



How Manufacturers & Distributors Can Drive Revenue With Magento & P21

Presented by **Karthik Chidambaram**

EPICOR



INTRODUCTION AND AGENDA

How Manufacturers & Distributors Can Drive Revenue With Magento & P21

Speaker:

Karthik Chidambaram- Founder & CEO, DCKAP

Agenda:

- How to optimize B2B Commerce (B2C Experiences) - Mobile & Responsive, Checkout & Conversion Rate Optimization best practices
- The current challenge and proposed solution for P21 Merchants
- B2B Demo with a live site example.
- Q&A Session



WHY MAGENTO?

How Manufacturers & Distributors Can Drive Revenue With Magento & P21



Magento®

eCommerce Platform for Growth

- Caters to small and midsize businesses.
- Flexible for integration & customization
- Extensibility
- Fast and scalable
- Create multiple websites and stores
- SEO Friendly
- Pre Built with advanced shipping and payment options
- Ecosystem
- And a lot more



THE CHALLENGE

How Manufacturers & Distributors Can Drive Revenue With Magento & P21



- Integrate Online Solution with Prophet 21® ERP System
- Attract & Engage B2B / B2C Customers Online
- Improve efficiency of Customer Service
- Grow, Scale and Convert Online Shoppers
- Bringing Organic Traffic(SEO)



THE SOLUTION

How Manufacturers & Distributors Can Drive Revenue With Magento & P21

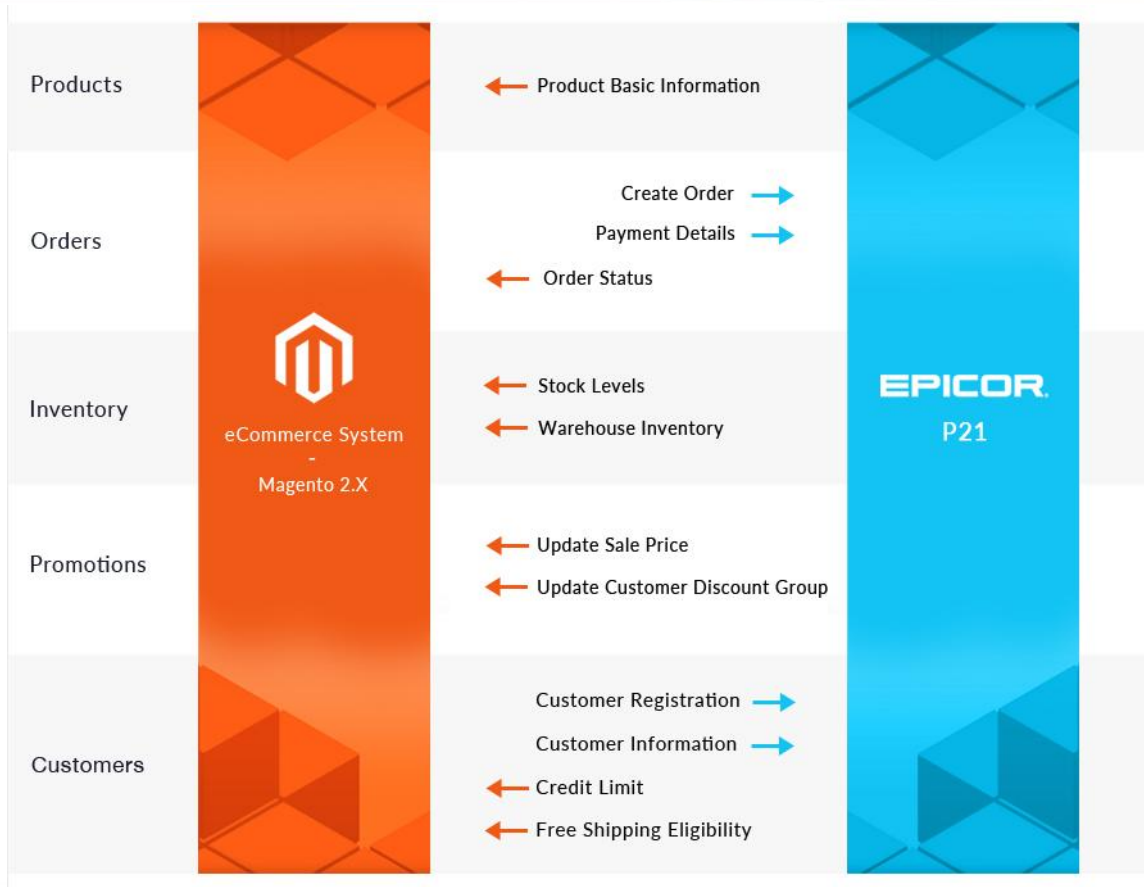


- B2B environments to reflect a more friendly B2C experience
- Responsive website
- Integration of Magento with P21 ERP
- Real time integration with shipping and Payment methods specific to customer needs like LTL and PayMetric
- Tier Pricing
- Quantity Discount Pricing
- Multiple users per company with user levels
- Cached to conserve bandwidth and server resources.



THE SOLUTION

How Manufacturers & Distributors Can Drive Revenue With Magento & P21



DCKAP's Magento P21 Connector

- Superior alternative to a lot of renowned connectors
- Real time sync of
 - Inventory
 - Products
 - Customers
 - Promotions
 - Orders
- Flexible and customizable to customer needs



DEMO

How Manufacturers & Distributors Can Drive Revenue With Magento & P21



DCKAP B2B Demo

<https://b2bdemo.dckap.com/>

PDC Healthcare, A Brady Company

<http://www.pdchealthcare.com/>



KEY TAKEAWAYS

How Manufacturers & Distributors Can Drive Revenue With Magento & P21



- Streamline Web Orders
- Reduce Errors
- Eliminate Dual Data Entry
- Capture Payments
- More Line Items per Order
- Higher Margins
- Full integration of Epicor P21 ERP and Magento E-Commerce
- Leverage the strength of a leading E-Commerce platform and its Ecosystem
- Single database that simplifies platform management
- Real time access to account and product information



Q & A

How Manufacturers & Distributors Can Drive Revenue With Magento & P21

THANK YOU

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