# Simplisales secures $500k to accelerate AI-driven ERP for B2B wholesalers



London-based Simplisales has secured $500,000 in a pre-seed funding round to advance its AI-powered platform designed to unify and modernise operations for B2B wholesalers. Founded in 2021 by Ihsan Diskan, the company offers a system that integrates sales, finance, and fulfilment into one seamless workflow. Its technology enables businesses to deploy branded mobile apps and web stores rapidly, moving away from the traditionally fragmented and manual order-taking processes that often involve phone calls, emails, WhatsApp, and paper records.

Simplisales’ platform distinguishes itself with AI features that automate order entry, demand forecasting, and customer insights, presenting wholesale buyers with personalised catalogues and real-time cross-selling and upselling prompts. Its smart search technology even handles misspelled queries, while pricing tools suggest margin-safe discounts, respecting minimum order quantities and credit limits. The system currently processes over $2 million in monthly gross merchandise volume for clients including UK-based Gima and Lowrie Foods.

This round was led by SFC Capital, with continued support from existing investors Startup Wise Guys and Wise Angels. The fresh capital aims to fuel further research and development of AI modules such as automated order drafting, predictive pricing, and autonomous stock replenishment, alongside strategic hires to support a planned European expansion. Ed Stevenson, Investment Manager at SFC Capital, noted that Simplisales addresses a large but underserved market by replacing multiple point solutions with an integrated platform, positioning the company as a potential operating system for B2B commerce.

The need for digital transformation within the B2B wholesale space was a clear motivator for Diskan, who was inspired by his background in B2C e-commerce. Beginning in 2019, Diskan’s experience creating e-commerce apps for food wholesalers in London and Dublin revealed a significant demand for streamlined, integrated digital ordering solutions that simplify inventory updates and custom pricing. Today, Simplisales connects continuously to clients’ ERP systems, updating crucial data like inventory and pricing every five minutes to ensure accuracy and efficiency.

Customer feedback underlines the impact of this approach. Nicky Hodges, director at Arkay Chilled Foods, praised Simplisales for eliminating daily operational frictions and improving team efficiency. Such testimonials highlight the practical benefits of AI-driven, cloud-based ERP systems in a market projected to exceed $27 billion by 2025. While several competitors exist, few offer the native AI capabilities and rapid deployment that Simplisales promises, fostering enhanced margins and smoother B2B e-commerce workflows.

As Simplisales prepares to scale across Europe, its focus remains on harnessing AI to deliver comprehensive, data-driven solutions that elevate wholesalers to the same operational efficiencies enjoyed by e-commerce natives. The company’s vision points toward automating complex ordering and supply chain challenges, aiming to become a cornerstone technology for B2B wholesalers in the digital age.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[2]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[6]](https://www.datanyze.com/companies/simplisales/366740370)
* Paragraph 2 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[3]](https://fundingblogger.com/simplisales-empowers-b2b-retailers-to-thrive-in-e-commerce/), [[6]](https://www.datanyze.com/companies/simplisales/366740370)
* Paragraph 3 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[2]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[7]](https://siit.co/guestposts/simplisales-drives-e-commerce-growth-for-b2b-retailers/), [[5]](https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech)
* Paragraph 4 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[3]](https://fundingblogger.com/simplisales-empowers-b2b-retailers-to-thrive-in-e-commerce/), [[5]](https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech)
* Paragraph 5 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[4]](https://www.bouncewatch.com/explore/startup/simplisales), [[2]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/)
* Paragraph 6 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[3]](https://fundingblogger.com/simplisales-empowers-b2b-retailers-to-thrive-in-e-commerce/), [[2]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/)

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## Bibliography

1. <https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/> - Please view link - unable to able to access data
2. <https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/> - Simplisales, a London-based company founded in 2021 by Ihsan Diskan, has secured a $500,000 pre-seed funding round. The company offers an AI-powered platform that integrates sales, finance, and fulfilment operations, providing seamless plug-and-play integrations with over 30 leading ERP and accounting platforms. Simplisales enables businesses to rapidly deploy branded mobile apps and web stores, automating order entry, demand forecasting, and customer insights. The platform processes over $2 million in monthly Gross Merchandise Volume (GMV) for clients such as Gima (UK) and Lowrie Foods. The recent funding round was led by SFC Capital, with participation from existing investors Startup Wise Guys and Wise Angels. The funds will be used to advance R&D on new AI modules and support strategic hires in product and sales as Simplisales prepares for European expansion.
3. <https://fundingblogger.com/simplisales-empowers-b2b-retailers-to-thrive-in-e-commerce/> - Simplisales, founded by Ihsan Diskan, provides B2B wholesalers with tools to thrive in e-commerce. Through an AI-powered platform, it eliminates manual order-taking with ERP-integrated apps and websites. Since launching, the company has attracted clients with annual sales up to €100 million, achieving €20 million GMV to date. Simplisales now connects 24/7 to clients’ ERP systems, updating inventory and custom pricing every five minutes. Diskan plans to add AI-driven marketing tools for cross-selling and upselling, positioning the company to meet high demand in a largely untapped B2B market.
4. <https://www.bouncewatch.com/explore/startup/simplisales> - Simplisales is an AI-powered B2B e-commerce solution for wholesalers, offering a fresh perspective in the industry with its innovative approach. Founded in 2021 in the United Kingdom, it has quickly gained attention for its focus on AI, Automation, Enterprise Software, Platforms, SaaS, CRM, and Sales. The company recently secured a €100,000 seed investment on 31 October 2024 from Startup Wise Guys, showcasing its potential and attracting support from notable investors. With its commitment to out-of-the-box thinking and leveraging AI, Simplisales is well-positioned to disrupt the B2B e-commerce landscape.
5. <https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech> - Simplisales, founded by Ihsan Diskan, has developed an AI-powered platform to modernize B2B e-commerce. Inspired by his B2C experience, Diskan launched Simplisales to address B2B wholesalers’ lack of digital tools. Diskan’s idea began in 2019 after helping a London food wholesaler create an e-commerce app. In 2020, another wholesaler in Dublin requested a similar app, highlighting a need for streamlined, integrated digital ordering. Now, Simplisales is working to address complex issues in B2B e-commerce that its founder says “just screamed to be fixed.”
6. <https://www.datanyze.com/companies/simplisales/366740370> - Simplisales is an AI-powered B2B e-commerce solution that eliminates the hassle of manual order-taking through phone calls or emails. With a custom-branded app and website, customers can easily place orders 24/7 on any device. The platform offers seamless ERP integration, AI technology, and personalized features to enhance the ordering experience. Simplisales caters to wholesale businesses looking to streamline their operations and boost online sales.
7. <https://siit.co/guestposts/simplisales-drives-e-commerce-growth-for-b2b-retailers/> - Simplisales has developed an AI-powered platform to modernize B2B e-commerce. Inspired by his B2C experience, Diskan launched Simplisales to address B2B wholesalers’ lack of digital tools. Diskan’s idea began in 2019 after helping a London food wholesaler create an e-commerce app. In 2020, another wholesaler in Dublin requested a similar app, highlighting a need for streamlined, integrated digital ordering. Now, Simplisales is working to address complex issues in B2B e-commerce that its founder says “just screamed to be fixed.”