

A stylized globe with a network overlay, resting on a laptop keyboard. The globe is rendered with a textured, painterly style in shades of blue, yellow, and brown. A network of white dots connected by thin white lines is superimposed over the globe and extends across the upper portion of the image. The background is a blurred laptop keyboard and screen.

CODIFYD

Perspective On **Competing With Amazon**



Vincent Maurici

**Vice President-Strategy & Solutions
Codifyd Inc.**

As the Head of Strategy and Solutions, Vinny is accountable for the growth, success and excellence at Codifyd.

His hands-on approach has enabled clients to successfully select, implement and optimize master data, syndication, and UX solutions.

Vincent has 10+ years of Digital Experience and has launched several successful Fortune 500 global programs including the world's largest paint manufacturer.

Industry Experts And Analysts Have Identified Amazon As The #1 Threat To Distributors

How B2B Distributors Can Beat Amazon

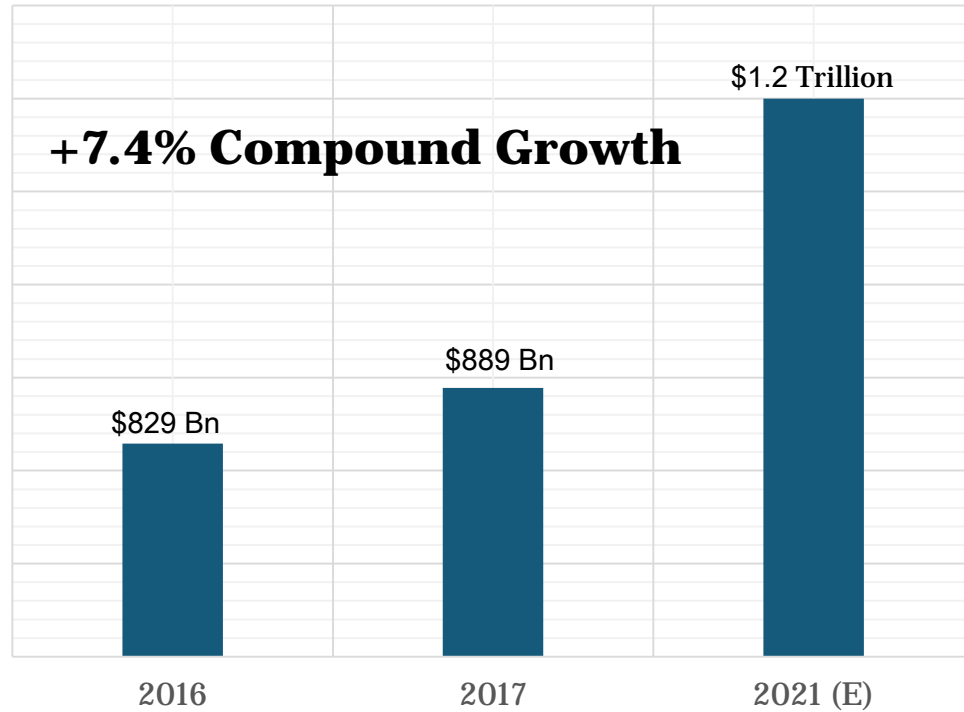
The Amazon Effect: Is Your Distribution Company at Risk?



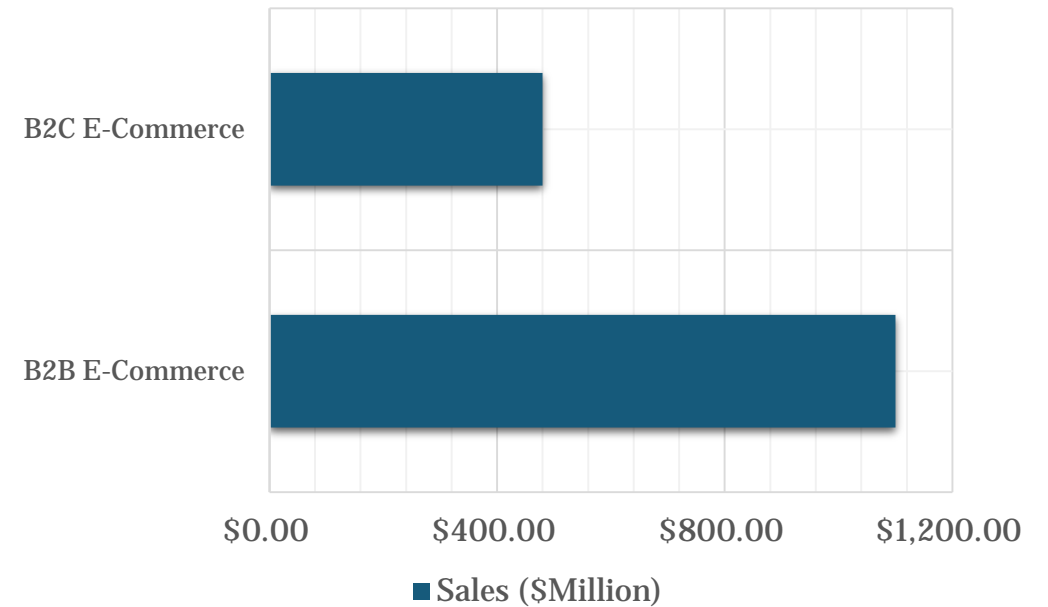
Amazon Business: Understanding the Threat to B2B Distributors

THE STATISTICS

B2B Growth Online Sales



B2B vs B2C Retail Sales





Goals Of The Session:

**Perspective on
Amazon**

**Roundtable
Perspective of
Amazon as a
Competitor**

**Distributor
Opportunities &
Paths To Success**

**Roundtable
Discussion**

PERSPECTIVE ON AMAZON – B2C



First, Background – How did Amazon win B2C?

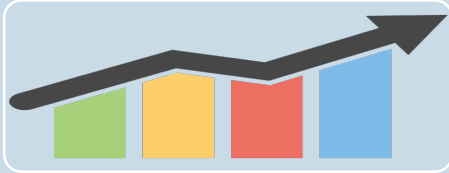
PERSPECTIVE ON AMAZON – B2C



First, Background – How did Amazon win B2C?

- 1. Early adopter in online commerce**
- 2. Invested and created “convenience of ordering online”**
 - **Introduction of Amazon Prime (2-day shipping)**
 - **Deals with USPS and UPS to deliver on weekends**
 - **Same day / 1-day shipping**
 - **AmazonNow – Delivery in 2 hours**
- 3. Analytics, trend, and advertisement investment**
- 4. Assortment Dominance**
- 5. Forced investment and equilibrium strategies from Walmart, Home Depot, etc..**
- 6. Built supply chain & Mind Share --- UX is still not at the forefront of Amazon’s business**

PERSPECTIVE ON AMAZON – B2B



•Amazon Business

•CONTINUE TO EXPAND

2017 YoY Growth:

Manufacturing +173%

Government +176%

Construction +194%

Wholesale +179%



•Amazon Experience

•LAGGARD



•The Real Threat

•AMAZON EPROCUREMENT PLATFORM AND STRATEGY



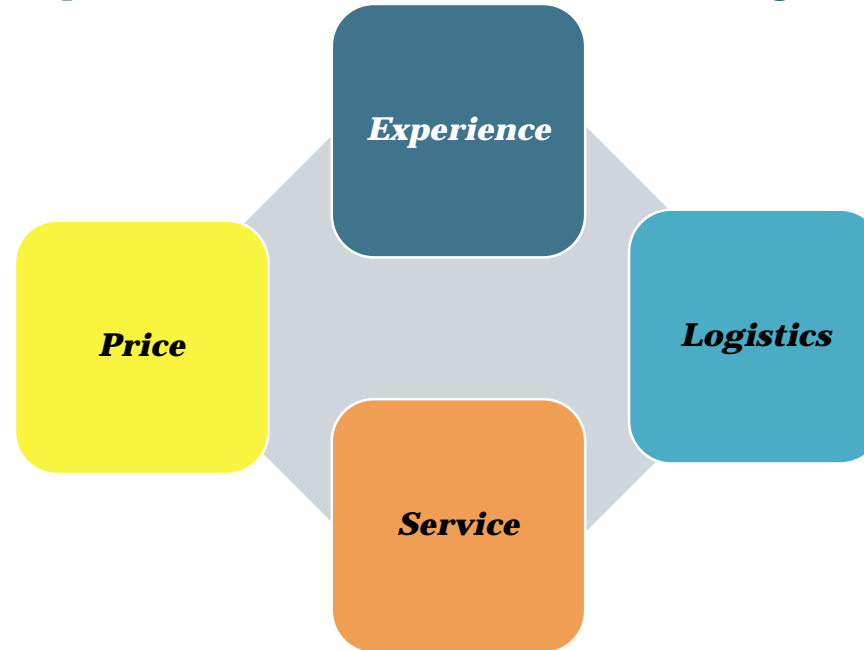
•Investment Areas For Amazon

•ANALYTICS AND NEXT GEN TECHNOLOGIES

HOW DO DISTRIBUTORS COMPETE WITH AMAZON?

How are customers interacting with the Amazon Business catalog for shopping, how are customers interacting with Amazon Business for post order services and account management?

Amazon Business provides a price transparency model, how does that align to your business model and GTM?



How do you get products into the hands of your customers as compared to Amazon Business?

How are accounts managed across Amazon Business? How do enterprise customers receive large account / order support?

HOW DO DISTRIBUTORS COMPETE WITH AMAZON?

Core target areas where differentiation can exist to compete with Amazon vary across dimension and customer segmentation

| | Experience | Price | Service | Logistics |
|-------------|------------|-------|---------|-----------|
| Enterprise | ✓ | | ✓ | ✓ |
| Mid-Market | ✓ | | ✓ | |
| Contractors | | ✓ | ✓ | |

DIFFERENTIATE THROUGH SERVICE

The services and expertise provided to your customers can't be beat by amazon.
Example areas for expanding and investing in the areas:



**Sales Rep
Training**



**Sales Tools &
Technology**



**Onsite Vending
Technology**



**Enhanced Digital
Account Management**

DIFFERENTIATE THROUGH SERVICE



Creating a strong digital customer experience is the “price of admission” for customer retention and brand loyalty

- Create a digital experience that conveys your **product expertise**
- Think of your digital properties as a destination for **expertise**
- **Invest in analytics** to learn about your customers and their behaviors (online and offline), monitor for revenue leakage to proactively address churn

HOW DO DISTRIBUTORS COMPETE WITH AMAZON?



- **Amazon Experience** – focus investment and effort to bolster areas to create best in class digital experience
- **Differentiate** – focus investment and effort to extend advantage that exists today against Amazon
- **Partner with Other Distributors** – create a marketplace? Shared logistics / DCs?
- **Status Quo** – maintain and evaluate Amazon Business investments and growth
- **Marketplace Adoption** – Opportunities may exist to establish strategic partnerships with Amazon, Ariba, eBay, etc..

Experience in Action

Head Type:

Learn More

Search...



Binding
(146)




Button
(5)




Cheese
(162)



Fillister
(410)



Flat
(1422)



Flat Undercut
(8)

Drive Type:

Learn More

Search...




Combinat Slotted/PI
(47)



Hex
(44)




One Way
(18)



Phillips
(1484)

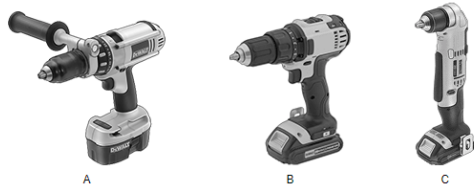


Pozidriv
(147)



Slotted
(3015)

DeWalt Cordless Drill/Drivers



These drills have a keyless chuck for fast bit changes. A lithium ion (LI-Ion) battery powers these cordless drills, which means they weigh less and have a longer run-time than cordless drills that use nickel cadmium (NiCad) batteries.

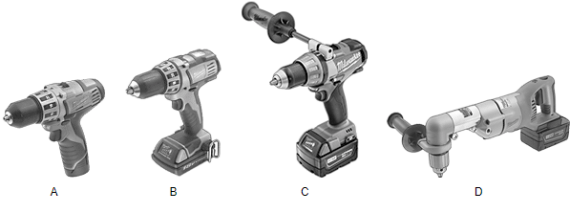
Styles A and B have an adjustable clutch that lets you adjust the torque.

Styles B and C have a variable speed—the further you depress the trigger, the faster the drill rotates.

See Batteries and Chargers for DeWalt Cordless Tools for replacement batteries and chargers.

| Style | Voltage | For Max. Bit Shank Size | Max. No-Load Speed, rpm | No. of Clutch Settings | Battery Charging Time | Battery Cap., amp-hrs. | Batteries Included | O'all Lg. | Wt., lbs. | Manufacturer Model No. | Specifications Met | Each |
|----------------------|---------|-------------------------|-------------------------|------------------------|-----------------------|------------------------|--------------------|-----------|-----------|------------------------|--------------------|--------------------|
| Lithium Ion (LI-Ion) | | | | | | | | | | | | |
| A | 20V DC | 1/2" | 2,000 | 11 | 1 hrs. | 5 | Yes | 7 15/16" | 4.6 | DCD991P2 | UL Listed | 29835A311 \$313.07 |
| B | 20V DC | 1/2" | 2,000 | 15 | 1 hrs. | 2 | Yes | 12 1/2" | 6.4 | DCD780C2 | UL Listed | 29835A116 218.90 |
| C | 20V DC | 3/8" | 2,000 | — | 30 min. | 2 | Yes | 12.8" | 4 | DCD740C1 | UL Listed | 29835A65 228.92 |

Milwaukee Cordless Drill/Drivers



A lithium ion (LI-Ion) battery powers these cordless drills, which means they weigh less and have a longer run-time than cordless drills that use nickel cadmium (NiCad) batteries. All have a variable speed—the further you depress the trigger, the faster the drill rotates.

Styles A, B, and C have a keyless chuck for fast bit changes and an adjustable clutch that lets you adjust the torque.

Style D has a keyed chuck that can be tightened with the included key.

See Batteries and Chargers for Milwaukee Cordless Tools for replacement batteries and chargers.

| Style | Voltage | For Max. Bit Shank Size | Max. No-Load Speed, rpm | No. of Clutch Settings | Battery Charging Time | Battery Cap., amp-hrs. | Batteries Included | O'all Lg. | Wt., lbs. | Max. Torque | Manufacturer Model No. | Specifications Met | Each |
|----------------------|---------|-------------------------|-------------------------|------------------------|-----------------------|------------------------|--------------------|-----------|-----------|----------------|------------------------|------------------------|--------------------|
| Lithium Ion (LI-Ion) | | | | | | | | | | | | | |
| A | 12V DC | 3/8" | 1,500 | 18 | 30 min. | 2 | Yes | 7 3/8" | 3 | 275 in.-lbs. | 2407-22 | UL Listed | 29735A103 \$141.88 |
| B | 18V DC | 1/2" | 1,800 | 17 | 30 min. | 2 | Yes | 7 1/4" | 4 | 500 in.-lbs. | 2606-22CT | UL Listed | 29735A121 205.94 |
| C | 18V DC | 1/2" | 2,000 | 24 | 1 hrs. | 5 | Yes | 7 1/2" | 5 | 1,200 in.-lbs. | 2703-22 | UL Listed | 29735A135 307.50 |
| D | 28V DC | 1/2" | 1,000 | — | 1 hrs. | 3 | Yes | 18 1/4" | 11 | 1,081 in.-lbs. | 0721-21 | C-UL Listed, UL Listed | 29735A77 446.25 |

Grinding Wheels



Angle Grinding Wheels
(Type 27, 28, & 29)

287 items



Straight Grinding
Wheels (Type 1)

326 items



Flared Cup Grinding
Wheels (Type 11)

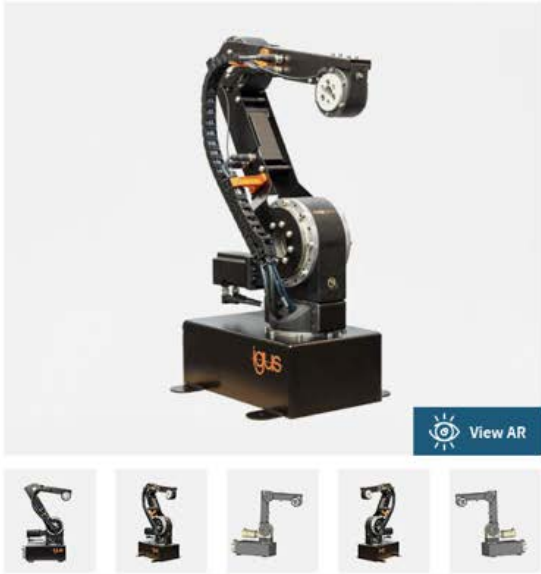
36 items



Recessed & Dish Wheels
(Type 5, 7, 6, & 12)

30 items

Future State Experience



IGUS 4KG PAYLOAD, 4 AXIS, BENCH ROBOTIC ARM CONSTRUCTION KIT

\$9598.00

Availability 100 in stock

Robolink D robotic component kits bring together parts from our Igus robotics range. The range gives you a complete 4 or 5 axis robotic arm with a high payload capacity.

All kit components are available separately allowing complete freedom of design.

QTY:

ADD TO CART

View AR

Fetch 3D model; Works as a widget on the existing client e-commerce store

PRODUCT DETAILS

SPECIFICATIONS

Robots are becoming a more familiar sight in production. Automating monotonous and repetitive tasks and freeing up staffing resource for more productive roles.

Using robotics in operations such as light production, easy handling, pick and place and laboratory automation can reduce cost by reducing lead times and increasing productivity. The payback period can be as short as six months.

Robolink D robotic component kits bring together parts from our Igus robotics range. The range gives you a complete 4 or 5 axis robotic arm with a high payload capacity.

No programmer or control electronics are provided with the kits giving you the freedom to choose a programming language and control hardware best suited to your requirements. Low cost and its modular design make the Robolink D range an ideal choice for education.



Summary & Conclusion



B2B e-commerce will continue to grow!
 The key is market share, and market share growth

Summary & Conclusion



Avoid the drive to the bottom!
Price is NOT a lever.

Summary & Conclusion



Differentiate through user experience, expertise, Customer Intimacy and Expertise based Service