## **Learn How How Sunrise Electric, a Leading Chicagoland Distributor, Overcame E-Commerce Challenges to Better Serve Electrical Contractor Customers**

### ***Kevin Kalish of Sunrise Electric Talks Data Flow Automation and Digital Success with Electrical Contractors in New DCKAP Driven Podcast Interview***

Austin, TX—DCKAP, a technology company that simplifies digital commerce for distributors, announces the release of the latest episode of the Driven podcast show, **“Overcoming E-Commerce & Integration Challenges in Electrical Distribution.”** An audio and video podcast, **Driven: Simplifying Commerce for Distributors**, explores leaders’ stories, digital journeys, and insights on trends in distribution.

Featuring an in-depth conversation with **Kevin Kalish**, a leader at **Sunrise Electric Supply, Inc.** and a licensed electrical contractor, the episode discusses how to use technology to amp up customer service and compete in the marketplace. The discussion features insights on differentiating in the marketplace, using technology tools to solve customer problems faster, and overcoming e-commerce challenges in the electrical distribution industry.

In the competitive Chicago market— serving the construction, utility, data com, and green markets—Sunrise Electric’s Kalish shares these key takeaways: find new ways to provide exceptional customer service, provide a seamless experience by integrating ERP systems with customer-facing portals, and power eCommerce adoption by making it easier for customers.

“We’re all looking for ways to serve our customers better and faster. The data and technology are becoming a critical part of solving problems and providing exceptional customer service,” said Kevin Kalish, Vice President of Business Development at Sunrise Electric. “I’m glad to be part of the Driven podcast to share my insights on opportunities and challenges for electrical distributors, elevating the customer experience for electrical contractors, and ecommerce enablement for electrical supplies."

Sunrise Electric Supply, Inc. is a top Chicagoland electrical distributor that serves the construction, utility, data com, and green markets. Before his role at Sunrise Electric, Kalish’s background included working as an NEC licensed electrical contractor and owning technology companies.

Driven: Simplifying Commerce for Distributors is a podcast by DCKAP, a technology company with extensive experience in the distribution industry. With nearly 40 episodes, Driven features conversations with industry experts and tech leaders that reveal the secrets of their success, the processes that changed everything, and the most important lessons they learned while creating an impact with their digital business operations.

The podcast is hosted by Karthik Chidambaram, founder and CEO of DCKAP, who grew the company from two employees in Chicago to a global team with more than 200 employees. DCKAP was recently awarded “Best Support,” “Momentum Leader” and “Easiest to Do Business With” by G2.com, the world's largest and most trusted tech software marketplace. DCKAP is an Epicor Influencer and supports many customers using Prophet 21 and Eclipse distribution software packages.

### More Information

Watch this episode: <https://youtu.be/vsEmci7vuhY>

Tune in to the Driven [Podcast portal](https://driven.dckap.com/lisa-pope-epicor/) or on [Spotify](https://spotifyanchor-web.app.link/e/KsHmWu7fFzb)

[Subscribe](https://c212.net/c/link/?t=0&l=en&o=3861699-1&h=112554874&u=https%3A%2F%2Fwww.youtube.com%2Fc%2Fdckap%3Fsub_confirmation%3D1&a=Subscribe) to the Driven Podcast

For information about ERP integration, product information management, and more, check out the DCKAP [Distributor Blog](https://www.dckap.com/blog/).

### About DCKAP

DCKAP helps hundreds of distributors simplify digital commerce. The company’s solutions streamline ecommerce, software integrations and product information management to boost efficiencies, grow profitability and meet growing customer demands for a better digital experience in B2B. Its flagship products are DCKAP Integrator, which distributors and manufacturers use to automate data between ERP, e-commerce and CRM systems, and DCKAP PIM, a flexible, easy-to-use tool that simplifies product data management for distributors. DCKAP was founded in 2005 and is now a global and distributed team headquartered in Austin, TX. Visit DCKAP at dckap.com.

### Media contact

Sonia Coleman

Public Relations

[Email](mailto:sonia@neuconcept.com) [Phone](tel:636-579-6650)