



Case Study Westcoast Ireland

SUPERDISTY PARTNERS – BEFORE AND AFTER
SUPERDISTY



Customer Profile:

Established in 1984, Westcoast Ltd is a privately held company that distributes leading IT brands such as HP, HPE, Microsoft, Lenovo, Apple, and many others to a broad range of resellers, retailers and office product dealers in the UK and beyond.

Since then we've grown to become the number one UK distributor for many of our vendors and customers. We employ more than 1,200 people across a number of locations in the UK, Ireland and Europe.

Thanks to the hard work and dedication of everybody at Westcoast the company is flourishing. Our revenues have seen a sharp increase in recent years reaching £2 billion in 2017.

We are consistently ranked in the Sunday Times Top Track of the 100 Largest Privately-owned UK Companies, and are now the second largest privately-held business in the Thames Valley region.

Westcoast – exceptional every day.

“SuperDisty gave us immediate access to Amazon throughout Europe!”

Mark Shields – Head of Operations – Westcoast Ireland
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Challenge:

- Manage a portfolio of 200 000 products
- Operate with suppliers across all Europe
- Work on a back-order basis
- Factor in cost and currency fluctuations
- Managing Amazon operating requirements to limit financial penalties

Results

- Sales to Amazon UK
- Expansion across all Amazon markets in Europe
- Integration with existing ERP, Partners and Couriers

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