Oporteo now live at Robinson Wholesale!

Tuesday 5 April, 2022

Oporteo, an omnichannel ecommerce platform, has been launched at Robinson Wholesale, giving the food and drink wholesaler unlimited digital capabilities. Including real-time integration with their existing ERP system which will help them deliver exceptional customer experiences across all channels.

The ability to seamlessly integrate Oporteo with Sage Line 200 was a key selling point for Robinson Wholesale. This will reduce time-consuming manual processes and increase the agility and scalability of their operations. Josh Robinson, Marketing and Business Development Manager at Robinson Wholesale, said: “We needed an ecommerce system that delivers on functionality and gives our customers the best possible experience. Oporteo fitted the bill.”

The future of wholesale and distribution is reliant on businesses, like Robinson Wholesale, migrating to digital-first platforms. Those that provide advanced tools and functionality, and can integrate back-office systems with a multitude of customer-facing solutions.

Andy Pratt, Business Development for Oporteo, said, "Wholesalers are continuously having to adapt to global events, new regulations and changing customer needs as fast as possible. However, poor integration between systems remains a significant barrier to business growth."

By embracing the power of Oporteo, Robinson Wholesale will better ensure the seamless integration between platforms so that data is updated in real-time. Andy said, "Ultimately, this will improve the customer experience because you can provide a more personalised service."

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