

**WELCOME TO OUR FIRST SESSION IN 2024:**

The logo for the NEXT NEWS NETWORK, displayed on a computer monitor. The word "NEXT" is in a large, outlined font with a red "X", "NEWS" is in a smaller, bold red font, and "NETWORK" is in a bold black font below it.

**NEXT  
NEWS  
NETWORK**

**THE SESSION WILL START AT 15:00**

# HAPPY NEW YEAR 2024

# NEXT NEWS NETWORK

**08. January 2024**

**Giulia Kuznik | Product Owner**  
**Teresa Hörmann | Controlling & Communication**  
**Tim Röger | Technical Product Manager**



# AGENDA



## **WHAT HAVE WE ACHIEVED SO FAR?**

Review of 2023

Summary of our biggest milestone to date

Live Demo of Italian Marketplace



## **WHAT WILL COME UP NEXT?**

Overall outlook to 2024

Planned features for this year

Rollout processes



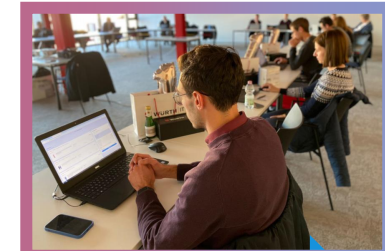
## **WHO HAS MADE THAT POSSIBLE?**

Presentation of core and extended team



# OUR 2023 IN PICTURES

**WÜRTH  
SPAIN**



**JAN**



**JUN**



**DEC**



**NERI**  
FREE YOURSELF

**E-BUSINESS  
COMPETENCE  
CENTER**

1

# WE REACHED ONE OF OUR BIGGEST MILESTONES ON DECEMBER 19<sup>TH</sup>: THE GO LIVE OF THE MVP IN ITALY



# THE GO LIVE WAS WELL COMMUNICATED WITHIN DIFFERENT TARGET GROUPS

Wir sind ONLINE!!! NEXT IST LIVE!

Liebe NEXT - New E-Business Xperience Technology Unterstützer,



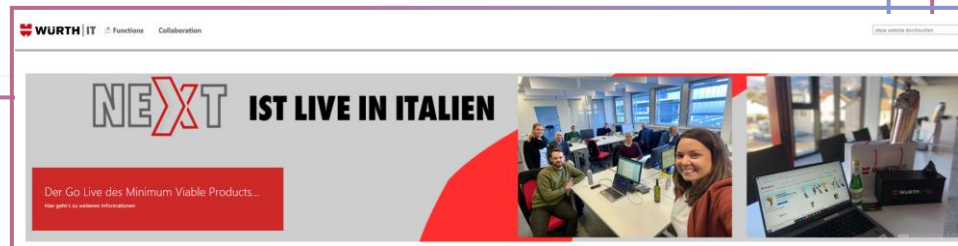
**wir sind live!** Und die ersten Kundenorders sind angekommen! Unser MVP ist somit nun offiziell erfolgreich in Italien erfolgt! Dieser bedeutende Meilenstein ist unser aller Verdienst – das gemeinsame Engagement und euer Support haben dies ermöglicht 😊

Seit Juni 2022, als Italien zum Piloten ernannt wurde, haben wir auf diesen Moment hingefiebert und sehr viele Tage und Nächte darauf verwendet, dies zu ermöglichen. Herzlichen Dank an jeden von euch!

Wer einen Blick auf NEXT in Italien werfen mag, kann unter folgender URL die Seite erreichen: <https://marketplace.wuerth.it/de>

Euer Team NEXT

Weniger anzeigen



Your systems in expert hands.





**NEXT**  
**MVP GO LIVE**  
**IN ITALY**

**Liebe Frau Hörmann,**

Es ist offiziell: Wir freuen uns heute den **Go Live des MVP** (Minimum Viable Product) von Würth Italien feiern zu können!

Seit heute 15:03 Uhr sind wir **LIVE** 🎉

Aus diesem Grund sind gerade Kollegen des NEXT-Teams, des italienischen Projektteams sowie des externen Dienstleisters vor Ort in Italien, um erstes Feedback der Kunden einzuholen. Dies ist ein bedeutender Meilenstein für uns alle, und wir sind sehr dankbar für das Engagement, die harte Arbeit und die Zusammenarbeit in diesem Jahr!

Alle, die am MVP interessiert sind, können **hier** den italienischen Marktplatz testen: <https://marketplace.wuerth.it/>

Euer Würth IT NEXT Team

# IT WAS NOT ONLY US WHO WERE HAPPY, ALSO THE CUSTOMERS GAVE POSITIVE FEEDBACK ON SITE

## Overall feedback

It is **FASTER** and **MORE CONVENIENT**.



Who are the next suppliers?  
It is really important to have a **GOOD SUPPLIER BASE** to expand the assortment.

The marketplace is **INTUITIVE** and I found my way around straight away.

**MORE FEEDBACK** will be gathered with a **SURVEY** that will be sent out to the customers **AFTER** a **TESTING PERIOD**

## Specific highlighted features

### Brand

- WÜRTH (18816)
- NERI (14)
- ORMA (10)
- KYORENE (5)
- HOB (3)

Supplier catalog by clicking on brand name

### Pre-filled cart

#### Apri carrello salvato

Nome carrello	Data di creazione	Articoli	
Spatola e guanti	15/12/2023	2	Apri
Test cart	15/12/2023	1	Apri

Width across flats

Tip size

Length

Socket wrench

More filters

Self-exclusion based on the choice of attributes

One invoice



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**HOW DOES THE MVP LOOK LIKE?**



# LIVE DEMO OF THE ITALIAN WÜRTH MARKETPLACE

<https://marketplace.wuerth.it/de>

**ON AIR**

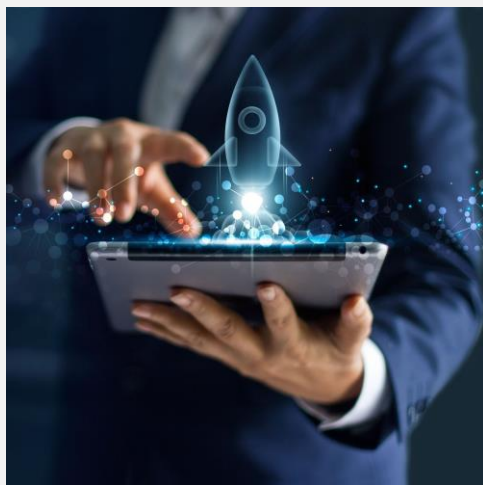
**UNMUTE YOURSELF FOR  
ANY QUESTIONS OR  
FEEDBACK AFTER  
THE LIVE DEMO 😊**



# 2024 WILL BE USED TO DEVELOP NEXT FROM MVP VERSION TO A FUTURE PROOF ECOSYSTEM



## SETUP ROLLOUT ENGINE



## NEXT APP



## E-PROCUREMENT EXCELLENCE


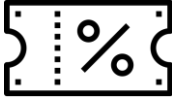
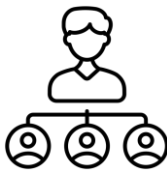




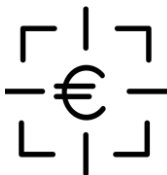



## 2025-2029

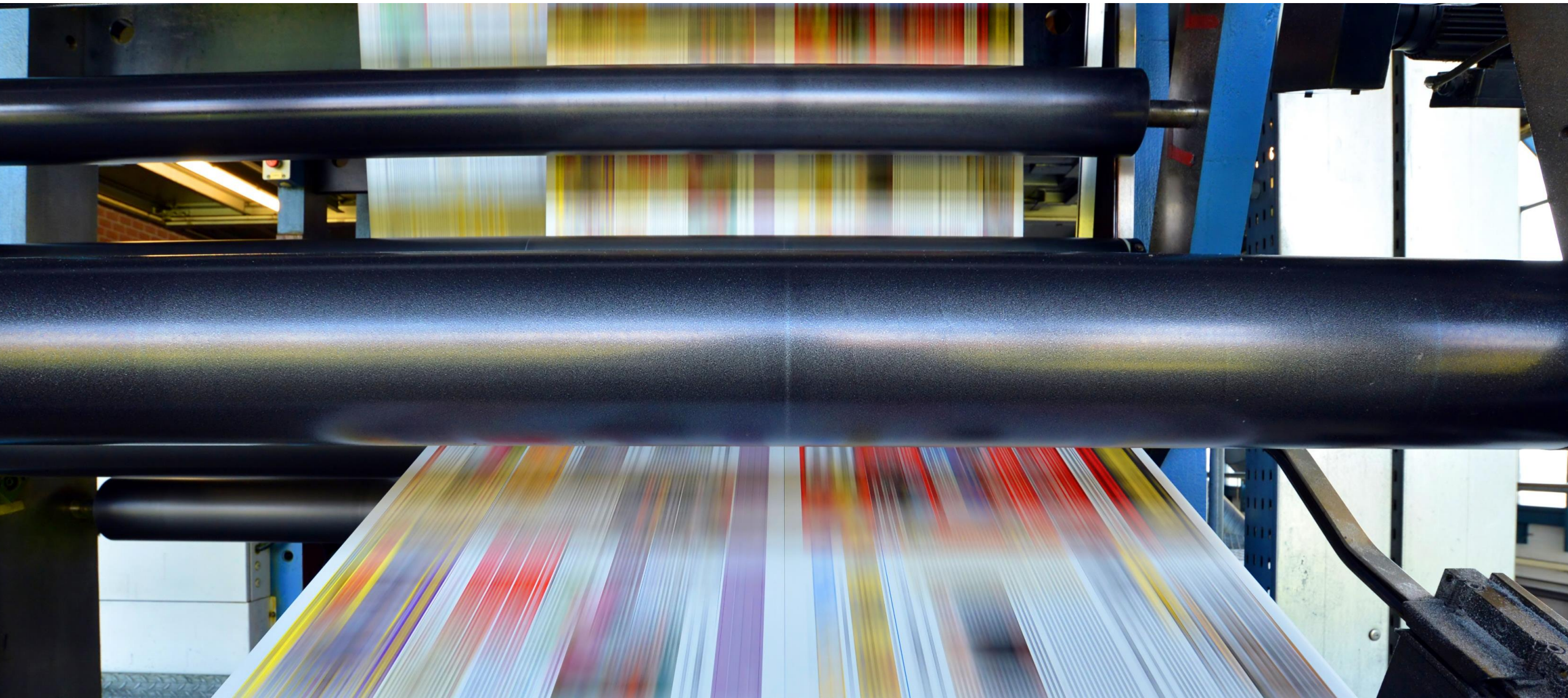


- Migration of shops
- Improvements of the tech stack
- Continous development based on business requirements

# THE MOTTO OF 2024 IS #RUN&APPROVE – THEREFORE, VARIOUS FEATURES ARE PLANNED AND IN THE PIPELINE

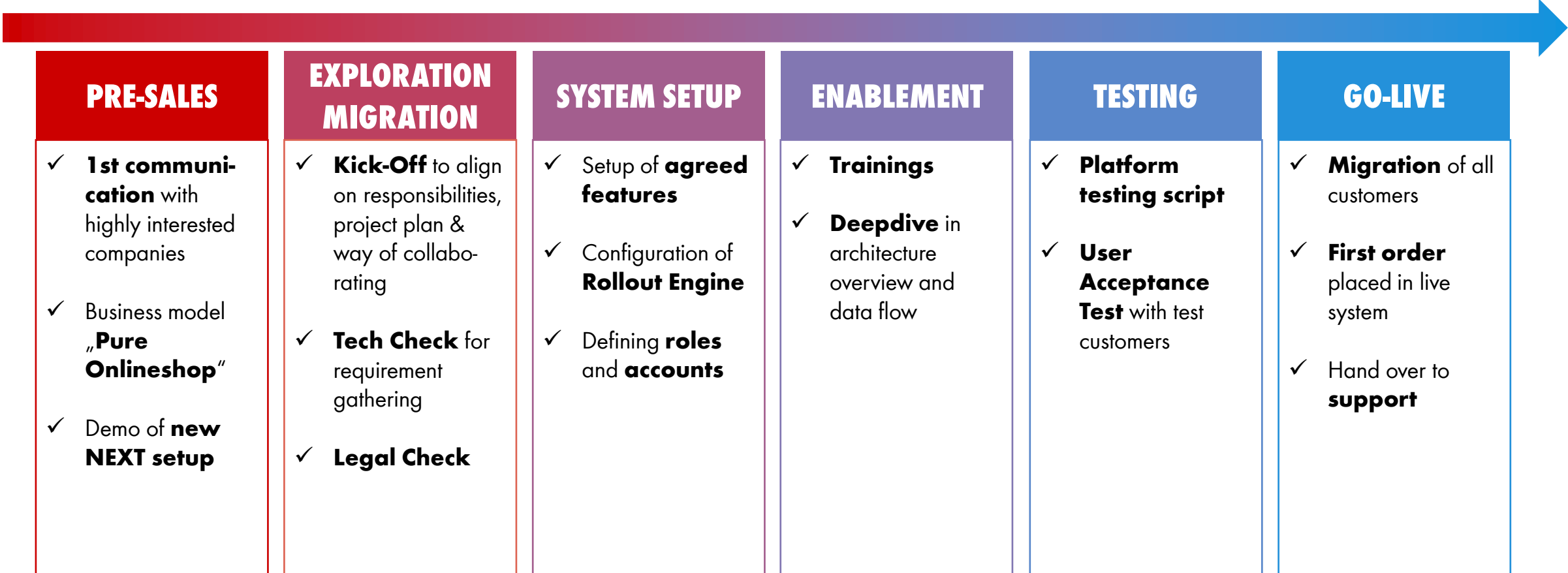
Improvements	New	Extensions
 Search Engine Optimization	 Couponing	 Multi Level Accounts
 Search Feature	 Quick article system dropshipping	 Cost center allocation
 Automatic customer registration	 Money capturing with STRIPE	 Order overview: downloading delivery notes + invoices

**HOT OF THE PRESS NEWS!**



# FURTHERMORE, THE FIRST SHOP MIGRATIONS WILL BE PREPARED AND THIS IS HOW OUR MIGRATION PROCESS MIGHT LOOK LIKE

SUPPORT



This is an initial and simplified outline of the process and is therefore subject to change. Furthermore, the topics and tasks included in the phases are summarized to give a first brief insight.

# WE HAVE ALSO ALREADY PREPARED THE PROCESS FOR FUTURE MARKETPLACE COMPANIES

SUPPORT

PRE-SALES	EXPLORATION MIGRATION	FEASIBILITY STUDY	SYSTEM SETUP + ENABLEMENT	TESTING	SALES ENABLEMENT	GO LIVE
<ul style="list-style-type: none"> <li>✓ <b>1st communication</b> with highly interested companies</li> <li>✓ Market research to justify marketplace model</li> <li>✓ Demo of <b>new NEXT setup + Mirakl</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Kick-Off</b> to align on responsibilities, project plan &amp; way of collaborating</li> <li>✓ <b>Tech Check</b> for requirement gathering</li> <li>✓ <b>Legal Check</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Extended</b> project team</li> <li>✓ Strategy workshop</li> <li>✓ Check of individual processes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Setup of <b>agreed features</b></li> <li>✓ Setup <b>Mirakl Instances</b></li> <li>✓ Defining <b>roles</b> and <b>accounts</b></li> <li>✓ <b>Trainings</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Platform testing script</b></li> <li>✓ <b>Mirakl process</b> testing</li> <li>✓ <b>User Acceptance Test</b> with test customers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Information and training of <b>pilot group sales reps / sales areas</b></li> <li>✓ <b>Communication</b> within whole company</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Migration</b> of all customers</li> <li>✓ <b>First order</b> placed in live system</li> <li>✓ Hand over to <b>support</b></li> </ul>

## EXPLORATION MARKETPLACE

Defining & working on specific marketplace streams like supplier management & onboarding

# THE BRAINS BEHIND THE PROCESS AND THE CURRENT FULL NEXT CORE TEAM



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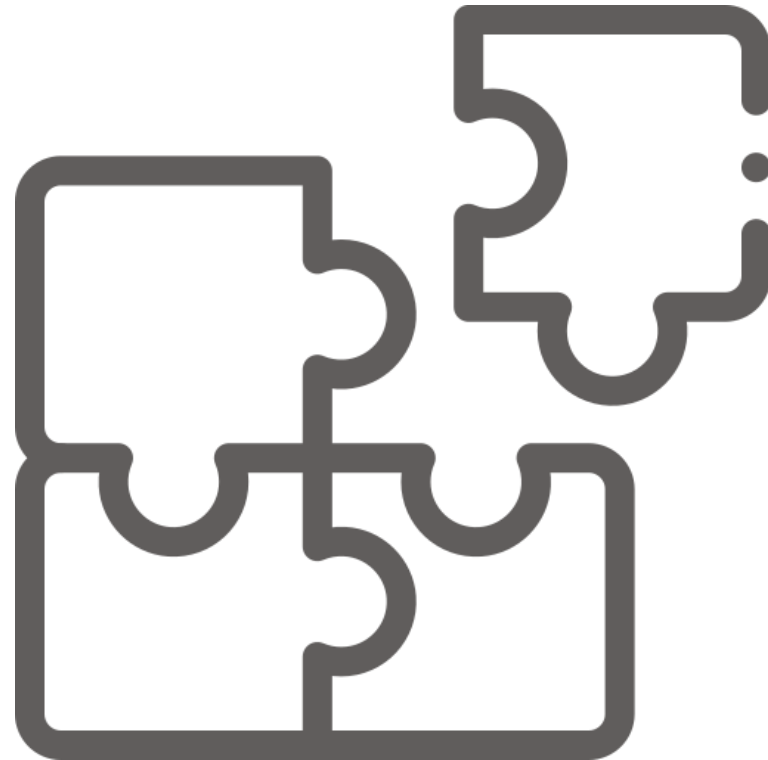
# WE ARE NOT ALONE – THERE ARE WAY MORE HARD-WORKING SUPPORTERS WHO ACCOMPANY US

**Matrix Team**

**Legal Team**

**Ping Identity Team**

**WS1 Team**



**Developer Team**

**Infrastructure Team**

**STEP Team**

**International Product Team**

**...And many more!**



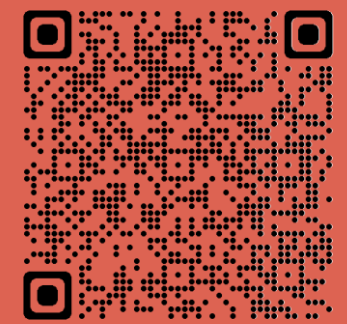


**WE ARE STILL  
BUILDING...**

**... DO YOU KNOW  
SOMEBODY WHO  
WANTS TO HELP?**



**PRODUCT MANAGER  
E-COMMERCE**



**PROJECT MANAGER  
E-COMMERCE**

# THANK YOU!



## WEBSITE MARKETPLACE

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



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**BE PART OF**

**IT**



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☆☆☆

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