

# Konnect Conference



## 200 delegates attend software conference

Konnect17 – a two-day customer conference held recently for users of K8 software, was the best-attended Kerridge Commercial Systems (KCS) customer conference yet, with 30% more merchants present than at last year’s event.



The 200 delegates learnt that 34,000 man-days had been invested by the company in developing the latest version of K8, with a focus on producing solutions such as apps that make it easier for their customers to engage with them. The software’s enhanced business intelligence modules are now making it easier for companies to measure real time performance against targets, and the latest responsive version of K8 Web Builder is providing merchants with an online trading platform that delivers a superb experience to meet the expectations of today’s customers.

The palpable rise in anxiety levels when delegates were asked to take out their smart phones and hand them over to their neighbour illustrated just how attached we all are to our mobile devices - and emphasized the importance of using a ‘mobile first’ approach when designing and developing corporate websites. Delegates learnt that people who have only ever worked in a digital environment are merchants’ fastest growing customer group, who expect to compare products, fill in forms and place click and collect orders on their smart phones – all simple functionality but essential if merchants want to attract and retain the custom of these ‘digital natives’.



// One of the key messages for our customers to take away was that in challenging trading environments, they can rely on K8 and the KCS team to support their businesses...

- Andrew Wilkinson, European Sales Director, [Kerridge Commercial Systems](#)



// It was very satisfying to have so many customers engaging with us, sharing their success stories, and hearing how K8 has become central to their interconnected business systems strategy.

Andrew Wilkinson, European Sales Director, [Kerridge Commercial Systems](#)

Andrew Wilkinson, European Sales Director at KCS, said, "One of the key messages for our customers to take away was that in challenging trading environments, they can rely on K8 and the KCS team to support their businesses – and that we're here to ensure they get the most out of their investment in our solutions. It was very satisfying to have so many customers engaging with us, sharing their success stories, and hearing how K8 has become central to their interconnected business systems strategy."

New K8 features announced at the event included enhanced reporting dashboards, warehouse management features and mobile delivery solutions, as well as an internet based learning system designed to ensure that all levels of new and existing K8 users can access high quality training in all aspects of the software – whenever it suits them.



### About Kerridge Commercial Systems (KCS)

We provide specialist software, services and support to deliver fully integrated trading and business management solutions to distributive trades customers, large and small – wherever they are in the world. Immersed in the distributive trades for over 40 years, our technical experts are thought leaders in trading and management technology, and our innovative and flexible approach ensures our customers partner with us for the long-term.

Our mission is simple: to design and deliver high performance, integrated ERP solutions that enable our distributive trade customers to source effectively, stock efficiently, sell profitably and service competitively.

### Contact Kerridge Commercial Systems

UK +44 (0) 1488 662 000

Ireland +353 (0)1 469 3375

[K8info@kerridgecs.com](mailto:K8info@kerridgecs.com)

[www.kerridgecs.com](http://www.kerridgecs.com)