



HOW PROACTIVE ENGAGEMENT DELIVERS A BETTER DIGITAL TRANSFORMATION JOURNEY

ELECTRONICA SIGLO21

National distributor of technology and solutions with over 30 years of experience in the B2B industry

INDUSTRY

Computer Hardware & Services

COUNTRY

Ecuador

REVENUE

\$68M USD

EMPLOYEES

51-200

PRODUCTS

Technology, Appliances, Computer Supplies & Accessories

DIGITAL PATH TO EXCELLENCE.

As pioneers in the technological field, Electronica Siglo21 continues to encourage innovative strategies that benefit their business and promote human development in line with their company vision.

Undertaking new measures to remain competitive is crucial as advancements in technology and the B2B sector continue to grow. **Electronica Siglo21 partnered with GCN** to fulfill their mission of successfully **streamlining their business operations and embracing digital transformation.** Through ongoing engagement and collaboration between Electronica Siglo21 and GCN, their adoption of KATY digital platform to **centralize and automate their 2-tier distribution** was achieved.



"Through our proactive feedback, KATY platform now has features customized to our business needs and resellers' requirements, making our implementation efficient and effective."

-Veronica Villacreses, Digital Ecosystem Manager

COLLABORATION AS A CULTURE.

Through their **proactive initiatives** to execute KATY platform as their new marketplace, Electronica Siglo21 listened closely to their resellers to understand what elements were **most beneficial for optimizing digitalization.** By keeping an open communication during their digital transformation journey, Electronica Siglo21 **accurately outlined** which features were requested and required for an effective platform in their territory.

In turn, **Electronica Siglo21's active engagement and proactive efforts empowered GCN** to deliver a customized approach to their digital transformation journey, allowing specific features to be **implemented for their business needs and requirements.**

Due to these collaboration efforts and the efficiency gained through KATY, Electronica Siglo21 has **successfully integrated top vendors into their new marketplace,** including Bitdefender, Microsoft, Retrospect, Orange HRM, and Therefore.

GOING BEYOND EXPECTATIONS.

KATY is the first platform selling Software and Services with a reach to five levels of users within the distribution chain, creating an **interactive digital ecosystem with high profitability** business solutions for each member of the channel.

Through open lines of communication, Electronica Siglo21 has assisted GCN to **deliver KATY as the most competitive platform on the market,** as it is developed from the various perspectives of the channel. KATY Platform is **built upon the best practices** and feedback from experts of the IT industry in different regions and countries part of the GCN Group.

By continuously **integrating mutual beneficial features and platform aspects,** GCN leads businesses through their digitalization process in the best way possible.

