

DOZR Supplier OMS Analysis - Complete List

Data Source: Keywords Data Excel | Generated: February 14, 2026

All numbers verified from Keywords Data (1).xlsx

Executive Summary - Last 90 Days

Metric	Value	Percentage
Total Orders	833	100%
OMS Orders	280	33.6%
Non-OMS Orders	553	66.4%
Total GMV	\$1,632,685.99	100%
OMS GMV	\$422,059.17	25.9%
Non-OMS GMV	\$1,210,626.82	74.1%
Total Unique Suppliers	284	100%
OMS Only Suppliers	61	21.5%
Non-OMS Only Suppliers	172	60.6%
Uses Both OMS & Non-OMS	51	18.0%

Last 30 Days Snapshot

Metric	Value	Percentage
Total Orders	344	100%
OMS Orders	47	13.7%
Non-OMS Orders	297	86.3%
OMS GMV	\$78,080.67	9.6%
OMS Suppliers Active	22	of 112 total

COMPLETE LIST: OMS Only Suppliers (61 suppliers)

These suppliers ONLY fulfill orders through OMS - no sales rep involvement

#	Supplier	Orders	GMV
1	CONEQ Rentals - Woodbridge ON 8445526637	9	\$11,294
2	Industry Lift Inc - Industry CA 6269136175	5	\$11,332
3	Sunstate Equipment - Jacksonville FL 9049029030	4	\$5,622
4	NAM Rentals - Toronto ON 6475257368	4	\$2,885
5	Robin Rents - Huntsville (North) AL +12564894994	4	\$6,200
6	Ready Equipment Rental - San Bernardino CA 9098864714	3	\$2,472
7	Ecco Equipment Corporation - Visalia, CA 5596510116	3	\$6,295
8	Border Equipment (Bobcat of Augusta) - Augusta GA 70673	3	\$11,258
9	General Rent-All - Massillon OH +13308373531	2	\$1,850
10	Equipment Depot - Waco TX 2546624322	2	\$1,575
11	Trinity Equipment Rentals - Colton CA 9517901652	2	\$6,876
12	Sunstate Equipment - Prescott Valley AZ 8558088875	2	\$1,508
13	Carolina Industrial Trucks - Charlotte NC 7045887388	2	\$2,619
14	NG Equipment Sales - Phoenix AZ 4802863865	2	\$5,423
15	Great Rate Rentals - South Windsor CT 8602897821	2	\$1,774
16	Western States Cat - Meridian ID 2088842300	2	\$2,750
17	Dashino Excavating - Brampton ON 4168773476	2	\$9,044
18	Bobcat of Toronto - Brampton ON 4166794172	2	\$7,370
19	Atmosphere Rental Inc - Cambridge ON 15192425767	2	\$1,474
20	Sunstate Equipment - San Diego CA 8558088875	1	\$2,478
21	Synergy Equipment - Clearwater FL 7275915134	1	\$2,722
22	Lybroco Rentals - Edmonton AB 8006741018	1	\$564
23	David Deming	1	\$1,324
24	Porter Rents - Lakeside CA +19512288722	1	\$1,170
25	R&M Equipment Rentals - Birmingham AL 2053261111	1	\$2,852
26	Lift Truck Supply - Tyler TX 8008731828	1	\$1,153
27	Northside Tool Rental - Buckhead (Atlanta) GA 404233672	1	\$819
28	r Ed's Rental & Sales Inc +18476589000	1	\$3,900
29	Sunstate Equipment - Houston (Cypress) TX 2814923400	1	\$712
30	Border Equipment - Atlanta GA +17703226960	1	\$5,194
31	Rent Rite - Alma MI 9896812182	1	\$927
32	Discount Forklift - Dallas Fort Worth TX 16823824088	1	\$6,244
33	Carolina Containers & Transport - Raleigh NC +191956291	1	\$830
34	Sunstate Equipment - South Fort Worth, TX 8558088875	1	\$1,244

35	Frank's Supply Company - El Paso TX 9155929700	1	\$189
36	Cowin Equipment Company Inc. - Birmingham, AL 205841666	1	\$1,488
37	Rent Equip - Austin TX +15128369100	1	\$3,360
38	Carter Cat - Sterling VA 703-450-6700	1	\$695
39	The Equipment Source - Englewood FL 9414609769	1	\$1,318
40	Silver Line Supply LLC - Ponder TX +19404424659	1	\$777
41	Western Rentals - Fontana CA 9098222200	1	\$7,331
42	Eastern Tennessee Rent-Alls - Johnson City TN +14232823	1	\$809
43	TEC Equipment Rental - Orangeburg SC +18037920150	1	\$2,006
44	All American Rentals - Apache Junction AZ 4809848088	1	\$1,080
45	V-Bar Equipment - Abilene TX 3256700427	1	\$774
46	Naumann Hobbs Material Handling - Las Vegas NV 85595736	1	\$1,538
47	Durants Tool Rentals - New Windsor NY +18457870013	1	\$724
48	JGR Equipment Sales & Rental - Richmond VA 8047737200	1	\$2,348
49	Rapid Rentals	1	\$742
50	Parks Rental & Sales Inc +17725672040	1	\$426
51	Black Oak Equipment Rental - Sumter SC 8037759903	1	\$500
52	Sam Equipment Rental & Sales - Coxheath NS +19025392323	1	\$6,688
53	Blakley Equipment Inc - Mount Vernon NY 9146645500	1	\$585
54	Best Rental Centers Inc - Altamonte Springs FL 40783123	1	\$401
55	Pioneer Equipment Company - Jacksonville FL 9047322151	1	\$7,685
56	Nors - Vancouver BC 16048825051	1	\$7,426
57	Central Power of St Louis MO - Maryland Heights MO 3144	1	\$2,030
58	Equipment Depot - Dallas TX 9724388000	1	\$1,141
59	Beach City Lift - Phoenix AZ 16024372345	1	\$556
60	Torgerson's LLC - Great Falls MT 14064531453	1	\$1,211
61	High Reach 2 - Deerfield FL 9547941111	1	\$1,468

Total: 61 suppliers | 99 orders | \$187,051 GMV

COMPLETE LIST: Non-OMS Only Suppliers (172 suppliers)

ONBOARDING TARGETS - These suppliers are NOT using OMS

#	Supplier	Orders	GMV
1	Equipment Share 17206100062	35	\$114,499
2	Sunstate Equipment - Colton CA 8008947368	18	\$27,890
3	Sunstate Equipment - Balch Springs TX 8558088875	9	\$7,858
4	Sunstate Equipment - Southlake TX 8558088875	8	\$12,488
5	Sunstate Equipment - Colorado Springs CO 7195779750	7	\$5,426
6	Sunstate Equipment - Las Vegas (Henderson) NV 855808887	7	\$5,313
7	Sunstate Equipment - Denver CO 7203227000	7	\$5,939
8	Synergy Equipment - Houston TX 13465973386	6	\$7,530
9	Herc Rentals (9316) - Myrtle Beach SC 843-236-2369	6	\$12,948
10	Sunstate Equipment - Seattle (Kent) WA 2539935091	6	\$6,077
11	Evcon Rentals +15015381834	6	\$10,660
12	Leppo Rents (Bobcat of Opelika) - Opelika AL +133435056	5	\$7,408
13	Art's Rental Equipment & Supply - Sharonville, OH 51376	5	\$5,036
14	Sunstate Equipment - Portland OR 8558088875	5	\$6,102
15	C&P Portables	4	\$1,315
16	Bobcat of Brantford - Brantford ON 5197527900	4	\$6,731
17	Palm Beach Equipment Rentals - Delray Beach FL 56134715	4	\$2,896
18	Sunstate Equipment - Marietta GA 8558088875	4	\$2,740
19	Herc Rentals +17205069729	4	\$5,392
20	South Florida Equipment Rentals - West Palm Beach FL +1	4	\$7,204
21	Wilson Equipment - Central Point, OR +15418303966	4	\$8,812
22	Rental Pro - Richmond KY 8596235599	4	\$2,853
23	Carolina Industrial Trucks - West Columbia SC 803739241	4	\$3,934
24	JAC Rentals - Beaumont TX +14097820836	4	\$9,650
25	Ewald Kubota - Corpus Christi TX 3612890818	4	\$9,463
26	LiftOne	3	\$7,014
27	Construction Equipment & Supply - Sandusky OH 419625719	3	\$2,048
28	Total Rental - Phoenixville PA (610) 933-1107	3	\$3,239
29	Skye Heavy Equipment Rentals - Asheboro NC +13369631831	3	\$31,623
30	Everjoy Rent All Co - Detroit MI 3138463130	3	\$2,203
31	Herc Rentals (9423) - Springfield MO 417-865-5561	3	\$1,480
32	Equipment Share - Memphis TN 16623528588	3	\$6,219
33	Sonny's Car Wash MidWest	3	\$2,620
34	Sunstate Equipment - Oklahoma City OK 4057938600	3	\$3,521

35	Michigan 18337746320	3	\$5,070
36	Brandywine Rentals	3	\$15,062
37	Action Lift, Inc - Leander TX +15122605438	2	\$6,978
38	Sunstate Equipment - Conley GA +16782686590	2	\$2,556
39	MacAllister Rentals - Fort Wayne IN +12609693322	2	\$1,994
40	Sunstate Equipment - North Houston TX 8558088875	2	\$3,998
41	MG Machinery - Buda TX 5124569777	2	\$71,473
42	Superior Forklift Repair Inc. - Fitchburg MA +197834826	2	\$2,835
43	Bobcat of York (Crownstone Equipment) - Hagerstown MD 3	2	\$3,206
44	Sunbelt Rentals 293 - Bangor, ME (207) 945-5635	2	\$6,944
45	Hilltown Rentals - Huntington MA 4133200889	2	\$8,850
46	Encon Equipment LLC (859) 885-0708	2	\$1,462
47	Equipment Share - Hartford CT +19593333470	2	\$1,276
48	Cropac Equipment Inc +17809558862	2	\$11,121
49	G&W Equipment - Charleston SC 8432661020	2	\$6,908
50	Mark Bauman	2	\$3,750
51	101 Equipment Rentals - Santa Rosa, CA +17075287368	2	\$3,101
52	Dominic's Equipment Rental - Monroe PA +15706391896	2	\$2,818
53	Beck Equipment Inc - Preble NY 6077497950	2	\$13,785
54	Sunstate Equipment - Tulsa OK 8558088875	2	\$1,255
55	Synergy Equipment - Hutchins TX 19452708358	2	\$2,240
56	Equipment Share - Fort Worth (South) TX 16825405013	2	\$1,866
57	Kat's Heavy Equipment Rental - Staten Island NY 7187777	2	\$3,742
58	Frank's Supply Company - Albuquerque NM 5058840000	2	\$1,840
59	Sunstate Equipment - Buford GA 8558088875	2	\$2,038
60	Rental Guys - Orangevale CA 5303322160	2	\$3,104

Non-OMS Only Suppliers (continued)

#	Supplier	Orders	GMV
61	Herc Rentals (9213) - Tupelo MS 662-680-3183	2	\$3,029
62	Sunstate Equipment - Corpus Christi TX 3613718850	2	\$556
63	Strobel's Rentals - East Side Great Falls MT 8008817244	2	\$1,544
64	Palm Beach Lift Trucks Inc (Forklift Doctor of Florida)	2	\$1,998
65	RDM Equipment Sales and Rentals	2	\$7,000
66	Equipment Share - Texarkana AR +18703304920	2	\$4,099
67	RentEquip - Elkton VA +15402980101	2	\$3,355
68	Worldwide Forklifts - Fort Lauderdale FL +19547689875	2	\$1,978
69	RP Rents - Naperville IL 18007322490	2	\$3,229
70	Chet's Rent-All - Oak Park MI +12485430118	2	\$1,324
71	MD Rental - Alfred, ME +12078003589	1	\$1,251
72	Sunstate Equipment - Rio Rancho NM 8558088875	1	\$906
73	Herc Rentals (9307) - Knoxville TN 865-546-3700	1	\$1,811
74	C & B Material Handling - Hiawatha IA 3193959003	1	\$1,212
75	Sun Rental Center - Mentor OH 4409426106	1	\$664
76	Western States Cat - Hayden ID 2087626600	1	\$581
77	Yancey Cat - Kennesaw GA 6789151177	1	\$3,475
78	Ecco Equipment Corporation - Phoenix, AZ 6022762040	1	\$4,391
79	St. Jacobs Property Maintenance 519 503 5296	1	\$7,180
80	Herc Rentals (9630) - Phoenix, AZ +16022695931	1	\$1,586
81	Powertrip Rentals - Signal Hill CA	1	\$1,105
82	Big Country Equipment(main location)- San Angelo +13256	1	\$3,370
83	0060J00000RJPpZYAX; \$380.88; MI; Sonny's Car Wash MidWe	1	\$369
84	Sunstate Equipment - Nashville TN 8558088875	1	\$1,791
85	Toyota Lift of South Texas (Doggett Machinery) - San An	1	\$1,126
86	Sunstate Equipment - Carrollton TX 8558088875	1	\$2,159
87	Equipment Share - Indianapolis IN 14637776002	1	\$1,216
88	Herc Rentals (9347) - LaGrange GA 706-883-6172	1	\$3,596
89	Elite Equipment Rental - Lebanon OR +15414054221	1	\$734
90	Sunstate Equipment - Mckinney TX 8558088875	1	\$2,285
91	Big Lift Material Handling - Phoenix AZ 6027958400	1	\$553
92	Total Tool Rental - Brooklyn NY (718) 222-9588	1	\$2,585
93	Smedley Aerial Lifts - Branford CT +12038714486	1	\$1,450
94	Equipment Share - Jackson MS +16013971405	1	\$2,152
95	Sunstate Equipment - Odessa TX 8558088875	1	\$3,086
96	The Rental Hub - Wytheville, VA +12762270924	1	\$2,018

97	Milam Rental LLC - Sutherlin VA +14343342884	1	\$17,438
98	Riggs Cat - Benton AR +15015704300	1	\$754
99	Dan's Forklifts +645402323	1	\$3,056
100	J&J Equipment Rentals - Caledon East ON 6474007098	1	\$7,400
101	Eastern Highreach Company Inc. - Horsham PA 2156750200	1	\$1,331
102	Sunbelt Rentals 1018 - Manheim, PA (717) 492-9750	1	\$5,864
103	Herc Rentals - Jackson, MS +16013730444	1	\$5,431
104	A Tool Shed Rentals, Inc - Santa Clara CA +14087270822	1	\$1,955
105	Sunbelt Rentals 226 - Naples, FL (239) 774-7117	1	\$1,759
106	J-AAR Excavating Limited (519) 652-2104	1	\$23,388
107	Herc Rentals (9371) Sarasota, FL 941-360-955	1	\$1,315
108	Wajax Equipment - Blackfalds (Red Deere AB) 403-885-560	1	\$6,080
109		1	\$2,992
110	Northside Tool Rental - Doraville GA 7704511059	1	\$1,970
111	Supply Wagon Rentals (518) 848-3231	1	\$463
112	Maynard Brubacher - Wallenstein ON +12267494436	1	\$5,650
113	Iron Mountain Equipment Rentals LTD. - Port Coquitlam,	1	\$1,247
114	Herc Rentals (9322) - Greer SC 864-877-1806	1	\$1,004
115	Priestly Demolition Inc. (905) 841-3735	1	\$9,988
116	Pat Kelly Equipment Company - Hazelwood MO +13148959500	1	\$2,286
117	ATS Equipment - Rehoboth MA 5083796200	1	\$1,689
118	Superior Forklift Ltd (Leavitt Machinery) - Saskatoon S	1	\$3,522
119	Dickie Moore Rentals - Ottawa ON 6137441212	1	\$1,085
120	Sun Rental & Sales - Yuma, AZ +19287821855	1	\$958

Non-OMS Only Suppliers (continued)

#	Supplier	Orders	GMV
121	Sunstate Equipment - San Jose CA 8558088875	1	\$912
122	Yancey Cat - Augusta GA 7067901300	1	\$2,094
123	Warren Cat - Abilene TX 325-691-8356	1	\$1,817
124	Miami Dade Equipments - Hialeah FL +1305558972	1	\$1,084
125	Rental Guys - Reno NV +15302225000	1	\$5,582
126	Cooke Rentals - Denver NC 7044832722	1	\$1,002
127	Lou-Tec - Joliette QC +14507599595	1	\$816
128	Equipment Share - West Palm Beach (Lake Worth) FL 56129	1	\$1,509
129	3J Rentals Inc - Santa Clara CA +14089889333	1	\$1,325
130	Premier Equipment Rentals Inc - Mesa AZ 4806917368	1	\$3,053
131	Sunstate Equipment - Fremont CA 8558088875	1	\$1,164
132	Nice Guy Heavy Equipment Rentals - New Tecumseth ON 416	1	\$7,400
133	Herc Rentals - San Antonio, TX +12106550048	1	\$4,965
134	Stine Equipment - Austin TX 5125456937	1	\$1,112
135	Herc Rentals - Mesquite, TX +19722844200	1	\$1,604
136	Puckett Machinery CAT (Corp) - Richland MS 6019395151	1	\$1,440
137	Dobbs Equipment (John Deere) - Fort Myers FL 239-334-36	1	\$13,250
138	Sunstate Equipment - Anaheim CA 8558088875	1	\$697
139	Hive Rentals & Co - Caldwell TX +19792205948	1	\$3,442
140	Patriot Rentals - Midvale (Salt Lake City) UT 801403663	1	\$536
141	Yancey Cat - Gwinnett GA 7709636868	1	\$3,089
142	Sunbelt Rentals - North Haven, CT +12039744757	1	\$6,883
143	Herc Rentals (9270) - Maple Grove MN +17633473930	1	\$1,065
144	GMW Equipment - San Juan TX 9563355000	1	\$3,647
145	LSR Equipment - Weatherford TX 8176732113	1	\$4,708
146	Equipment Share - Tyler TX 19034213931	1	\$4,596
147	Equipment Share - Fort Pierce FL +17727101600	1	\$6,288
148	Lyle Machinery - Saucier MS 2288327575	1	\$1,641
149	Rental Solutions and Events LLC - Sykesville MD 8772173	1	\$612
150	Peterson Machinery Company - Salem, OR 1 503 364-0602	1	\$1,308
151	DOZR Rental House Inc. (226) 749-3887	1	\$1,775
152	Trinity Sales & Rental - Wichita KS 3169425555	1	\$1,161
153	Sunbelt Rentals 60 - Jacksonville, FL (904) 781-4156	1	\$1,294
154	A Town Equipment Rental and Sales - Alexandria KY 85939	1	\$3,299
155	Sunstate Equipment - Mead CO 3032768941	1	\$579
156	Sunbelt Rentals 21 - Fayetteville, NC (910) 323-4416	1	\$5,599

157	Briggs Equipment - Miami FL 305-624-1511	1	\$2,938
158	Equipment Share - North Palm Springs CA +14422121621	1	\$1,700
159	Con-Verge Sales & Rentals LLC - Hershey PA 2232440086	1	\$986
160	Sunstate Equipment - Oakland CA 8558088875	1	\$804
161	Oak Grove Rentals - Oak Grove MO +18166906800	1	\$669
162	Toyota Lift of South Texas (Doggett Machinery) - Austin	1	\$3,928
163	Bobcat Plus - Butler WI +12622727898	1	\$1,325
164	Sunstate Equipment - Reno NV 8558088875	1	\$2,102
165	Jersey Rents & Equipment Sales - Old Bridge, NJ +173259	1	\$5,075
166	Sunstate Equipment - Conroe TX 281-492-3400	1	\$2,446
167	Equipment Share 1720610006	1	\$2,152
168	Brandt Material Handling - Calgary AB +14032436011	1	\$1,824
169	LAX Equipment Inc - Inglewood CA 3103302657	1	\$2,131
170	MOMS Rentals - Missoula MT 4063271104	1	\$2,783
171	Synergy Equipment - Orlando FL +14072509626	1	\$2,075
172	Herc Rentals (9555) - Bryan TX +19796060227	1	\$2,054

Total: 172 suppliers | 377 orders | \$872,134 GMV

COMPLETE LIST: Partial OMS Adoption (51 suppliers)

These suppliers use BOTH OMS and sales reps - encourage full OMS adoption

#	Supplier	OMS	Non-OMS	Total GMV
1	Aerial Plus - Burlington ON +19053339580	31	8	\$36,398
2	Continental Lift Truck - New York NY 6465294432	11	18	\$39,010
3	Powertrip Rentals - Signal Hill CA +13102920974	8	14	\$28,620
4	United Rentals	5	12	\$79,585
5	Sunstate Equipment	9	6	\$29,759
6	Northside Tool Rental - Buckhead (Atlanta) GA 4042	11	3	\$10,842
7	Lift X Rentals - Palmetto FL 8553354389	9	4	\$19,556
8	Continental Lift Truck	1	11	\$13,081
9	Illinois Lift Equipment - Cary IL 8887450577	4	7	\$10,512
10	Sunstate Equipment - Orlando FL 8558088875	4	7	\$22,568
11	Stoney Creek Equipment Rentals - Hamilton ON 90564	10	1	\$11,141
12	Skyblack Rentals - Houston TX +17134164702	7	2	\$10,817
13	Sunstate Equipment - Dallas TX (Duncanville) 85580	1	7	\$14,785
14	Equipment Depot	4	4	\$9,878
15	Superior Equipment Rental - Wilmington DE 30265861	5	3	\$8,025
16	All Pro Lift and Equipment LLC - Phoenix AZ 602795	2	5	\$10,859
17	Tejas Equipment Rental - Houston TX 3463511666	6	1	\$7,820
18	Sunstate Equipment - Atlanta GA 6782686590	5	1	\$15,030
19	Sunstate Equipment - Charleston SC 8548006882	3	3	\$6,590
20	Defatte Equipment Rentals - Ukiah CA	2	4	\$24,752
21	Sunstate Equipment - Raleigh (Garner) NC 984884199	2	4	\$6,506
22	Sunstate Equipment - Charlotte NC 7044904706	1	4	\$4,547
23	UpLift Equipment Rentals - Medley FL +17867064667	1	4	\$4,484
24	Tejas Equipment Rental - Alvarado TX 8177900755	1	4	\$7,396
25	Sunstate Equipment - Tucson AZ 8558088875	4	1	\$4,368
26	Area Rentals Inc - Hillside NJ 9739261212	2	3	\$8,683
27	Tejas Equipment Rental - San Antonio TX +173726620	2	3	\$10,732
28	Leppo Rents (Bobcat of Jacksonville) - Jacksonville	1	4	\$4,993
29	Sunstate Equipment - Stockton (French Camp) CA 855	3	1	\$8,524
30	U-Rent It Sales & Service - Rockwall TX 9727711885	1	3	\$3,514
31	Tejas Equipment Rental - San Marcos TX +1512738335	1	2	\$5,065
32	Renegade Rentals LLC - Brigham City UT 4357235172	2	1	\$2,649
33	Bobcat of York (Crownstone Equipment) - Frederick	1	2	\$7,958
34	Sunstate Equipment - Phoenix AZ 8558088875	2	1	\$7,018

35	Mcleary Lift Equipment - Brampton ON 9054515320	2	1	\$7,313
36	Leppo Rents	1	2	\$6,692
37	Sunstate Equipment - Roseville CA 8558088875	2	1	\$4,170
38	Leppo Rents - Cleveland OH +13309584167	1	1	\$3,630
39	Rapid Rentals - Castaic CA 6613782543	1	1	\$2,823
40	Sunstate Equipment - Burbank CA 8558088875	1	1	\$2,184
41	Summit Toyotalift - North Haven CT +12034902188	1	1	\$12,664
42	Thompson & Johnson Equipment Co., Inc - East Syrac	1	1	\$5,114
43	Synergy Equipment - Austin TX 17373524408	1	1	\$4,499
44	Sunstate Equipment - Benicia CA 8558088875	1	1	\$2,740
45	Sunstate Equipment - Saint Gabriel LA +12256819995	1	1	\$2,259
46	Need a Lift Rentals - Fort Lauderdale FL 195461854	1	1	\$1,160
47	H&K EQUIPMENT INC - CORAOPOLIS, PA +14124905314	1	1	\$11,213
48	Arapahoe Rental - Westminster CO 3034293589	1	1	\$1,716
49	Best Rental Services Inc - Vaughan ON 9053033900	1	1	\$1,804
50	LGP Equipment Rentals - Bell Gardens CA 3235690969	1	1	\$4,777
51	Jamco - Plant City FL 8668485400	1	1	\$2,678

Total: 51 suppliers | 181 OMS orders | 176 Non-OMS orders | \$573,502 GMV

Summary & Verification

DATA VERIFICATION:

- Source: Keywords Data (1).xlsx
- Date Range: Last 90 days
- Total Orders: 833
- Total Suppliers: 284

SUPPLIER BREAKDOWN:

- OMS Only: 61 suppliers ($61/284 = 21.5\%$)
- Non-OMS Only: 172 suppliers ($172/284 = 60.6\%$)
- Uses Both: 51 suppliers ($51/284 = 18.0\%$)
- VERIFICATION: $61 + 172 + 51 = 284 \checkmark$

KEY INSIGHT:

- 172 suppliers (60.6%) are NOT using OMS at all
- These represent 377 orders and \$872,134 GMV
- Priority: Onboard these suppliers to OMS