

Sharing Stock with Coena

Before using Coena

Sam works in sales for a big reseller in London that has 3 stocking locations in Amsterdam, Munich, and Prague. In order to know if he is selling stock that really exists, he spends a lot of time emailing and calling the stock controllers in the 3 locations. Sam really wants to find a solution that will help him get visibility of stock levels without spending so much time and money on haphazard communications.

I really have to find an easier solution to improve stock visibility.



Daniel works for a manufacturing company based in Germany, and he is Sam's main supplier. Sometimes he receives an order from Sam every day, and sometimes he doesn't get an order for months. Sam is an important customer for Daniel, but this haphazard pattern of orders reduces Daniel's ability to plan his manufacturing based on demand.

You should have ordered them earlier so I could have planned my production. I have only one product in stock. I will deliver it to your warehouse tomorrow.



Jack works for a trading company in London, and he needs to buy 3 of the products that Sam sells. Jack contacts Sam and requests a quotation. Jack realizes that he doesn't have enough stock for 1 of the products in London, but the other locations (Amsterdam, Munich, or Prague) might have them in stock. It will take him a few phone calls and some emails to be sure, but Jack expects any supplier to be able to provide an immediate answer.

I need to buy 3 products from you. Do you have them in stock? I'm in a hurry!



Coena Solution

We really have to share our inventory. What do you say to both of us using Coena? It's easy to use and it saves us a lot of precious time.



Sam finds Coena and installs it in all his locations. He convinces Daniel that Coena is the best solution to share their stocks and distributes him the application.

After using Coena

Great! Let's use it!



Now, when Jack orders the same 3 products, it takes Sam a few minutes to find out stock levels globally, and confirm that he can supply the products from 2 locations within 2 days. Jack now receives confirmations of his orders within minutes. Sam has total visibility on product availability in all of his locations, as well as Daniel's (his supplier) locations. He can easily align demand and supply, and has freed up around 80% of his time that he would otherwise spend on following up orders, making phone calls to track deliveries, and sending emails to get stock statuses. Instead, he can focus on thinking about his business, discovering new opportunities, and building a stronger business.