



KYKLO NAMED A 2019 “COOL VENDOR” IN DIGITAL COMMERCE BY GARTNER

Vendors Selected for the Cool Vendor Report Are Interesting, New and Innovative

Bangkok, Thailand and New York City, New York June 5, 2019

KYKLO, the distributor-focused webstore and content provider, today announced that it has been named a “Cool Vendor” based on the May 17, 2019 report titled, *Cool Vendors in Digital Commerce* by Gartner, Inc. The report evaluates “interesting, new and innovative vendors, products and services” in the digital commerce market. Gartner’s report points out, “Digital commerce is a key component of any digital business strategy and transformation. Application leaders, especially those working for B2B companies, should evaluate these emerging vendors that offer innovative ways to enable customization, optimization and flexibility.”

The report’s key findings include:

- “Because the digital commerce sector is competitive and highly transparent, vendors must be able to launch new digital business models, or evolve existing digital business, rapidly and effectively or risk losing relevance to the competition.
- The three biggest challenges in launching a digital commerce site — including B2B implementations — are integration to other systems, lack of internal resources and implementation costs.”

“We think it is a fabulous to be named a Gartner ‘Cool Vendor,’” said Remi Ducrocq, President and Co-Founder of KYKLO. “Since day one, KYKLO’s vision has been to provide our customers with the easiest, fastest and most cost effective path to ecommerce and distributor digitalization. After launching in Asia, we were pretty sure our service was world-class and would appeal to distributors everywhere. The reception we’ve had in North America has been amazing. As far as the “Cool” part, we always thought our company was cool. We tried to build a cool culture, but everybody says that. Our whole team feels like we are empowering our clients and preparing them for the long range future in ecommerce. We are both pleased and honored to have a research and advisory company with the insight of Gartner include us as a Cool Vendor.”

According to the report, “Digital commerce is a critical component of many organizations seeking to increase profits, improve customer experience, and develop long-lasting relationships with customers. Vendors are upping their game in response to the accelerated growth in the B2B digital commerce space. This is the driving force behind the unifying theme of our selection of companies

in this Cool Vendors list: rapid and flexible implementations and adaptations that are designed to optimize time to market, customization and customer experience.”

Gartner, *Cool Vendors in Digital Commerce*, Dayna Ford et al., 17 May 2019

Subscribers may access the report [here](#).

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About KYKLO

KYKLO was founded in 2015 by Remi Ducrocq and Fabien Legouic who were both employed by Schneider Electric in Thailand. Recognizing the issues facing distributors, resellers and others on the customer facing side of the industrial and electrical market, they launched KYKLO Sales Operation Management – a product designed to allow this important sector of the industry to move online.

After enthusiastic reception throughout Asia, the company launched a North American initiative in Spring 2018. Within a year, KYKLO has captured a significant and growing place serving independent distributors in the automation, electrical, industrial and fluid power wholesaling business.

Headquartered in Bangkok, Thailand, KYKLO serves the North American Market from New York City and Buffalo, New York.

For more information, please visit <http://www.kyklo-usa.com>

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