

# HARDI Proven Partner Case Study: Distro

## 1. The Problem We Identified in the Industry

Across the HVACR and other industrial distribution sectors, a mix of long-standing and emerging challenges is reshaping how work gets done. Labor shortages are ongoing, with experienced employees retiring and fewer people entering the field. New hires often leave before they gain traction, making it hard to retain knowledge and build consistent teams. At the same time, distributors are navigating economic uncertainty, including fluctuating tariffs, supply chain disruption, and uneven demand, all while operating on tight margins.

Despite these pressures, expectations haven't lowered. Distributors are still expected to quote quickly, onboard new staff efficiently, and deliver reliable service at the counter and in the field. But the systems in place often make that harder, not easier. Many teams still rely on a patchwork of ERP screens, PDFs, product catalogs, and manual workarounds. Even with digital investments, key workflows like quoting, product lookup, and customer communication remain disconnected and inefficient.

In conversations with distributors, another clear pattern emerged: when tools were fragmented, adoption suffered. Staff didn't have time to jump between different apps or learn a new tool for every task. And leaders couldn't afford to waste cycles rolling out software that would sit unused.

What was missing wasn't more technology, it was a complete platform that fit into how teams already worked and pulled the critical parts of quoting, searching, and responding together into one place.

That's why we built Distro, not to replace the ERP, overhaul every system, or diminish the role of hardworking people who are the backbone of this industry. Instead, Distro is designed to empower teams and individuals, giving reps one intuitive interface to quickly find answers, confidently respond to customers, and generate quotes without unnecessary steps. When technology supports people, rather than replaces them, teams adopt it naturally and that's when real, meaningful change happens.

## 2. How We Are Solving the Challenge

### Century HVAC: Reducing Workflow Redundancy and Manual Quoting

Before Distro, Century HVAC struggled with duplicate documentation efforts, disconnected quoting processes, and cohesive ERP integration. Staff were manually handling quote requests and referencing multiple systems for technical specs and SOPs.

With Distro, quote requests sent by email are now parsed automatically and loaded into their P21 ERP. Staff can retrieve SOPs, product data, and marketing documents in one place without duplicating uploads. Getting access to manufacturers data directly, and ERP bolt-on tools allow data to flow from preferred manufacturers directly into the quoting process.

Impact: Quote turnaround time dropped from hours to minutes, and teams are on track to eliminate hundreds of manual entries per month, freeing up valuable resources for customer engagement. Excitement is building among the various branches as the leadership team is actively expanding the rollout to additional locations. Daniel Conolly, their operations lead, described it as "drastically helpful," specifically highlighting how Distro eliminated significant documentation overhead. Interns and newer

hires now have immediate access to reliable information, significantly reducing their dependence on senior staff for routine inquiries. Distro has effectively become their first stop for answers, speeding up onboarding and enabling the entire team to deliver faster, more confident service.

### **Insco: Enabling Staff Without Years of Experience**

Insco faced the classic knowledge gap challenge: veteran counter reps held the keys to technical information, while new staff relied heavily on them for everything from specs to parts lookups.

Now, junior employees like Tony at the South Austin branch can consult InscoAI before escalating questions. With integrated manufacturer data, nomenclature breakdowns, and pricing checks, newer staff get instant answers without needing years of tribal knowledge. Onboarding is underway to build quotes automatically.

Impact: New hires now contribute meaningfully within weeks instead of months. Veteran staff reclaimed hours previously spent fielding repeat questions. Productivity and confidence increased, with store managers requesting rollout to more branches. Executive leadership also expressed interest in becoming formal ambassadors of Distro's AI solution.

### **WeatherTech Distributing: Streamlining Commercial Quoting**

WeatherTech's commercial quoting process required teams to manually transfer data from Quote Pro into SXE, often retyping information from emails or spreadsheets. Each quote involved referencing multiple third-party sites for AHRI certificates and Carrier product data.

Distro integrated Quote Pro, Carrier inventory, and AHRI certificate lookup directly into their interface. Staff now upload or forward customer inquiries, and RepBot scans emails and attachments to generate pre-filled quote responses. A centralized prompt library ensures consistent answers across counter and commercial teams. Even new hires like Logan are able to find product specs and generate quotes within their first week.

Impact: The quoting process that used to take 20–30 minutes now happens in under 5. Manual steps were eliminated, error rates dropped, and the team is excited to deepen their use of Distro. Leadership called the system “a game changer” and has since expanded Distro to additional workflows. Their project lead, Lantis Hollis, praised it for leveling the playing field between new and experienced team members.

## **3. How We Continue to Support Our Customers and the Industry**

We know that rolling out new technology in a distribution business isn't just about turning it on, it's about helping people use it in the real world. That's why Distro forms deep and long-lasting partnerships, providing white glove onboarding and long-term support that focuses on both ease of adoption and lasting operational change.

We begin with hands-on onboarding tailored to each team's needs. Our customer success team leads live trainings, configures the system to match existing workflows, and ensures staff can use the platform confidently right away. We keep the technical lift low and the setup fast, so internal IT teams aren't bogged down.

Beyond launch, we provide ongoing support that includes:

- Regular check-ins to surface blockers, refine workflows, and support scaling
- Real-time usage tracking to identify where teams might need more guidance
- Clear rollout materials for internal leads, including training prompts and manager toolkits
- A feedback loop that allows teams to shape future improvements
- Help desk and technical collaboration, including with ERP and IT teams when needed

We also support the broader change management process. That includes working with leadership to set adoption goals, enabling internal champions, and helping managers explain the “why” behind the changes.

Our role isn't just to install software, it's to help teams thrive with it over time. We're not just another AI tool, we're a dedicated partner committed to empowering distribution businesses and their people to win in the AI era. Every distributor is unique, and our job is to stay closely connected, to understand what's working, identify areas for improvement, and ensure our technology delivers lasting value, not just additional tasks. We're invested in long-term partnerships, supporting our customers every step of the way as they lead their teams confidently into the future.