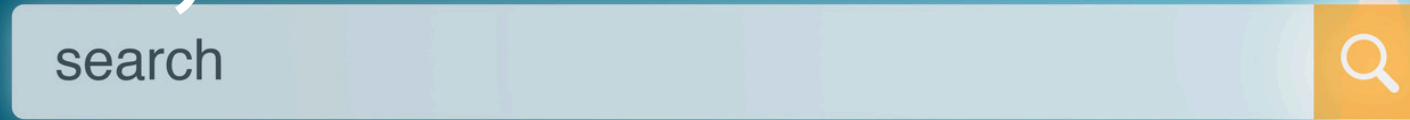


Discover More, Faster: How **Stock in the Channel's** New Search is Transforming the Way MSPs, VARs and Resellers Buy



Stock in the Channel



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In the fast-paced world of IT distribution, time is money—and clarity is everything. That's why **Stock in the Channel** has launched a powerful new search experience designed to help MSPs, resellers, and VARs find the right products faster, with more confidence, and with richer insights than ever before.

Whether you're sourcing a single component or building a complex solution, the new search functionality is built to simplify your journey from query to quote. And it's not just a facelift—it's a fundamental shift in how product discovery works on the platform.

Smarter Search, Sharper Results

At the heart of this upgrade is a smarter, more intuitive search engine. Gone are the days of keyword guesswork and endless scrolling. The new system understands context, not just characters. It interprets what you're looking for—even if you don't type it perfectly—and delivers results that are more accurate, more relevant, and more actionable.

Looking for a specific model? You'll find it. Need a compatible accessory? It's right there. Want to compare alternatives? The platform now surfaces them automatically, helping you make better decisions in less time.

"We've reimaged search from the ground up to reflect how our users actually work," says **Paul Meyers**, Managing Director at **Stock in the Channel**. **"This isn't just about finding products—it's about empowering resellers to make faster, smarter decisions that drive real value for their customers."**

Richer Content, Better Decisions

Search is only as good as the content it delivers—and this is where the new experience really shines. Each product listing is now packed with feature-rich content that goes beyond the basics. You'll see:

1. Detailed product specifications
2. High-resolution images
3. Compatibility information
4. Key selling points

5. Reasons to buy

This isn't just helpful—it's empowering. It gives you the confidence to recommend products to your customers, knowing you have all the information you need at your fingertips.

Speed That Keeps Up With You

Speed matters. Whether you're quoting a customer on a call or building a proposal under pressure, you need answers fast. The new search engine is built for performance, delivering lightning-fast results even across millions of SKUs.

This means less time waiting, less time clicking, and more time adding value where it counts—serving your customers.

Evolving Intelligence: Recommendations That Work for You

The new search isn't static—it's smart. It learns, adapts, and evolves. As you use the platform, it begins to surface recommended products based on your behavior, preferences, and what's trending in the channel.

This means you'll start seeing:

- Frequently bought together items
- Popular alternatives
- New releases in your preferred categories
- Stock-aware suggestions based on availability

“This is a huge step forward for the Modern Selling Platform,” says **Richard Hislop**, Channel Manager at **Stock in the Channel**. “We're not just helping users find products—we're helping them discover opportunities, improve margins, and deliver a better buying experience to their customers.”



Built for the Channel, by the Channel

Stock in the Channel's new search functionality isn't a generic eCommerce tool—it's purpose-built for the IT channel. That means it understands the complexity of distribution, the nuances of vendor relationships, and the importance of real-time stock and pricing.

For MSPs, resellers, and VARs, this translates into:

- Faster quoting workflows
- Easier product discovery
- More accurate sourcing
- Better customer service

And because it's integrated with real-time distributor feeds, you're always working with the most up-to-date information—no more surprises at checkout.

A Platform That Grows With You

This is just the beginning. The search experience is designed to evolve, with new features and enhancements rolling out regularly. From AI-driven insights to deeper integrations with your CRM and quoting tools, the goal is simple: to make Stock in the Channel the most powerful, efficient, and user-friendly platform in the channel.

What This Means for You

If you're an MSP, VAR, or reseller, here's what you can expect from the new search:

1. Save hours each week by finding the right products faster
2. Reduce errors and rework with more accurate, detailed listings
3. Improve customer satisfaction with quicker, more informed responses
4. Increase margins by discovering better alternatives and upsell opportunities
5. Stay competitive with real-time stock and pricing visibility

Try It Today

The new search functionality is live now at stockinthechannel.co.uk. Whether you're a long-time user or just getting started, we invite you to explore the new experience and see how it can transform the way you work.

Because in today's channel, it's not just about what you sell—it's about how quickly, confidently, and intelligently you can deliver value. And with **Stock in the Channel's** new search, that just got a whole lot easier.

Discover our **Modern Selling Solutions** at discover.stockinthechannel.com



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