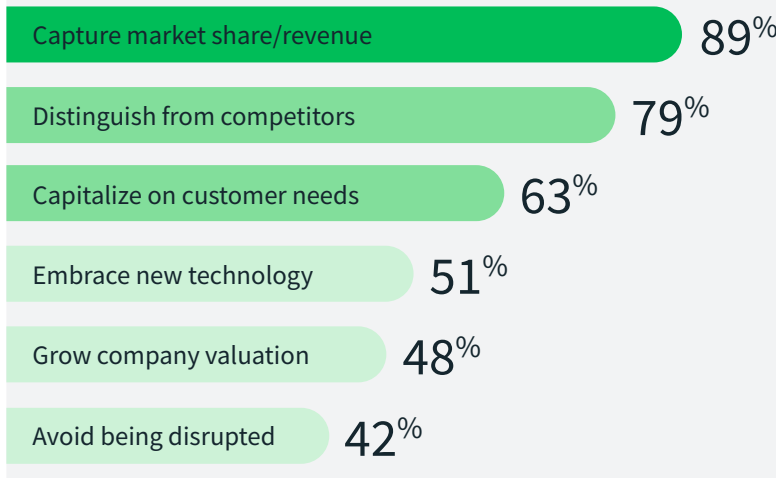
Distributors are increasing investment in business model innovation next year



73% anticipate increasing their investment in business model innovation activities in the coming year.



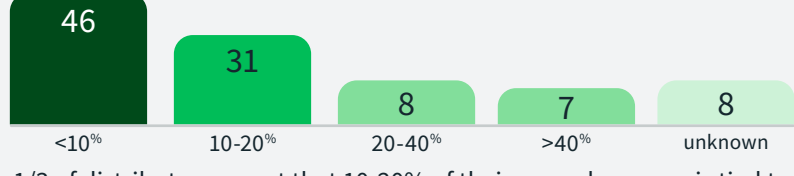
Driving revenue and outpacing competition tops the list of distributors' motivations



89% report capturing market share and driving new revenue as their primary motivation for business model innovation. Distinguishing themselves from competitors and capitalizing on customer needs were also amongst the top motivators.



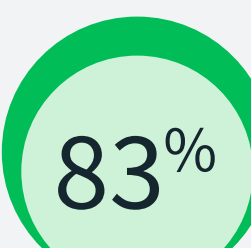
Business model innovation is generating significant revenue for distributors



1/3 of distributors report that 10-20% of their annual revenue is tied to business model innovations launched within the last five years.



Business model innovation activities are clearly meeting or exceeding expectations

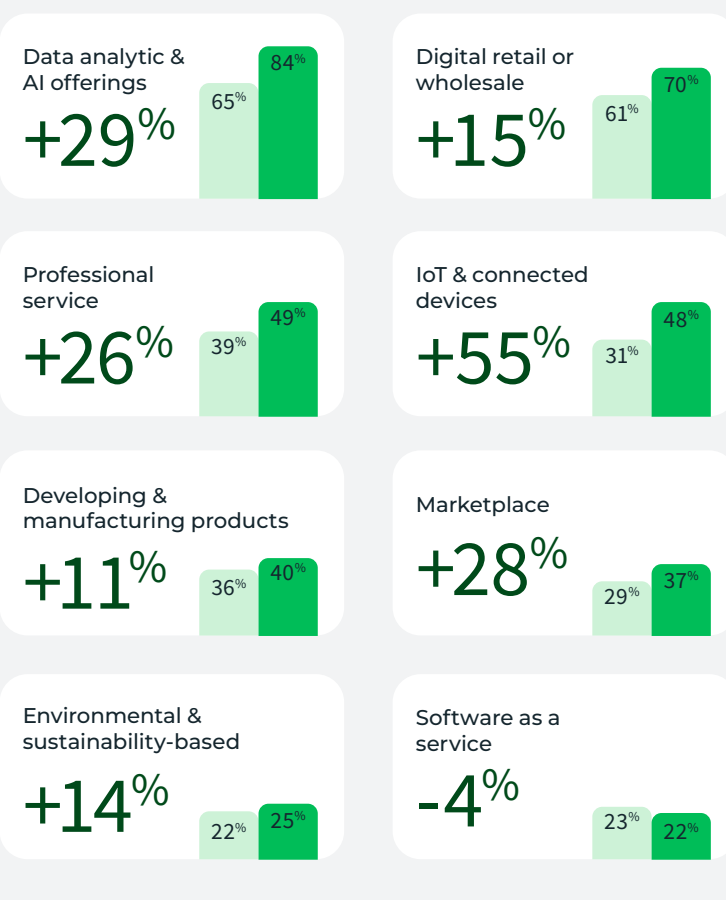


83% of respondents report that the investment they've made in business model innovation meets or surpasses expectations.



Distributors plan to explore new types of business models

Business models explored to-date vs. plans to explore in the next 5 years



Legend: Explored (light green), Plan to explore (dark green)

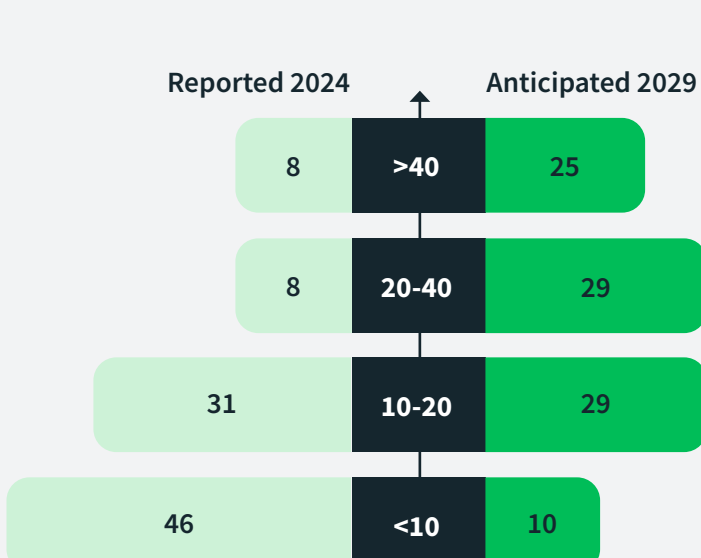


Distributors expect larger revenues from their business model innovation investments

29% believe they will generate 10-20% of their revenue from innovations in 2029

29% believe innovations will drive 20-40% of their revenue

25% expect that more than 40% of revenue will come from new business models



Resources:

"Business Model Innovation: Delighting customers and disrupting competitors to drive new revenue", Modern Distribution Management (MDM)

About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

infor.com

Learn how you can drive innovation in your business with Infor Distribution software

[LEARN MORE](#)