

HOW DOES THE FUTURE LOOK LIKE?

**NEW AND STRONG
COMPETITORS?**



MEGATRENDS?

**PIONEERING
TECHNOLOGIES?**

Go to: www.menti.com
Code: 5129 1589

**IMPORTANT
TOUCHPOINTS IN THE
FUTURE?**

WÜRTH MARKETPLACE

CURRENT STATUS AND PROJECT PLANS

Monday Morning Marketplace, 16.01.2023

GIULIA KUZNIK | Product Owner Marketplace Platform
TERESA HÖRMANN | Intern / Project Controlling



AGENDA

 **1 RELEVANCE**

 **2 WÜRTH MARKETPLACE**

 **3 TECHNICAL DEEP DIVE**

 **4 OUTLOOK**

AGENDA



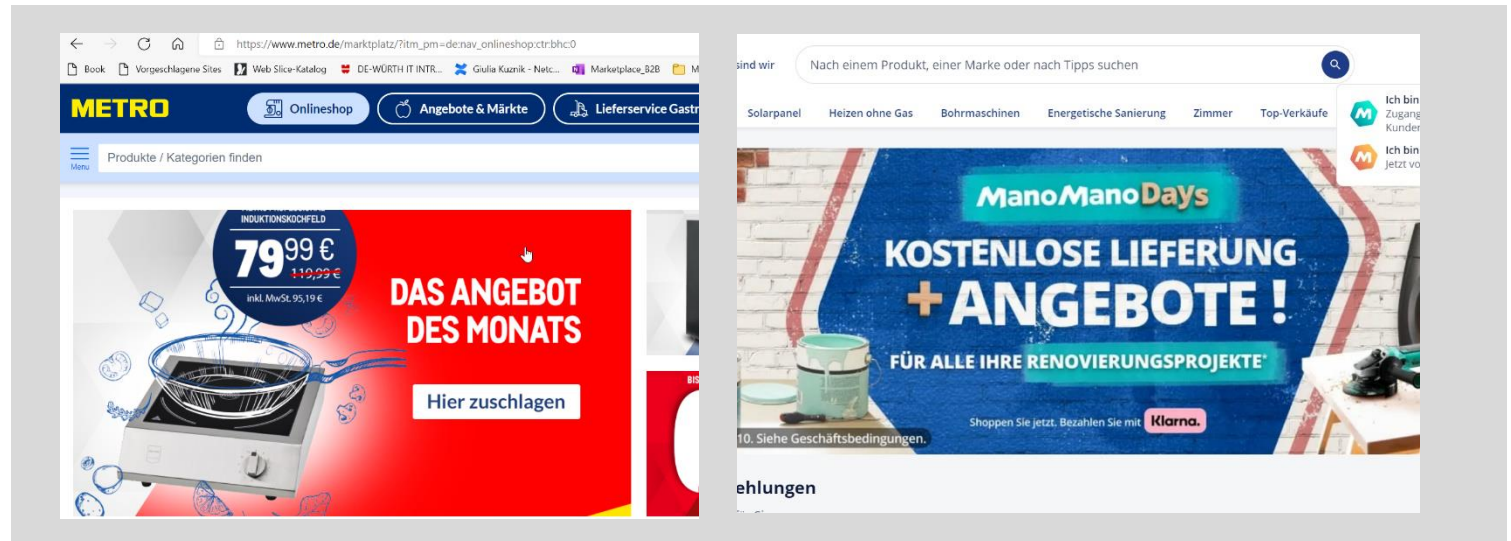
MARKETPLACES ...

... bring together buyers and sellers on one digital platform. Customers have the possibility to purchase everything they need through one channel.

... sales through B2B marketplaces are growing by 50 % in 2021

... around 25 % of B2B customers already purchase through marketplaces

... 87 % of B2B buyers prefer marketplaces over other E-Business channels



THE MARKETPLACE HELPS TO MEET OUR CUSTOMER REQUIREMENTS OF THE FUTURE

“The PURCHASING BEHAVIOR IS CHANGING. NEW METHODS of consolidated purchasing are getting more and more important”

“The most important criteria for me when purchasing is a SIMPLE PURCHASING PROCESS.”

„The EXISTING WÜRTH E-COMMERCE PLATFORMS already have a great infrastructure, nevertheless I wish to buy from VARIANT SUPPLIERS AT ONE SITE.”



„ONE ORDER and ONE INVOICE would be super convenient”

„I select a supplier because I KNOW THE SUPPLIER or because it has GOOD REVIEWS.”



OpenAI

**LET'S ASK THE AI
FOR SOME ADVICE**



ChatGPT

ook Air

AGENDA

 **1 RELEVANCE**

 **2 WÜRTH MARKETPLACE**

 **3 TECHNICAL DEEP DIVE**

 **4 OUTLOOK**

The **WÜRTH MARKETPLACE** is a B2B E-Business solution of Würth IT, that **brings together sellers and buyers** and enables them to do business in **ONE digital platform**. The marketplace will be **based on new technology** with the **possibility to onboard additional companies or external suppliers**.

WHY IS A MARKETPLACE THE FORWARD-LOOKING SOLUTION?

A marketplace solution is a developing trend

- Demand and preference of B2B customers and suppliers
- Strong market tendency + first marketplaces already exist



OUR VISION

- Our vision is to fulfill the need of the B2B buyers and offer them a **CONVENIENT PLATFORM**, where they can purchase all their C-parts within one digital platform
- Moreover, we want to setup the next generation of E-Business platform as fundamental pillar of our **OMNICHANNEL** business model

WÜRTH MARKETPLACE AS SUCCESS FACTOR FOR FUTURE GROWTH



Increase in digital shopping carts

- Due to the higher variety of products and the expansion of the product range



Increase in buying frequency

- Due to a representation of several suppliers on one platform, the customers can cover all their needs on one platform

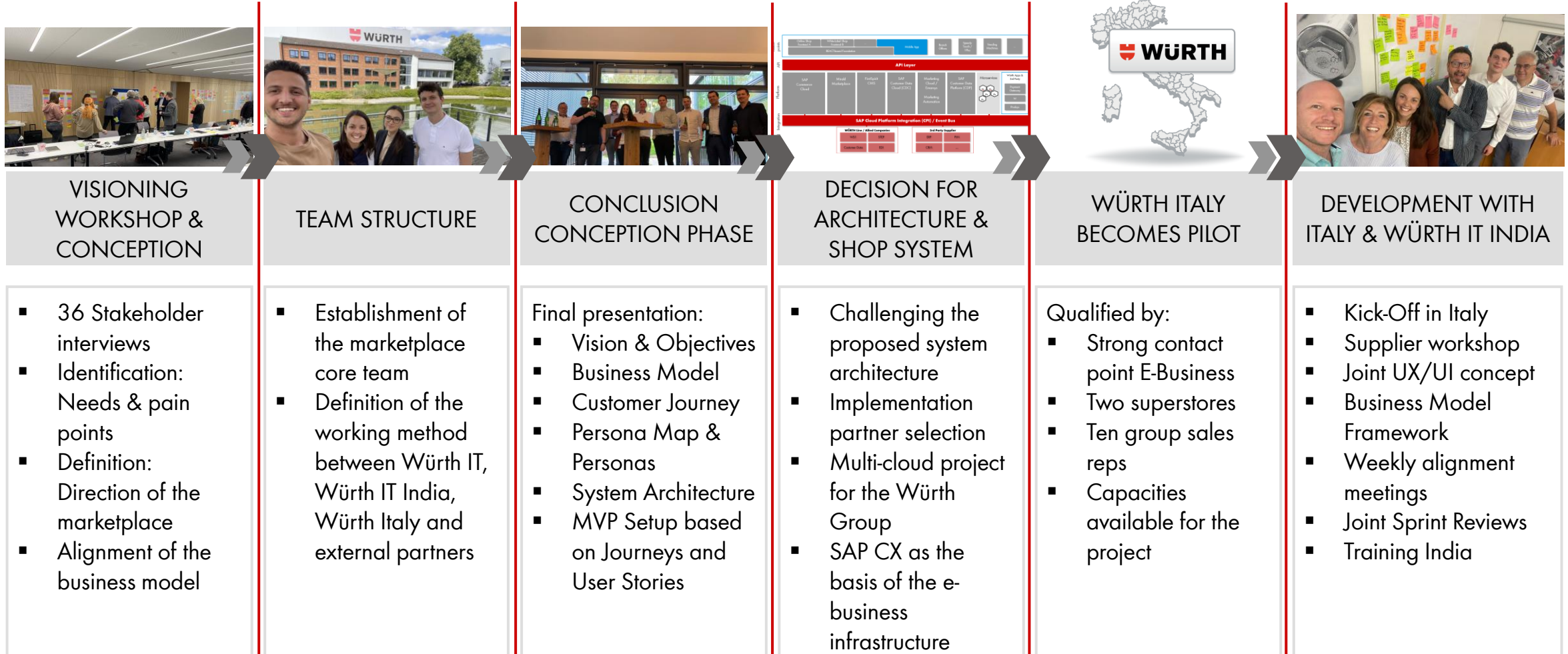


Connecting Würth Group customers within the Würth companies



Creation of future revenue streams for group companies as marketplace providers

2022 IS AN EVENTFUL YEAR, WHICH IS SIGNIFICANTLY RELEVANT FOR IMPLEMENTATION

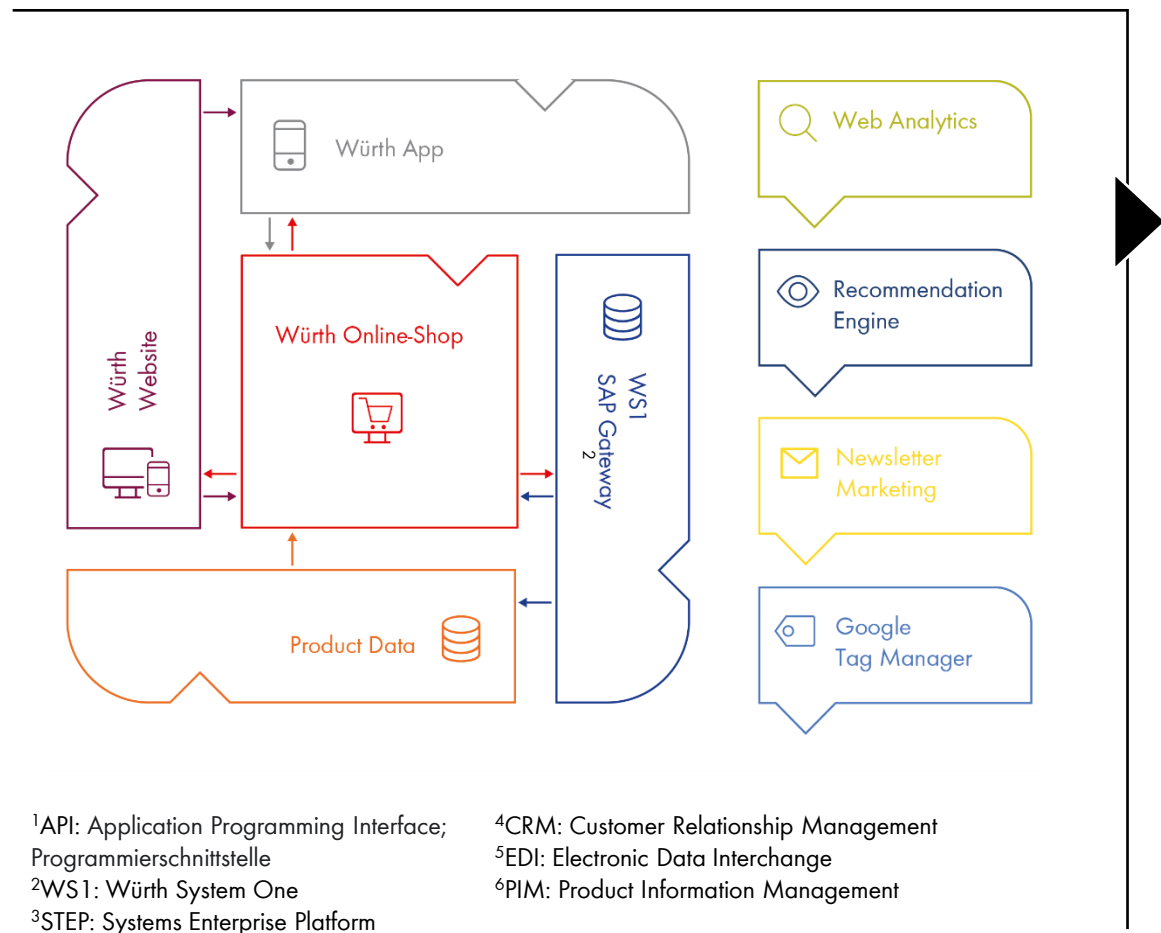


AGENDA

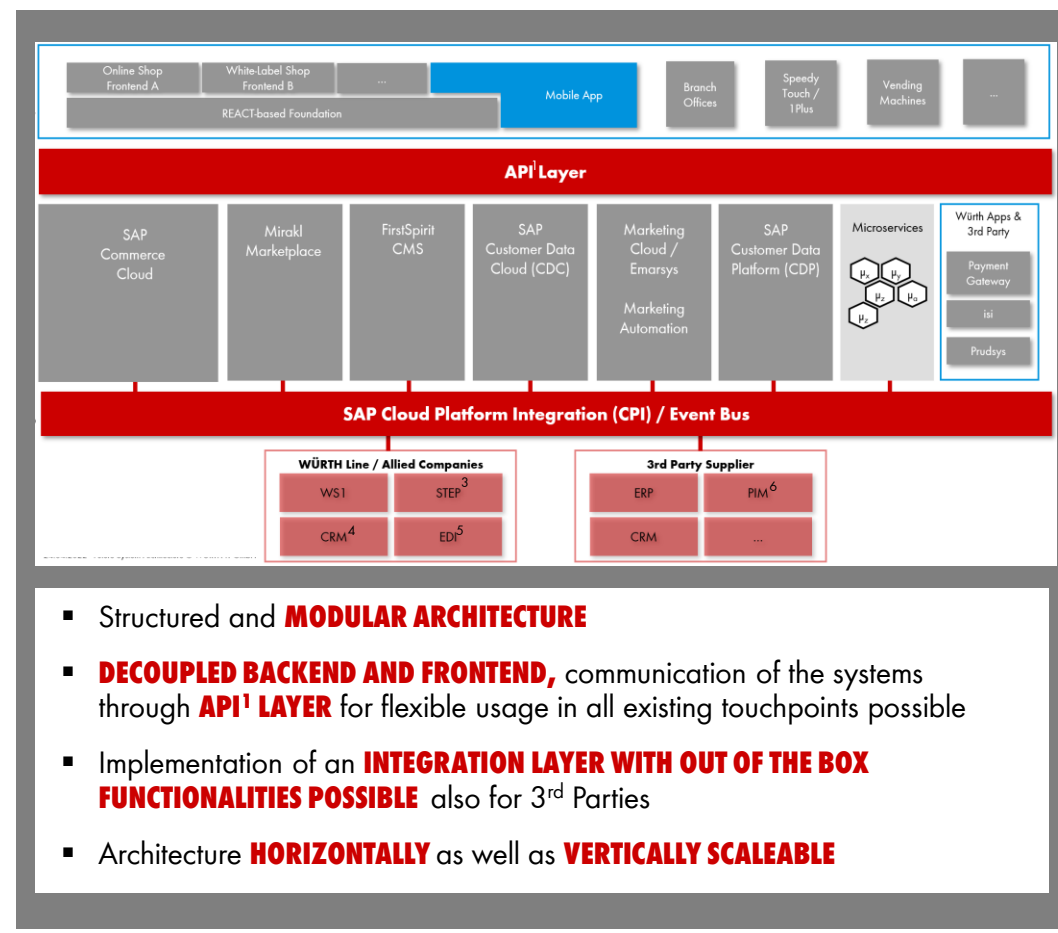


THE BASIS FOR THE ARCHITECTURE HYPOTHESIS ARE THE STAKEHOLDER INTERVIEWS AS WELL AS THE ARCHITECTURE DISCUSSIONS

FURTHER DEVELOPMENT OF OUR CURRENT SHOP SYSTEM TOWARDS ...



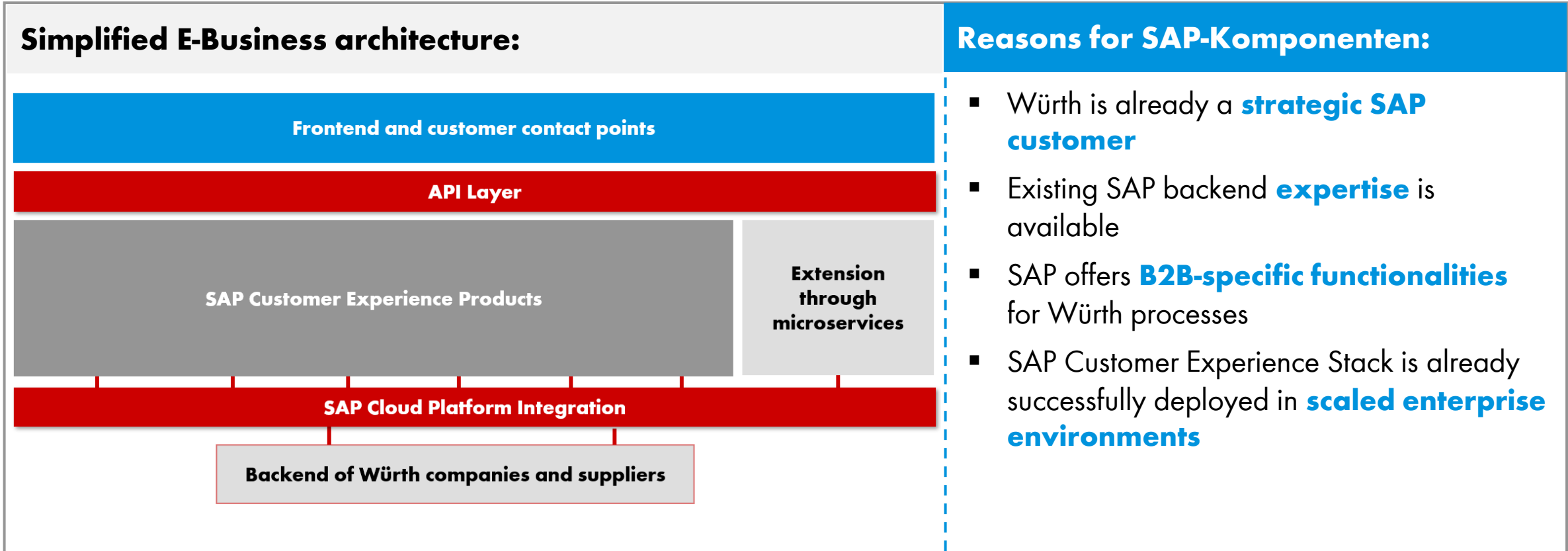
... MODULAR ARCHITECTURE BASED ON THE SAP COMMERCE CLOUD WITH ADDITIONAL MICROSERVICES



- Structured and **MODULAR ARCHITECTURE**
- **DECOUPLED BACKEND AND FRONTEND**, communication of the systems through **API¹ LAYER** for flexible usage in all existing touchpoints possible
- Implementation of an **INTEGRATION LAYER WITH OUT OF THE BOX FUNCTIONALITIES POSSIBLE** also for 3rd Parties
- Architecture **HORIZONTALLY** as well as **VERTICALLY SCALEABLE**

¹API: Application Programming Interface; Programmierschnittstelle
²WS1: Würth System One
³STEP: Systems Enterprise Platform
⁴CRM: Customer Relationship Management
⁵EDI: Electronic Data Interchange
⁶PIM: Product Information Management

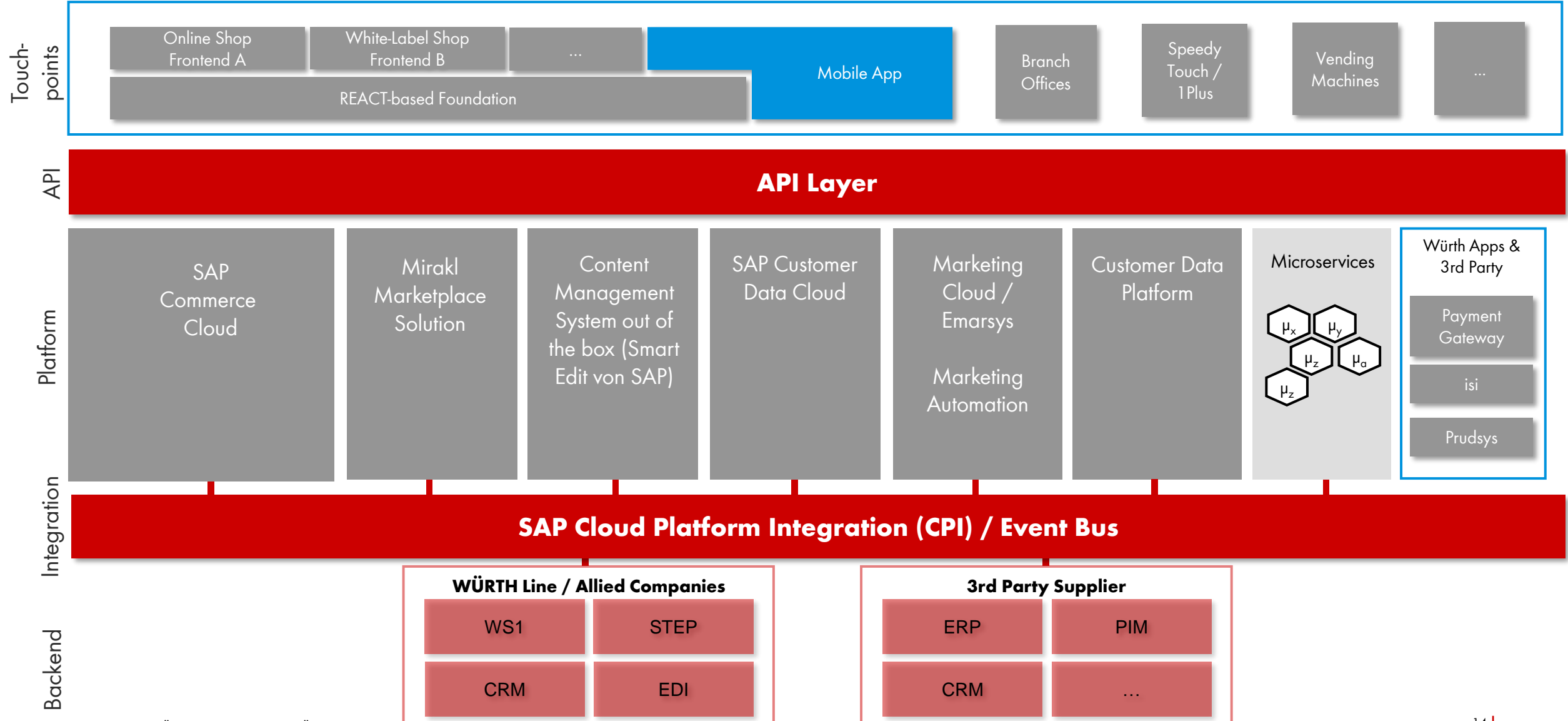
THE ARCHITECTURE HYPOTHESES CORRESPOND TO THE PROPOSAL FROM THE BCG PROJECT.



CONCLUSION

The SAP Customer Experience products offer a **secure and scalable enterprise solution** that meets the **requirements of the Würth Group** and can **remain on the market in the long term**. By selecting SAP, the overall **risk** for the Würth Group is **minimized**.

THE MODULAR SYSTEM ARCHITECTURE WITH A CORE COMMERCE SYSTEM & COMPLEMENTARY MICROSERVICES ENABLES SCALABILITY & HIGH ROLLOUT FREQUENCY



AGENDA



RELEVANCE



WÜRTH MARKETPLACE



TECHNICAL DEEP DIVE



OUTLOOK

WE REACHED SOME MILESTONES SINCE THE E-BUSINESS DAYS...



SAP **CONTRACT SIGNED**



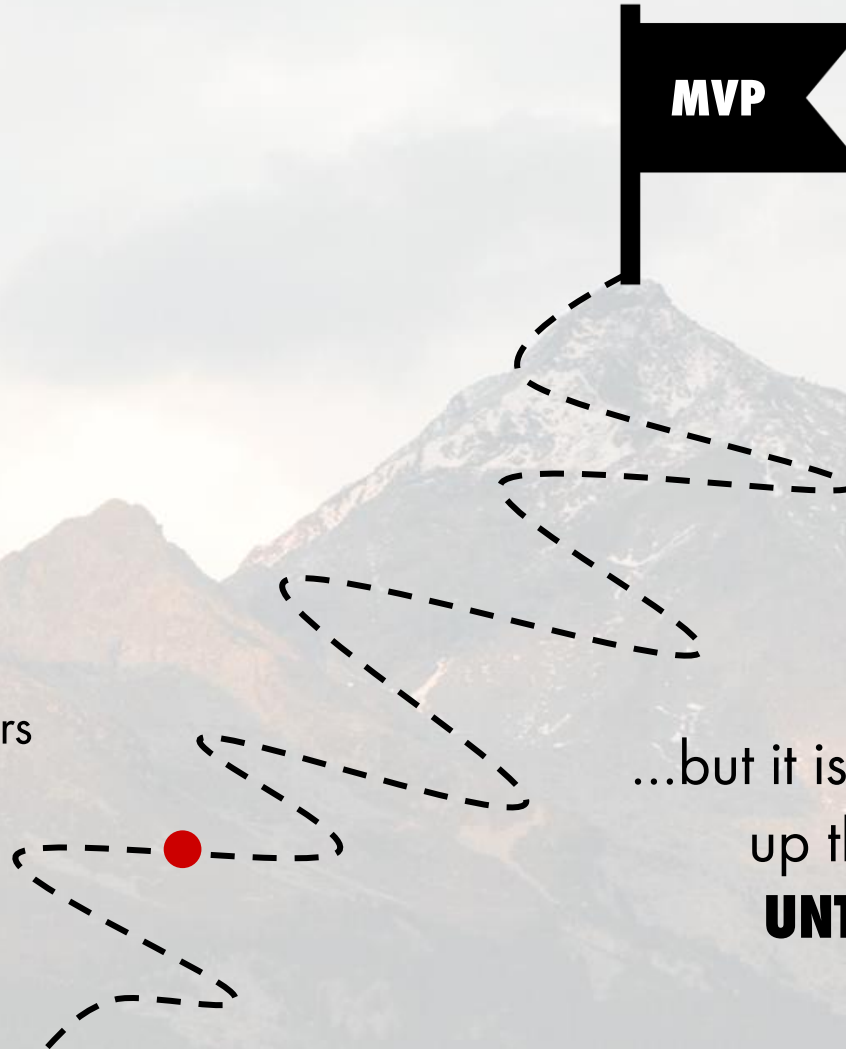
BIG ARCHITECTURE PICTURE for IT infrastructure in progress



SUPPLIER SURVEY for well known suppliers of Würth-Group



SUPPLIER PITCH to find the right suppliers for **MVP**



...but it is still a **LONG WAY** up the mountain **UNTIL THE MVP**

2022 SETUP SYSTEMS			2023	WÜRTH LOGIN			BETA VERSION			FIRST TEST CUSTOMER			MVP GO LIVE		
OCT	NOV	DEC		JAN	FEB	MARCH	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC

TARGET 2023

- Development of MVP (Minimum Viable Product) for early customer feedback
- First 5-15 suppliers will be onboarded – from the Würth Group and external
- Würth Italy as pilot and first international marketplace of the Würth Group**

OUR MVP APPROACH

- Agile development with international teams from Würth IT, Würth IT India, Würth Italy and external partner with marketplace experience Netconomy
- Early testing and high customer centricity for improvements
- Insights from WUCATO and Würth.ONE as basis and corner stones for the business logic

KEY CHALLENGES

- Multi-Cloud project with new software
- Hybrid and agile development
- High business focus



WÜRTH MARKETPLACE

An overhead, high-angle photograph of a diverse group of six people sitting around a large, dark wooden conference table. They are engaged in a meeting, with several laptops and tablets open on the table. The scene is brightly lit, creating a professional and collaborative atmosphere. The text "TIME FOR DISCUSSION" is overlaid in the center of the image.

TIME FOR DISCUSSION

SEE YOU NEXT TIME!

FEBRUARY 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Monday Morning Marketplace	21	22	23	24	25
26	27	28				

SAVE THE DATE:
next **MMM** on **February 20th**

THANK YOU!

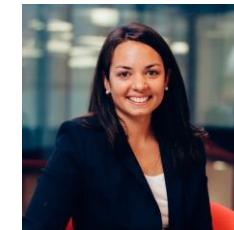


WEBSITE MARKETPLACE

<https://marketplace.wuerth-it.com/>

User name: Marketplace

Password: 1Develop2Ebusiness3!



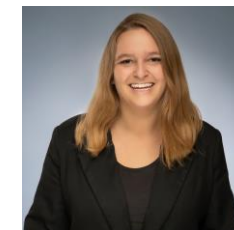
Giulia Kuznik

Product Owner Marketplace Platform

Würth IT GmbH

Giulia.Kuznik@wuerth-it.com

+491706338579



Teresa Hörmann

Intern | Project Controlling Marketplace Platform

Würth IT GmbH

Teresa.Hoermann@wuerth-it.com

+49 79409302614