

WELCOME TO OUR SECOND EVENT

MONDAY MORNING MARKETPLACE

THE SESSION WILL START IN 1 MINUTE

WÜRTH MARKETPLACE

HOW TO... HYBRID TEAM BUILDING

Monday Morning Marketplace, 03.06.2023

GIULIA KUZNIK | Product Owner Marketplace Platform
ANNIKA HERBERT | Product Manager Marketplace





**SORRY FOR THE LAST
MINUTE CANCELATION
TWO WEEKS AGO!**

**EVERYONE PLEASE STAY
SAFE!**

AGENDA

 **1 WHAT HAPPENED LAST TIME**

 **2 UPDATE**

 **3 ONE IT**

 **4 HYBRID TEAM DEVELOPMENT**

WHAT HAPPENED LAST TIME

MONDAY, 16.01.2023

RELEVANCE

General trends as well as **our customers** state, that marketplaces help to meet the **new B2B buying behavior** and **requirements**



TECHNICAL DEEP DIVE

The **modular system architecture** with a core commerce system and complementary microservices enables **scalability** and **high rollout frequency**.



WÜRTH MARKETPLACE

We want to setup the **next generation of E-Business platform** as fundamental pillar of our **omnichannel** business model. After the completion of the conception phase we are currently implementing the platform mit Würth Italy as pilote country.



OUTLOOK FOR 2023

The **MVP** with 5-15 onboarded suppliers will be developed for first customer feedback. **Features** and **supplier base** will be **steadily expanded**.



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2

FIVE GOOD THINGS TO START WITH



Finally we found our **Enterprise Architect** 😊 **Rainer Hofmann** joined the Marketplace project as Enterprise Architect and Technical Lead – full power now on development experience!



Decision Days: Summary of the current status and outlook for future phases for the marketplace 2023



We are growing: Matrix Team is to be set up, **two new colleagues** in Team Marketplace, **Second SCRUM Team** onboarded

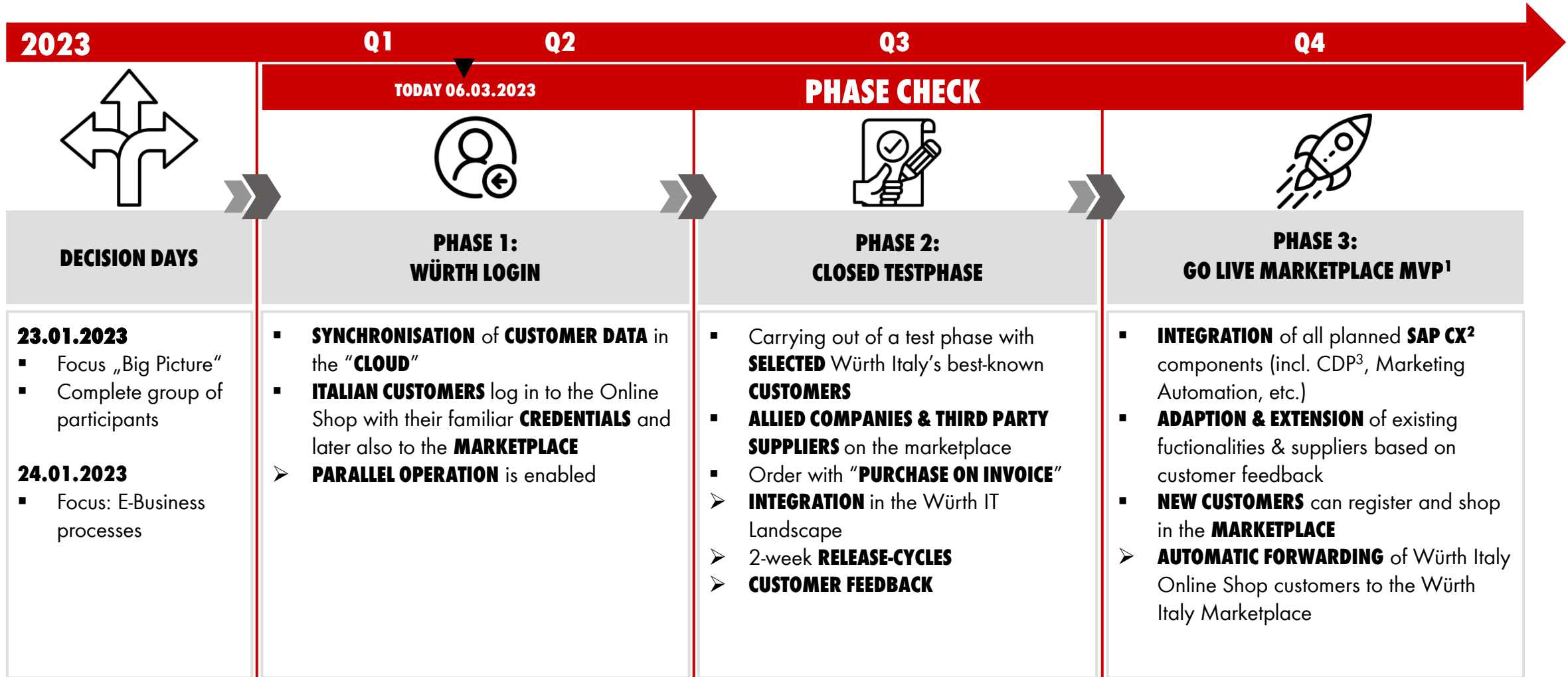


Common **big picture development** together with **SAP team**



New Pricing Service development resource – to support Netconomy in the implementation of the base price service

DEEP DIVE DECISION DAYS: FUTURE PHASES FOR THE MARKETPLACE MVP IN 2023



¹ Minimum Viable Product
² SAP Customer Experience (Software Solution from SAP)
³ Customer Data Platform

DEEPDIVE MATRIX TEAM: MATRIX ORGANIZED EXPERT TEAM FOR THE IMPLEMENTATION

The idea of the MATRIX Team is to use the know-how of our IT and business experts for the fundamentals of the marketplace infrastructure. Every technical stream will be “owned” by one MATRIX member for the best implementation skills and know-how.

MVP THEMA/STREAM	MATRIX MEMBER
Registration & Login	WOLFGANG UNGERER, EIKE HECKERS
My Account	STEFAN HILSENBECK, LEONARDO FERNANDES
Search & Navigation	PHILIPP EDER, LUKAS KLINGEL, HANNA SCHÄFER, JOACHIM MÜTZEL
Product Presentation	PHILIPP EDER, PHIL HARM
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Marketing Automation	DANIEL WANNER
SEO & Analytics	PATRICK FÖLLER, GEORG REGER
Product (Data) Management	LINO STRÜMANN, LUKAS KLINGEL, WOLFRAM SPERRER
Marketplace Integration	MADELEINE SCHWEIGER
International	MARIO KAISERAINER

**STAY TUNED FOR THE HYBRID TEAM PART
WITH ANNI 😊**

TO ENSURE THE BUSINESS VIEW,
THE PILOT CUSTOMER WÜRTH ITALY
AS WELL AS ADDITIONAL
STAKEHOLDERS ARE BRINGING IN
ALL REQUIREMENTS.

THE RESULTS OF THE SPECIFICATION
PROCESS ARE DISCUSSED WEEKLY
WITH WÜRTH ITALY AND THE
RELEVANT MATRIX MEMBERS IN
AN ALIGNMENT CALL.

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WE ARE THANKFUL TO BE **ONE TEAM** AND **ONE IT**

As a global IT Team, we have the chance to be the E-Business enabler of the Würth Group!

In our global business strategy all Würth IT employees play an integral role and without this international view and hybrid teams, we will not be able to achieve our goals or fulfill our customer project expectations.



Germany, India,
China, USA

> 500 employees

WÜRTH IT

- SAP
- E-Business
- IT Services
- Sales & BI Systems
- Service & Support
- Data centre & Infrastructure



Italy
182 employees

WÜRTH PHOENIX

- Microsoft Dynamics AX
- Microsoft Dynamics CRM
- System Management
- System Monitoring

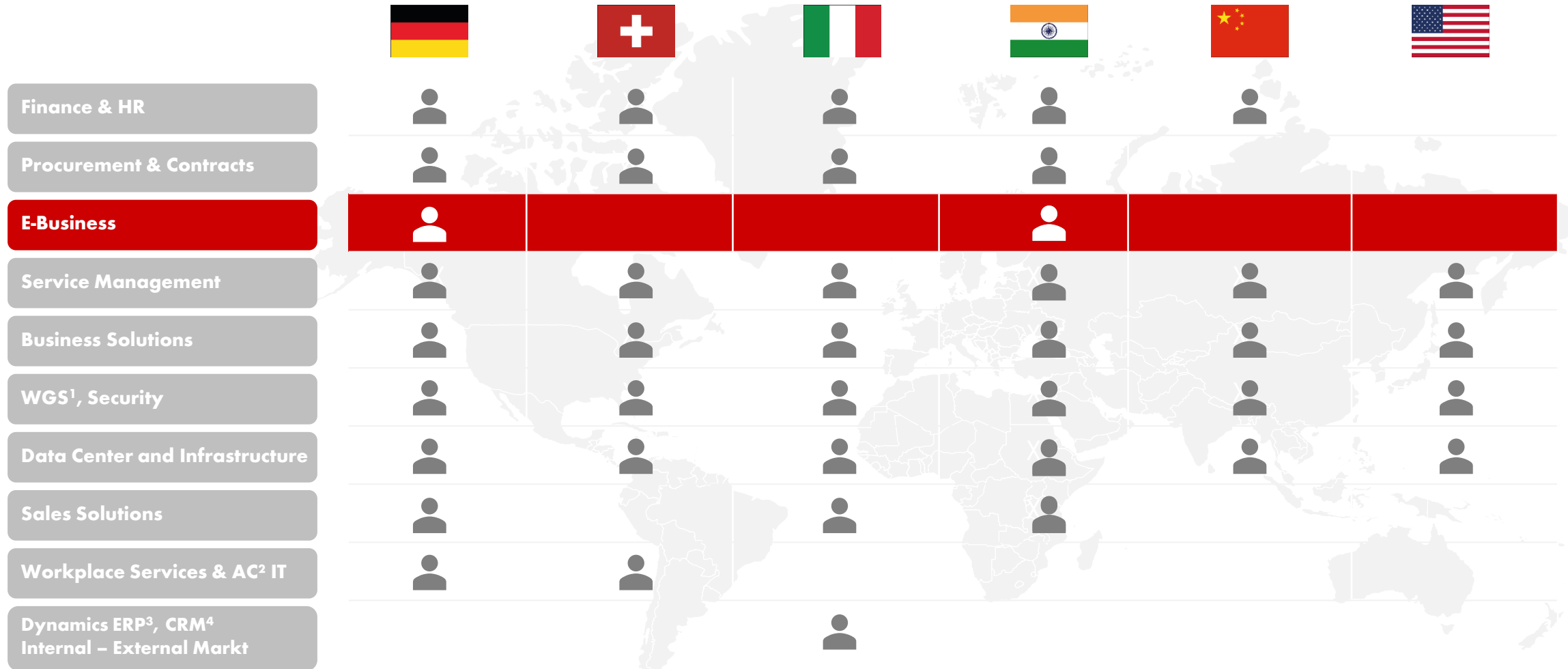
Switzerland
127 employees



WÜRTH ITENSIS

- IT-Outsourcing
- IT-Infrastructure
- Cloud Produkte & Services
- Security Consulting

ONE IT COMPETENCE CENTER STRUCTURE



¹ Würth Global Services ² Allied Companies ³ Enterprise Resource Planning ⁴ Customer Relationship Management

ONE IT – BUT WHY?

Follow the sun principle
for support and development

Centralized approaches
To ensure a common IT ecosystem

Resource orientation
Würth IT is where the resources are

Close to the customer
Around the world

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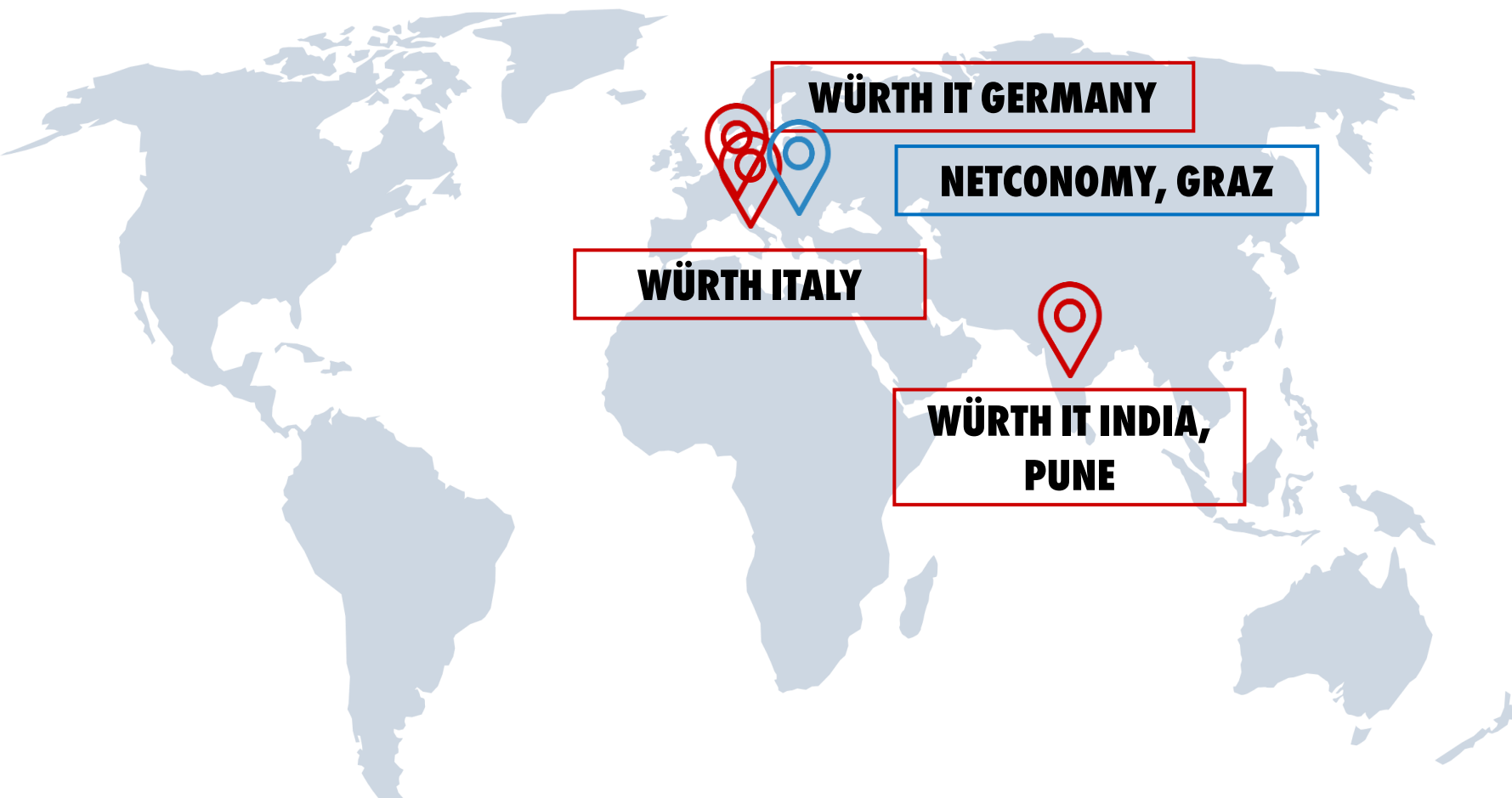
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**HOW DOES THE DEVELOPMENT
TEAM LOOK LIKE?**

HYBRID TEAM DEVELOPMENT WITHIN THE MARKETPLACE PROJECT

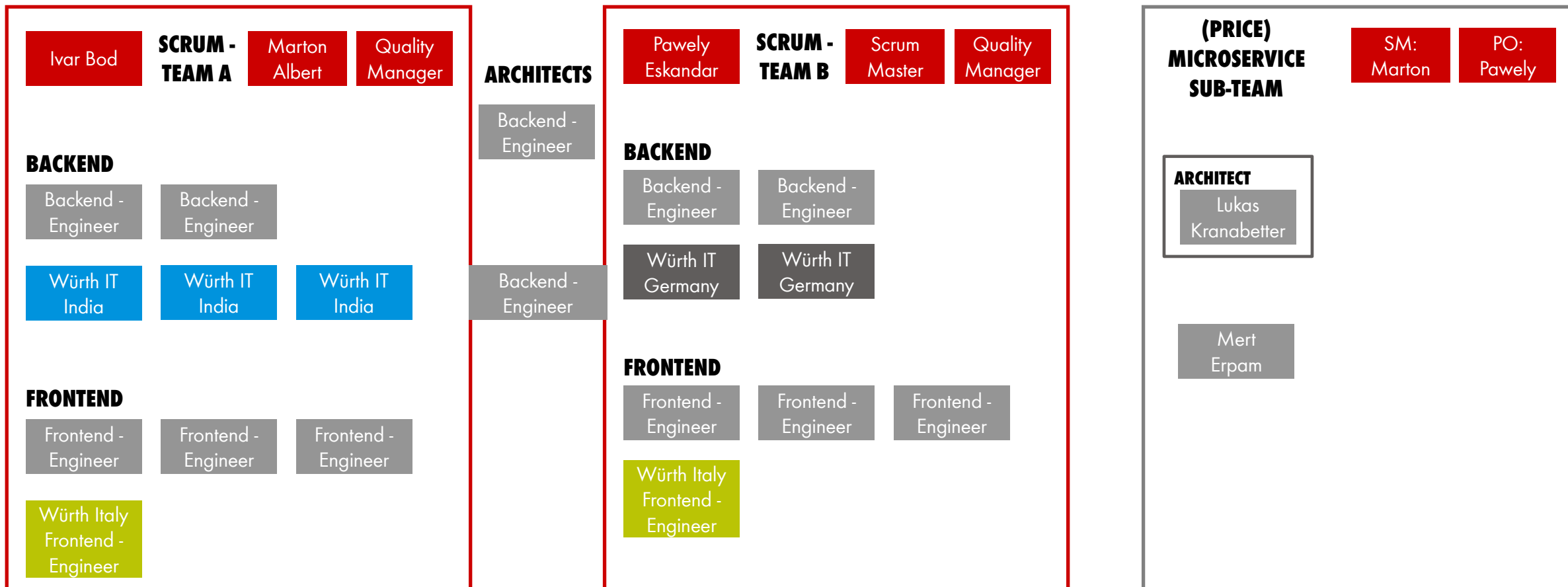


OUR WAY TO THE MVP GO LIVE

- Agile and hybrid development by **WÜRTH IT, WÜRTH IT INDIA, WÜRTH ITALY**, and **EXTERNAL PARTNER NETCONOMY**
- Support in business decisions by product management team of Würth IT
- Contribution of experience and capacity by E-Shop colleagues
- Setup of a **MATRIX TEAM** with specialists and experts from Würth

WE WANT AND WE NEED TO USE THE ONE IT STRUCTURE FOR THE FUTURE DEVELOPMENT!

4 MARKETPLACE TEAM-SETUP



A photograph of a building facade at night, completely covered in warm white string lights. The lights are arranged in a grid pattern, creating a dense, glowing effect. The building's structure is visible through the lights, and the overall atmosphere is warm and festive.

**BUT IT IS NOT ALL ABOUT DEVELOPMENT –
ALSO ABOUT THE CONCEPT BEHIND!**

TOPIC-SPECIFIC EXPERTS FROM MULTIPLE DEPARTMENTS

CLEAR, IMPROVED AND FAST INFORMATION FLOW

TEAM BINDING

FASTER AND BETTER ACHIEVEMENT OF PROJECT RESULTS DUE TO KNOW-HOW BUNDLING

4

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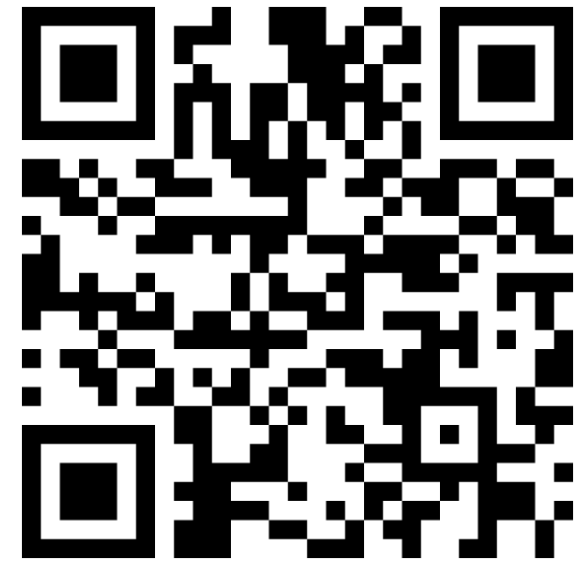
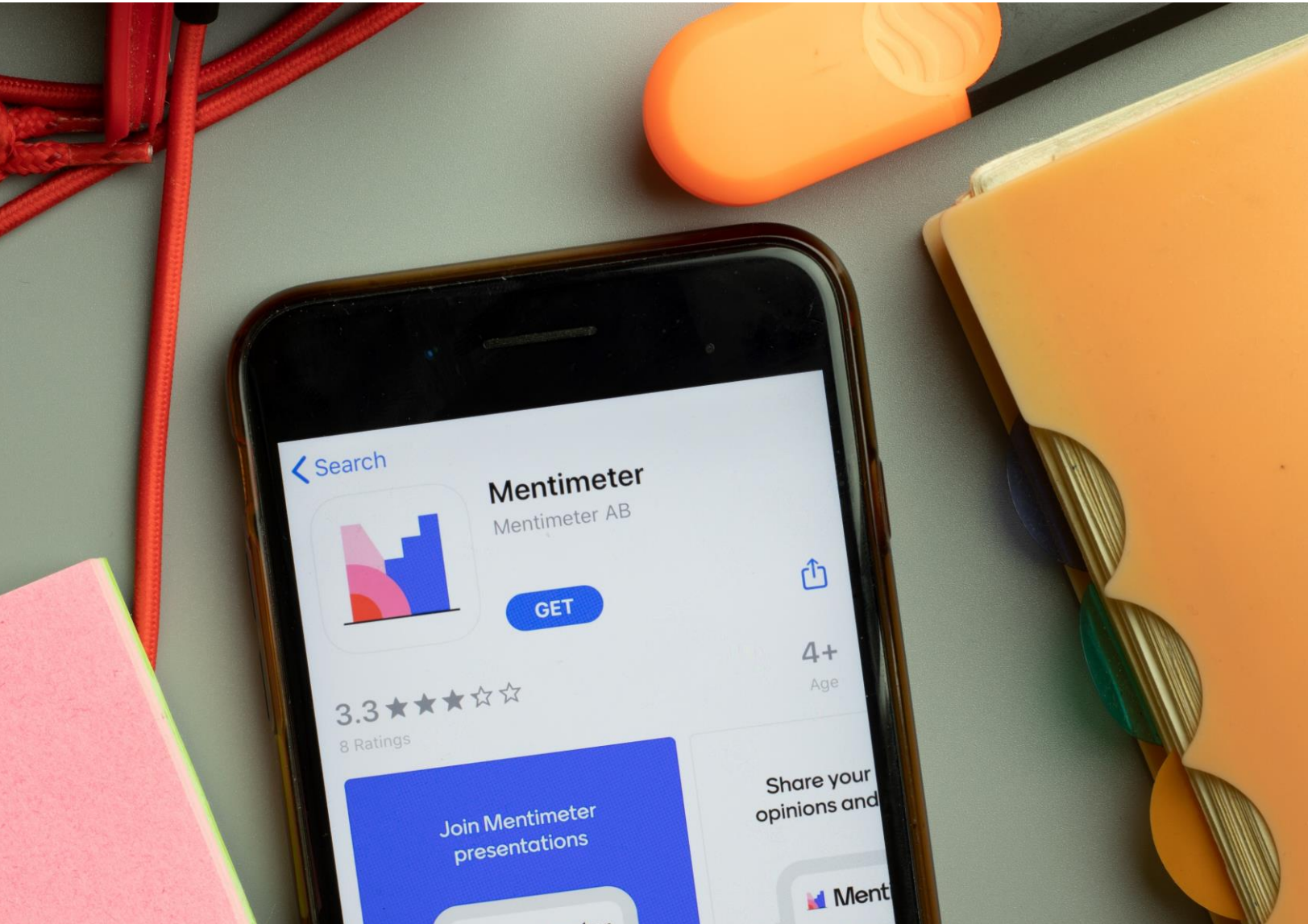


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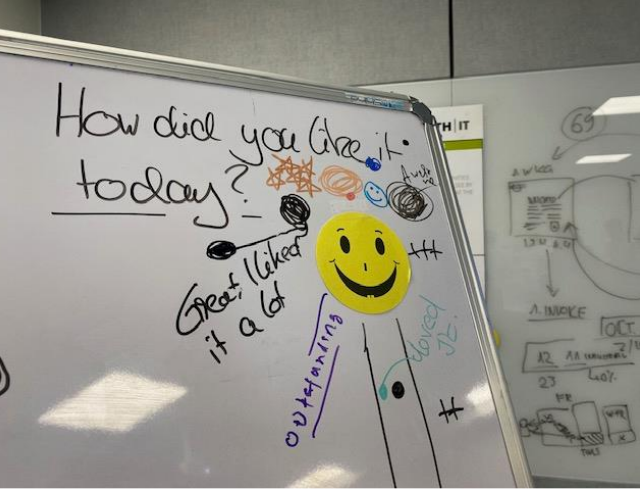
4

HOW DO YOU WORK TOGETHER WITH YOUR COLLEAGUES?



Go to www.menti.com

Code: 1500 3577



ONE IT WORKSHOP IN PUNE



REGULAR ALIGNMENTS WITH WÜRTH ITALY

Alignment Calls with Würth Italy



Every monday for half an hour



Selected small group of participants consisting of Würth Italy Managers, Netconomy, Marketplace Team



Management communication



Sharing of good news | Identification of pain points | Discussion of open To-Dos

Kick-Off of Business Stream Owners Online 24th November 2022

VALUE PROPOSITION

GO-TO MARKET MODEL

- PRODUCT PORTFOLIO
- SERVICE PORTFOLIO
- BRANDING & MARKETING
- CHANNELS
- PRICING & PROMOTION
- CRM

OPERATING MODEL

- SUPPLIER MANAGEMENT
- SUPPLY CHAIN & LOGISTIC
- IT INFRASTRUCTURE
- ORGANISATION
- PERFORMANCE MANAGEMENT & CAPABILITIES

REGULAR ALIGNMENTS WITH WÜRTH IT

Kick-Off of Matrix Team Members
On site 7th March 2023



Phase Check Würth IT



Every two weeks for up to one hour



All technical sub-project leader within the Würth IT GmbH



Reporting-Meeting to discuss the Status Quo, progress and forecast of finish of sub-project



Clear communication | interdisciplinary clarification of topics | Everyone stays on track

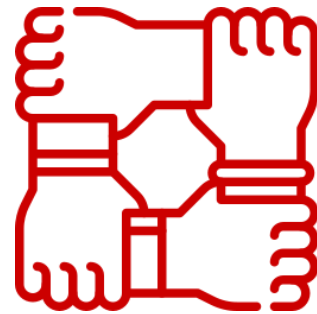
VISIT OF COLLEAGUES FROM WÜRTH IT INDIA IN GAISBACH

Spring 2023



Joint development of the marketplace

- Further development and deepening of topics



Get to know the marketplace team for

- Improved communication and collaboration



Get to know our culture and ways of working

- Experience of the Würth Spirit



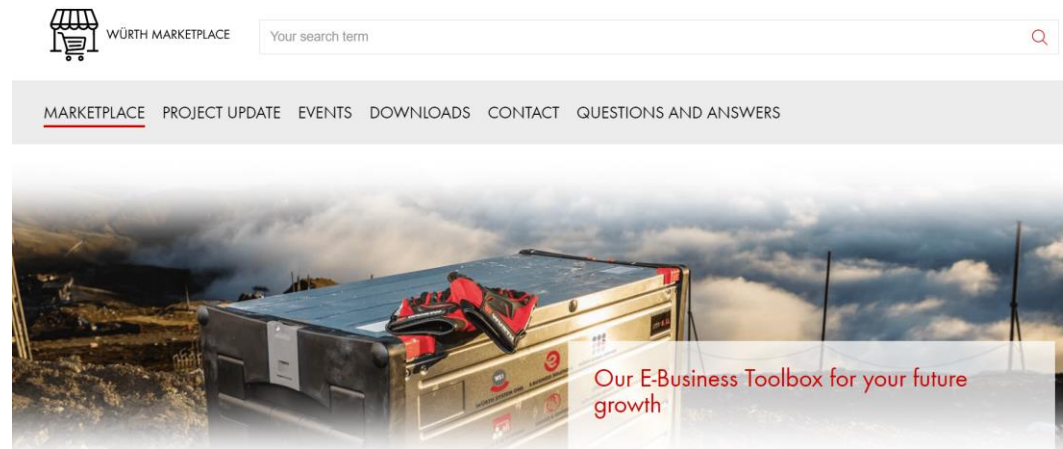
Visit of different Würth IT locations

- Introduction to various departments

CONTINUOUS COMMUNICATION AND INFORMATION TO ALL INTERESTED EMPLOYEES OF THE WÜRTH GROUP

Providing information for **everyone who is interested** in the marketplace project

- **Website** with event announcements and download material
- **Newsletter** with updates, communication of events, marketplace facts and team presentation
- **Monday Morning Marketplace** info sessions with exchanges



Sehr geehrte Frau Kuznik,

IT's the final countdown! Bald beginnt unsere erste **Monday Morning Marketplace Info-Session!** Freuen Sie sich auf eine **spannende Informationsveranstaltung** über die **nächste Generation E-Business** und eine anschließende, **angeregte Diskussion**.

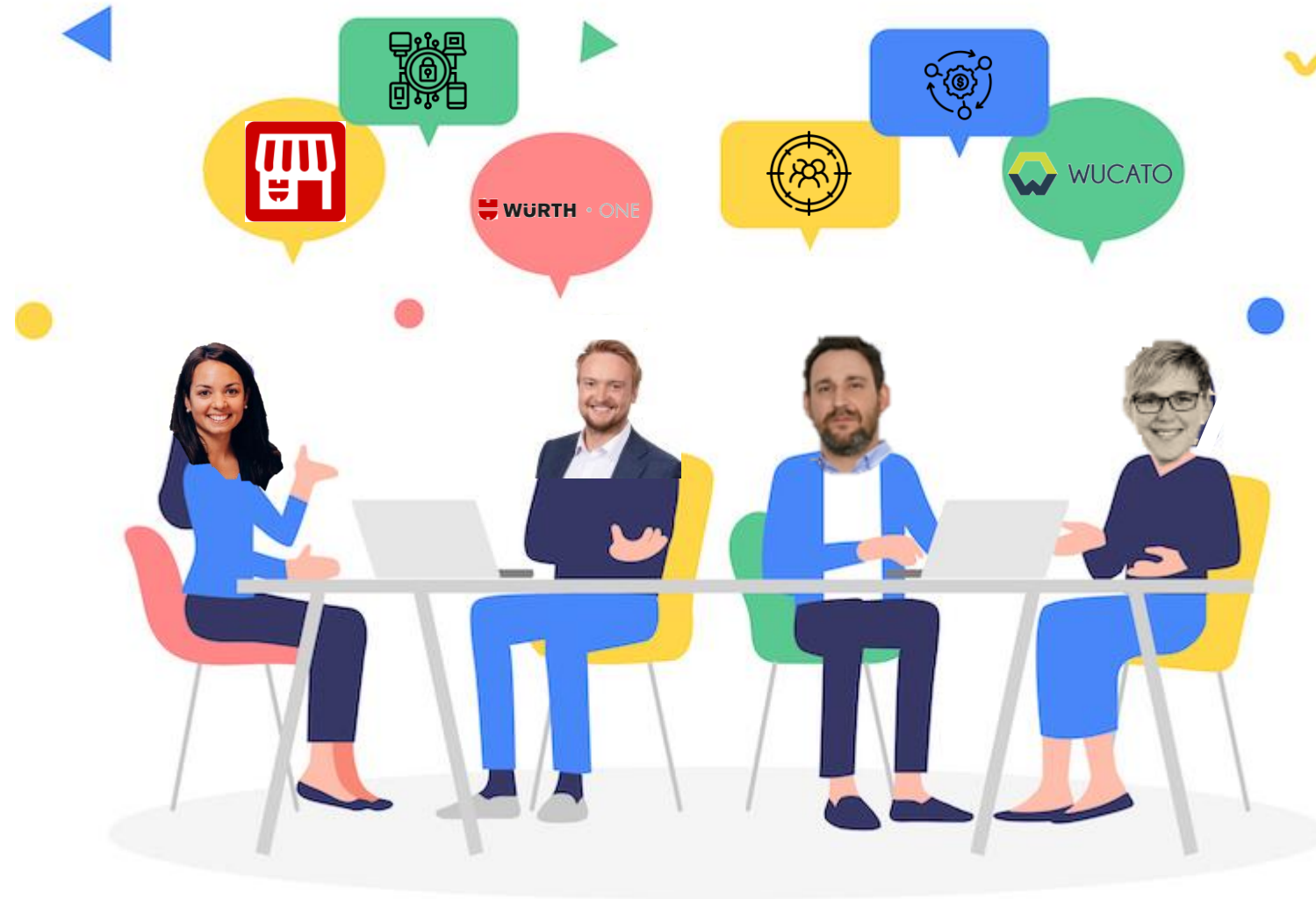
Neben der **Relevanz** und der **Vision** des Marktplatzes wird es zudem einen **technischen Deep-Dive** in die **Plattform Architektur** geben. Abgeschlossen wird die Info-Session mit einem **Ausblick** auf das Jahr 2023.

Falls Sie sich noch nicht angemeldet haben:
Save the date now: **16.01.23**

Wir freuen uns auf Sie!

Morning Session 9-10 a.m.

TEASER FOR NEXT TIME



NEXT MONDAY MORNING MARKETPLACE

**MONDAY, 13.03.2023
TWO TIME SLOTS!**

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

THANK YOU!

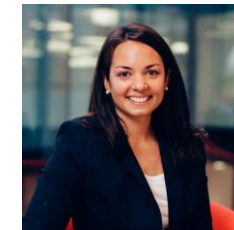


WEBSITE MARKETPLACE

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

User name: Marketplace

Password: 1Develop2Ebusiness3!



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BE PART OF



ONE IT

MONDAY MORNING MARKETPLACE

