

CUSTOMER SUCCESS STORY

# Benco Dental

## Profit optimized S&OP helps grow Revenue, Profit and Market Share.

### COMPANY OVERVIEW

Benco Dental is the largest privately owned full-service distributor of oral healthcare technology and supplies and serves over 30,000 dental professionals. They provide more than 60,000 products from 1,100 manufacturers. With a passion for driving innovation and a desire to ensure dentists have the products they need to provide great oral healthcare, Benco Dental turned to GAINS to establish a robust Sales & Operations Planning process.

### CHALLENGES

Accelerate executive decision making to drive higher service levels and optimize inventory while gaining market share in an intensely competitive market.

### **BencoDental™**

- ◇ HQ in Pittston, PA
- ◇ 5 Distribution Centers
- ◇ Serving 30,000 customers

### INDUSTRY

Distribution

### SOLUTION

GAINS supply chain performance optimization platform

### RESULTS

- ◇ Grew market share **10%** through higher service levels
- ◇ Reduced inventory **15%** while increasing sales **7%**
- ◇ Slashed expedited shipments to near **ZERO**

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## TRANSFORMATION OBJECTIVES

As a growing distributor in a competitive market, Benco Dental’s success depends on two primary factors – providing superior customer service and offering a broad portfolio of value-added services. In a business that prides itself on superior service, these goals are even more challenging given new product introductions and availability of low volume items with sporadic demand across its robust product portfolio of over 60,000 items.

Fueled by improved S&OP and the GAINS inventory optimization capabilities the business opportunities became clear:

- ◇ Automated dynamic forecasting significantly reduced human bias and harnessed leading marketing indicators
- ◇ AI-driven profit-maximizing service level attainment with item-location precision
- ◇ Profit-optimized inventory policies for synchronized replenishment

- ◇ In-depth ML based scenario analysis allows executive leadership to focus on desired business outcomes instead of spreadsheet models
- ◇ Automated replenishment considers both constraints and opportunities to reduce risks and boost service

Profit optimized scenario analysis with GAINS gave the Benco Dental team the insights they needed to confidently realign inventory and move forward faster to gain market share.

“Driving our Sales & Operations Planning process with GAINS helped Benco Dental grow revenues by 7% and profits while reducing inventory by 15%.”  
 — Director of Supply Chain Planning

## RESULTS & BENEFITS

- ◇ Grew market share **10%** through higher service levels
- ◇ Reduced inventory **15%** while increasing sales **7%**
- ◇ Slashed expedited shipments to near **ZERO**
- ◇ Increased customer service levels to a consistent **+96%**
- ◇ Optimized a broad product portfolio of fast and slow-moving items