# Simplisales raises $500,000 to modernise wholesale with AI ERP tools



London startup Simplisales has raised $500,000 in pre-seed funding to accelerate its mission of modernising B2B wholesale through AI-powered ERP integration. Founded in 2021 by Ihsan Diskan, the platform unifies sales, finance and fulfilment across more than 30 ERP and accounting systems, streamlining manual processes into a seamless digital workflow.

The system replaces traditional reliance on phone calls, emails and paper orders with branded mobile apps and web stores that can be launched in days. At its core is an AI engine that automates repeat orders, customises catalogues, refines pricing and suggests discount strategies, all while maintaining up-to-date inventory and pricing data.

Simplisales already handles over $2 million in monthly Gross Merchandise Volume for clients such as Gima and Lowrie Foods. Its always-on ERP integration updates critical data every five minutes, providing real-time accuracy in fast-moving sectors.

The round was led by SFC Capital, with backing from existing investors Startup Wise Guys and Wise Angels. Ed Stevenson, Investment Manager at SFC Capital, said the platform addresses a vast underserved market by replacing multiple point tools with one unified solution.

The funding will support development of new AI modules including predictive pricing and automated stock replenishment, as well as key hires ahead of a European expansion. With the global cloud ERP market set to exceed $27 billion by 2025, Simplisales is well placed to lead in a space largely untouched by AI.

Customer feedback points to tangible gains. Nicky Hodges, director at Arkay Chilled Foods, said the platform had “eliminated the daily friction that once slowed us down.”

Simplisales emerged from Diskan’s experience building e-commerce tools for businesses in Turkey and the UK. A custom project for a London wholesaler during the pandemic revealed wider demand, prompting the company’s launch.

Future plans include AI-driven marketing tools to enhance cross-sell and upsell features. With clients reporting annual sales up to €100 million and €20 million GMV to date, Simplisales is helping bring wholesale into the AI age.

Created by [Amplify](https://www.hbmadvisory.com/amplify): AI-augmented, human-curated content.

## 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 startup 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 systems. This enables businesses to rapidly deploy branded mobile apps and web stores, automating order entry, demand forecasting, and customer insights. Simplisales currently processes over $2 million in monthly Gross Merchandise Volume (GMV) for clients such as Gima (UK) and Lowrie Foods.
3. <https://tech.eu/2024/10/31/simplisales-empowers-b2b-retailers-to-thrive-in-e-commerce/> - Simplisales empowers B2B wholesalers and distributors to create branded apps and websites for online sales, eliminating manual order-taking. The platform integrates with over 30 ERP and accounting systems, allowing businesses to deploy custom-branded mobile apps and web stores swiftly. Leveraging AI, Simplisales automates order entry, demand forecasting, and customer insights, enabling businesses to operate efficiently and effectively in the digital age.
4. <https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech> - 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 €100M, achieving €20M 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.
5. <https://simplisales.com/> - Simplisales offers an AI-powered B2B e-commerce solution for wholesalers, enabling businesses to create custom-branded apps and websites for 24/7 ordering. The platform integrates seamlessly with over 30 ERP and accounting systems, automating order entry, demand forecasting, and customer insights. Simplisales aims to streamline B2B sales processes, providing businesses with the tools to operate efficiently in the digital era.
6. <https://siit.co/guestposts/simplisales-drives-e-commerce-growth-for-b2b-retailers/> - Simplisales, a UK startup, was born from founder Ihsan Diskan’s experience in e-commerce, particularly in Turkey and London. Diskan observed that while online shopping has created various benefits for retailers, such as an expanded reach and 24/7 accessibility, many B2B businesses lacked the tools for efficient digital transformation. The startup emerged from a side project in 2019 when a London food wholesaler approached Diskan for a B2B retail e-commerce app. Although Diskan initially viewed it as a one-off project, the demand grew, especially after the pandemic in 2020 highlighted the need for digital ordering solutions among wholesalers who relied on outdated systems and manual processes.
7. <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.