

# Opening Note By Karthik Chidambaram

(Founder & CEO at DCKAP)

## Introducing Karthik Chidambaram- (00:05-01:00)

**Tim Diep:** Welcome to the DCKAP eSummit Spring Edition. Hopefully everyone's doing okay. My name is Tim Diep. I am the customer success manager at DCKAP. I'll be hosting today.

Next I'd like to welcome Karthik Chidambaram. He is the founder and CEO of DCKAP. He bootstrapped the company from this small apartment in Illinois. DCKAP was started with two people, two computers and two desks, and is now a global team with headquarters in the Greater Austin area.

He recognizes industry setbacks and renders solid and practical solutions to organizations. Karthik holds a Masters degree in Computer Engineering from Illinois Institute of Technology, Chicago. He'll be talking today, he'll be doing the opening note for DCKAP eSummit. So Karthik, I'd like to welcome you to the stage.

## Kickstarting DCKAP eSummit - (01:00-03:00)

**Karthik chidambaram:** Vanakkam. Good morning. Bonjour. Buenos Dias. Welcome to the third edition of the DCKAP eSummit. Thank you for joining us from across the globe. We wanted to do this in person. But here we are. I hope you and your families are doing well and staying safe, wearing masks, and maintaining social distancing. While in the U.S., things appear to be getting in order but in countries like India, we have a long way to go. Thanks for the great solidarity. Thank you for the support and our prayers are with everyone across the globe.

Thank you again for joining the DCKAP eSummit and welcome. We would like to begin by thanking our sponsors, our returning sponsors, Avalara, our Platinum Sponsor. Thanks so much Avalara. Thank you for solving complex tax problems and making things look simple.

Thanks to our Gold Sponsors Nexcess. Whenever we have an infrastructure problem or a hosting problem, we go to Nexcess. Thank you for your sponsorship. And thank you APS Payments for making payments look simple.

And enjoyed your lunch bite session last month.

And thanks to our Silver Sponsor dotdigital, who helped with marketing automation.

## **Content and Distribution- the correlation (03:00-03:59)**

Content is king and we have heard this multiple times. I remember my mom using the typewriter to type and send content by mail. Times have changed and we use content in different forms and we consume content in different forms. Distribution is also a very important constituent in getting your content across.

A great content with poor distributions may not be so interesting and on similar lines, even a moderately well written content or okay content with great distribution may make you look like a great writer.

## **Understanding different distribution channels (04:00- 06:59)**

There are various distribution channels which we use today and we also consume content today. Let me walk you through our user journey. I was looking for a room divider to divide my room.

And one of the first things I did like everyone else is go to Google and search for a room divider.

I also thought, why don't I make the process even more simple or or why should I even spend a lot of money? Why don't I be frugal? Why don't I create my own room divider?

And I decided to venture to YouTube. I searched for how to make your own room divider. Again, this is nothing fancy, but something simple, which everybody does. You go to YouTube and you search for videos to learn how to make things.

Let me play this video I found for about 30 seconds or one minute. Let me just play this clip.

Well, let me stop here. I think we all know how to make a room divider by watching this video. But one thing I did after watching this video is I did not just go and immediately placed an order.

I saved this video link on my Evernote App. So what is my user journey here as a B2C (Business to Consumer) user?

I saved this how to make her own room divider video on my Evernote, so whenever I'm ready to make a purchase or whenever I'm ready to make that decision, I will go back to Evernote, find that video link, watch it again and maybe order from this company, the components required to make a room divider or I might hire someone or decide to do it myself.

## **User journey into B2B (07:00- 08:27)**

This is nothing uncommon and all of us do this. And how does this user journey tie into B2B? Again, this is a form of content and it creates a lot of brand value for this company here.

Let's compare a B2B user journey. So what happens here?

They need to be triggered, right? There needs to be a reason to make a purchase on the B2B side of things, and then you do initial brand consideration, look at 10 to 15 brands, then you do active evaluation where you narrow it down to about two or three brands and then decide to make a purchase.

And you make the purchase decision to buy this particular product from this particular B2B distributor.

What happens next? Once you make the purchase, the experience becomes very, very critical.

As a B2B distributor, you want to make sure you provide a low effort experience to your customers, and this experience one gets, you either go back or you decide to drop off and you become out of markets.

Again, this chain and this cycle keeps continuing. So as you can see here, it is important to provide a consistently low effort experience to your customers.

## **Direct Supply and eCommerce for customers (08:28-10:45)**

Let's watch a real scenario.

Oxygen concentrators are in big demand today especially in India and a lot of charity organizations are shipping oxygen concentrators from the U.S. to India, which is a big need.

We feel privileged and fortunate to be working with Direct Supply, one of our customers, a large distributor of oxygen concentrators.

One thing we found last week when we were trying to make some ends meet is that one of the first questions a lot of people who are ordering oxygen concentrators in the U. S. are asking, Hey, can I see the product specs? Can I see the weight? I want to see the dimensions, so that's going to help me with the shipping. Well, Direct Supply had everything listed on their website, as you can see on the product detail page, and then they also had a link to the specifications document which you can download as a PDF and go over each and every specification or share it with the doctors to ensure that this is what India needs. This goes a long way, and it also creates trust and it also helps the brand Direct Supply and again, these are ordered

in bulk and as a B2B distributor, orders like this are of significant importance and it is very important that you take care of content in this part of the user journey.

### **Product management tool ensuring flexibility (10:46-12:01)**

So this is why we are excited. Here is when we talk about FlexiPIM- a product information management tool and it is very important for you to invest in your content and FlexiPIM helps you distribute content into multiple channels like your ERP or your content distribution channels, into your YouTube, into WalMart, Amazon or so on.

We were chatting with a customer last week and showing a demo of the FlexiPIM product.

Post the demo, I was curious to hear the customer feedback.

The customer started talking Salsify and I was looking forward to hear what the customer was gonna say?

The customer said- Hey, in my previous record I used Salsify. It took me a lot of time to learn the product but your product is so simple to use, and I would be able to start using it.

Right away.

Thank you so much for that great feedback, And it means a lot and we will work hard to make FlexiPIM even simpler and we are excited for what we have in store for you with FlexiPIM.

### **Investing in integrated experiences-CLORAS (12:02- 14:10)**

Next, let's talk about investing in integrated experiences- CLORAS stands for Cloud rapid automation system. In order for you to win the customer trust and ensure returning customers, You have to provide consistently low effort experience.

This is why he was excited about CLORAS.

And it helps integrate multiple systems. You can integrate your ecommerce channels like BigCommerce, Magento or shopify or your ERP system like Epicor P21 or SAP or Oracle.

But it can also integrate their marketing automation platforms like a hubspot or even Sales Force.

So listen to what a customer has to say about CLORAS as a product, and we're very thankful to Ryan Van Hoozer, Vice-President of Operations at Marysville Marine Distributors.

Ryan Van Hoozer- "It did really come down to DCKAP and one other company who also had high grades on all of these issues. I mean, they also had certifications that could do that Integration has similar customers. But one thing that is really beyond all of this that made DCKAP stand out was this piece of software called CLORAS, which I do feel is game changing.

It's a middleware that we're using to connect Magento with Epicor 21.

### **QA masterclass- Invest in learning (14:11-15:45)**

That's one thing we would recommend all distributors to do is to make learning an investment. Invest in your employees in terms of learning so that they're able to better themselves.

One of the things we launched in the last 12 months is the QA masterclass and initiated by our QA team. The masterclass has great content in terms of how to master quality assurance, testing automation, how to write test cases from experts across the globe and across the world.

And we have great viewership with respect to the QA masterclass. Another thing we did was the DCKAP sessions, which not only provides Customer experiences but also talks about how to transform your digital transformation journeys on how to better your e commerce for your B2B and even B2C.

A lot of US cities are also offering some great courses online. We are very thankful with the continuing studies program at Stanford and you'll be surprised to find out that the courses are not very expensive and again that there are also a lot of free tools for learning like LinkedIn and YouTube and coursera.

So we highly encourage you to make use of these available resources.

And up skill, So we are able to better serve our customer experience that you think education is expensive. Try ignorance.

### **Readers are leaders (15:46-16:30)**

At DCKAP, we believe in reading, and we believe readers are leaders.

But isn't it a great Book recommendation or very court book, which I really enjoyed reading as a team the Ride of a lifetime. By Bobby Iger.

Bob had started with Disney right from the scratch, worked for about 30 years on, and went on to become the CEO of Disney.

It is a great and inspirational story and it is very, very relevant for the distribution industry. You get to be in the same business because of a lot of distributors and the work of the same company for a long period of time.

And this story was a great inspiration for somebody who starts from the bottom and goes on to become the CEO of business, and I'm sure we can take a lesson or two from this book.

### **DCKAP- an ecosystem (16:31- 17:26)**

At DCKAP, we don't refer to us as a company but call ourselves a community or we call this account or call ourselves an ecosystem. That's a picture we took when the entire DCKAP community or the ecosystem got together in Los Angeles in 2019. We can't wait to do this again and see you soon.

In case you are not a part of the DCKAP community, we welcome you to join the community on the decision because it is a hub for learning and we always want to help each other grow.

### **Learning about the speakers- DCKAP eSummit and the wrap up (17:27-20:28)**

We have an exciting day ahead and an event is only as good as its speakers. We are very thankful to you and we have an amazing lineup of speakers.

First of all, we have Bharani Nagarathnam, who is going to be speaking on digital transformation and how to ally your sales, business development and marketing teams through the digital transformation journey.

Bharani, we are very thankful.

Bharani is a professor and an associate director at Texas university.

We are also very thankful for Brandon Hagen, Director, safety distribution network, 80 is going to be speaking to the end user first and how the end user of the customer is always first.

We also have Dave Bent along with Atish Vankalya, who's going to be talking about one of the first steps one needs to take to the digital transformation journey.

Thank you, Dave. Thank you, Atish, we are looking forward to your wisdom.

We also have Matt Johnson, with the Aztec group, who is going to be talking about the e Commerce wheel of growth with respect to B2B and B2B eCommerce journey.

We have Evan Wright, who is going to be talking about cross border tax compliance and cross border trade. It's gonna be the new norm or it already is. We are really looking forward to your session.

Then we have Gary Smith who was going to be talking about more opportunities for distribution and equipment manufacturers. Gary is from Nexcess. Thank you, Gary. And we are also gonna also have Kim and Hillary who are going to be giving us some tips to supercharge our B2B business.

Next, we have Lori Mata from Saint Gobain , who is going to be talking about the future of women in the B2B industry of distribution and manufacturing.

And we have our very own Tim Diep who's the master of ceremony.

Thank you all of you for being here today and stay tuned for an exciting day ahead  
Thank you again for joining the DCKAP summit.

We're grateful that you're able to join from across the globe to this event. We are also looking forward to meeting you in person, we can't wait! Thank you again for coming on here. Thank you.