The Kula Ring Podcast

How Manufacturers Can Overcome Channel Conflict With eCommerce

In this episode of The Kula Ring, Kris Harrington, President & COO of GenAlpha Technologies, talks about how manufacturers and their networks can leverage the data-sharing and visibility into the customer relationship that eCommerce provides and shares solutions to common channel conflict issues.

Listen Here

How Manufacturers Can Overcome
The Kula Ring — December 14, 2020
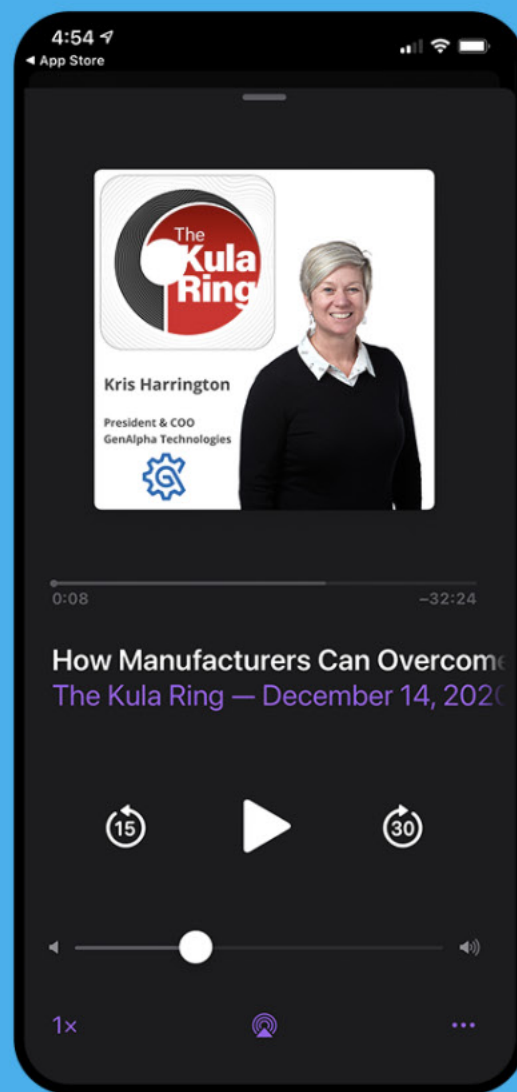
GenAlpha Technologies Latest News

January 8th, 2021

GenAlpha Announces Partnership with Digital River

GenAlpha has entered a strategic partnership with Digital River, the most experienced global eCommerce enabler for established and fast-growing brands. GenAlpha and Digital River will utilize their combined industry expertise to provide clients the training and support they require to navigate the digital space...**Read more**

December 17th, 2020

GenAlpha Announces New Equip Catalog Solution

Formerly offered exclusively as a side-by-side deployment with their Equip eCommerce solution, GenAlpha is now expanding their product offering to accommodate the parts identification process for those with and without eCommerce...**Read more**

Kris Harrington, President and COO of GenAlpha will be Speaking with Jamie Irvine, Host of The Heavy-Duty Parts Report

Webinar Event: Jan 27, 2021 11:00 AM

A Lack of Transparency Around DATA Can Be a Barrier to the Buying Process

Product data information has been long held as sacred by manufacturers and distributors. In this webinar, we are going to talk about what kind of information has historically not been made available to end-users and we are going to explore the fears executives have had about making this information available to the public.

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GenAlpha Technologies Latest Blog Posts

January 19th, 2021

2021: The Future of eCommerce

While eCommerce is still relatively new for many equipment manufacturers—one thing's for sure—2021 is the year to accelerate your digital journey. In today's day and age, with baby boomers, gen X and the digital natives all operating in today's workplace, customers' expectations aren't so easily satisfied...**Read more**

January 5th, 2021

5 Steps for eCommerce Success: Step 2 - Implement eCommerce

Your new eCommerce site should be a welcome change for customers, make sure you toot your own horn. It's so important to make announcements both pre and post launch communicating the added benefits of using your new digital store. Do not wait for users to find you...**Read more**

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Why These Times Make Good Analytics All The More Important

A few clear industrial marketing trends have emerged from the many disruptions caused by the COVID-19 pandemic. Trade shows and personal sales calls are still on the sideline, which has put many manufacturers and service providers into catchup mode if they had been slow to invest in digital marketing. (And let's be honest, many were.)...**Read more**

Market your Manufacturing Facility like a Five Star Resort

Many manufacturers found themselves in manufacturing due to the fact that their passion for creating and producing incredible products led them down this path. The machinery, equipment, the burning desire to solve problems. However, plenty of manufacturers did not enter manufacturing based on their savvy marketing expertise...**Read more**

How the Right Teams can Unlock the Value of eCommerce Data

While eCommerce has been on the up and up in recent years, 2020 has been a year like no other. Even prior to the recent holiday shopping season, which often eclipses all retail activity during the year up until that point, eCommerce saw record-breaking demand...**Read more**

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