

# **WELCOME TO OUR THIRD MONDAY MORNING MARKETPLACE**

**THE SESSION WILL START IN 1  
MINUTE**

# **WÜRTH MARKETPLACE**

## **TALK SHOW – WUCATO, WÜRTH.ONE & MARKETPLACE**

**Monday Morning Marketplace, 13.03.2023**

**TEAM MARKETPLACE | Würth IT GmbH**

**JULIAN KNIEBES | Teamlead Business Development E-Business**

**HEIKO ONNEN | CEO WUCATO GmbH**

**MADELEINE SCHWEIGER | Teamlead Platform Management**



A collection of light bulbs is scattered on a wooden surface. One bulb on the right is illuminated and labeled 'CUSTOMER'. Other bulbs are unlit and labeled with various terms: 'ONLINE SHOP', 'WUCATO', 'MARKETPLACE', and 'WÜRTH.ONE'.

**ONLINE  
SHOP**

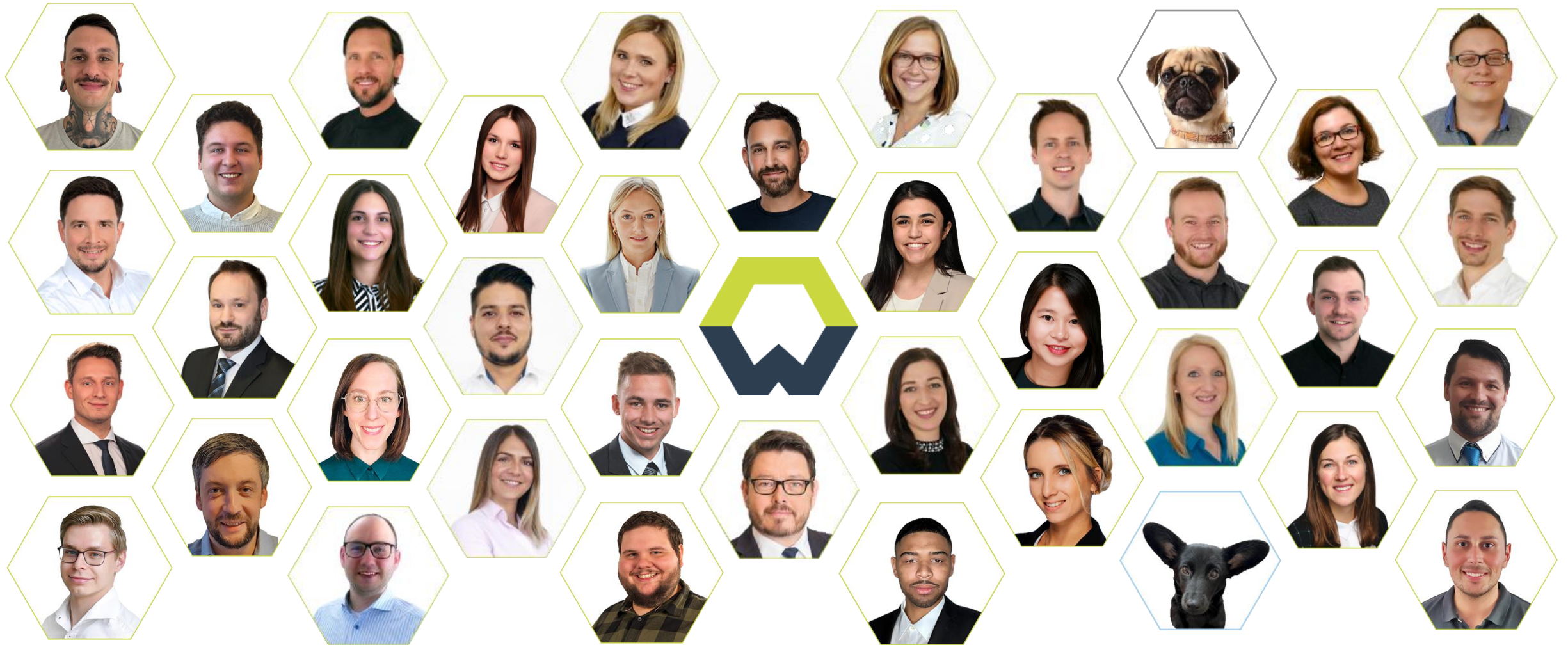
**WUCATO**

**MARKETPLACE**

**WÜRTH.ONE**

**CUSTOMER**

# OUR EXPERTS TODAY – WE ARE WUCATO





## **JULIAN KNIEBES** **PROJECT LEAD WÜRTH.ONE**

Huge Know-how in the field of platform economy and system integration. Started at Würth in 2012 and collected experience and expertise in the following positions:

- Assistant to the Central Management Board
- E-Procurement consulting in distribution
- Now: Teamlead Business Development E-Business



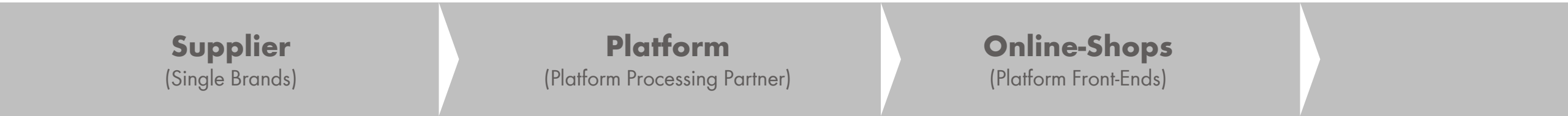
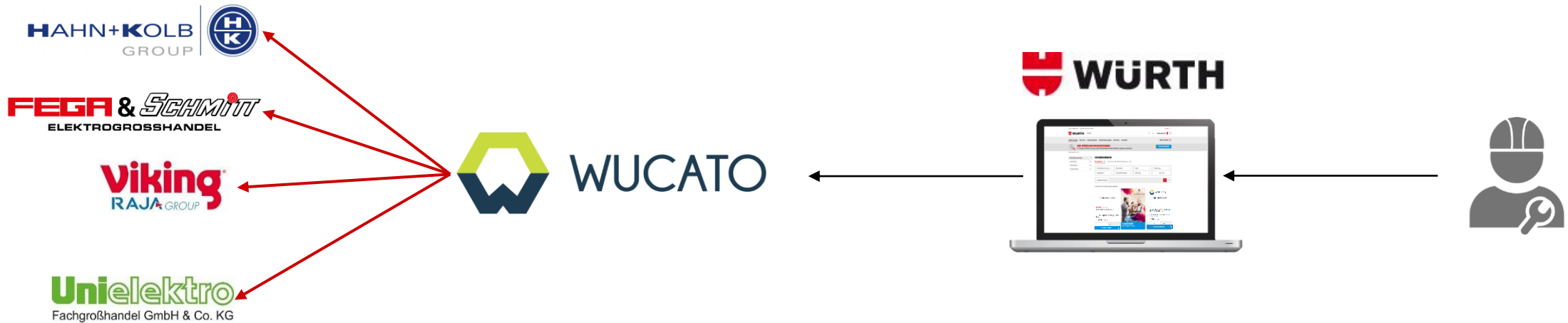
## **GIULIA KUZNIK** **PRODUCT OWNER MARKETPLACE PLATFORM**

Part of Würth since 2011. High expertise in E-Business as international consultant. During the intern. Trainee program she collected and international Würth experience in Spain, Thailand and Austria.

- Assistant to the Executive Board
- Int. Trainee program
- Int. E-Business Consulting
- Now: Product Owner Marketplace Platform

# TALKSHOW TIME

# WÜRTH.ONE BUSINESS MODELL / FUNCTION

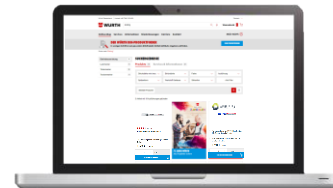


Customer interface of suppliers	
Logistics and Services	Brand and Reach
Product-Know How	Direct customer access

+

Technology of Wucato	
Infrastructure/Technology	Voucher consolidation
Process knowledge	Central statistics

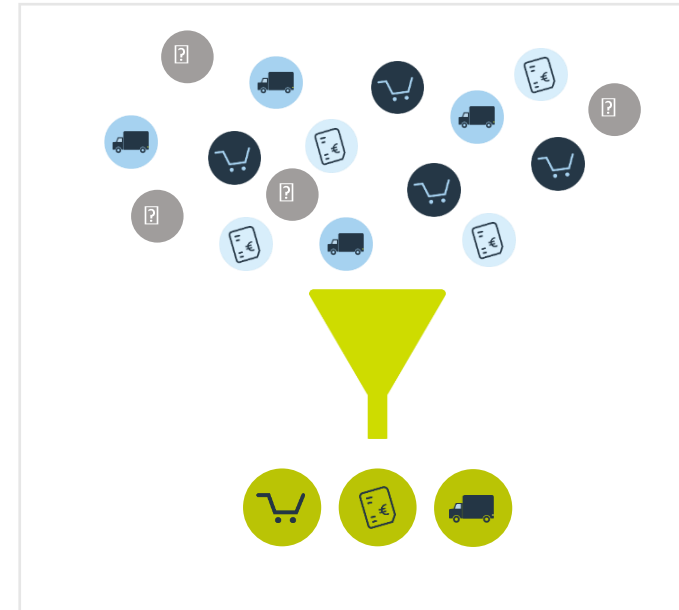
= **Longtail-Strategy**



 **WÜRTH** • ONE



# WUCATO – THE PLATFORM SOLUTION



Our infrastructure

INTERSHOP

STEP

SAP

SEEBURGER

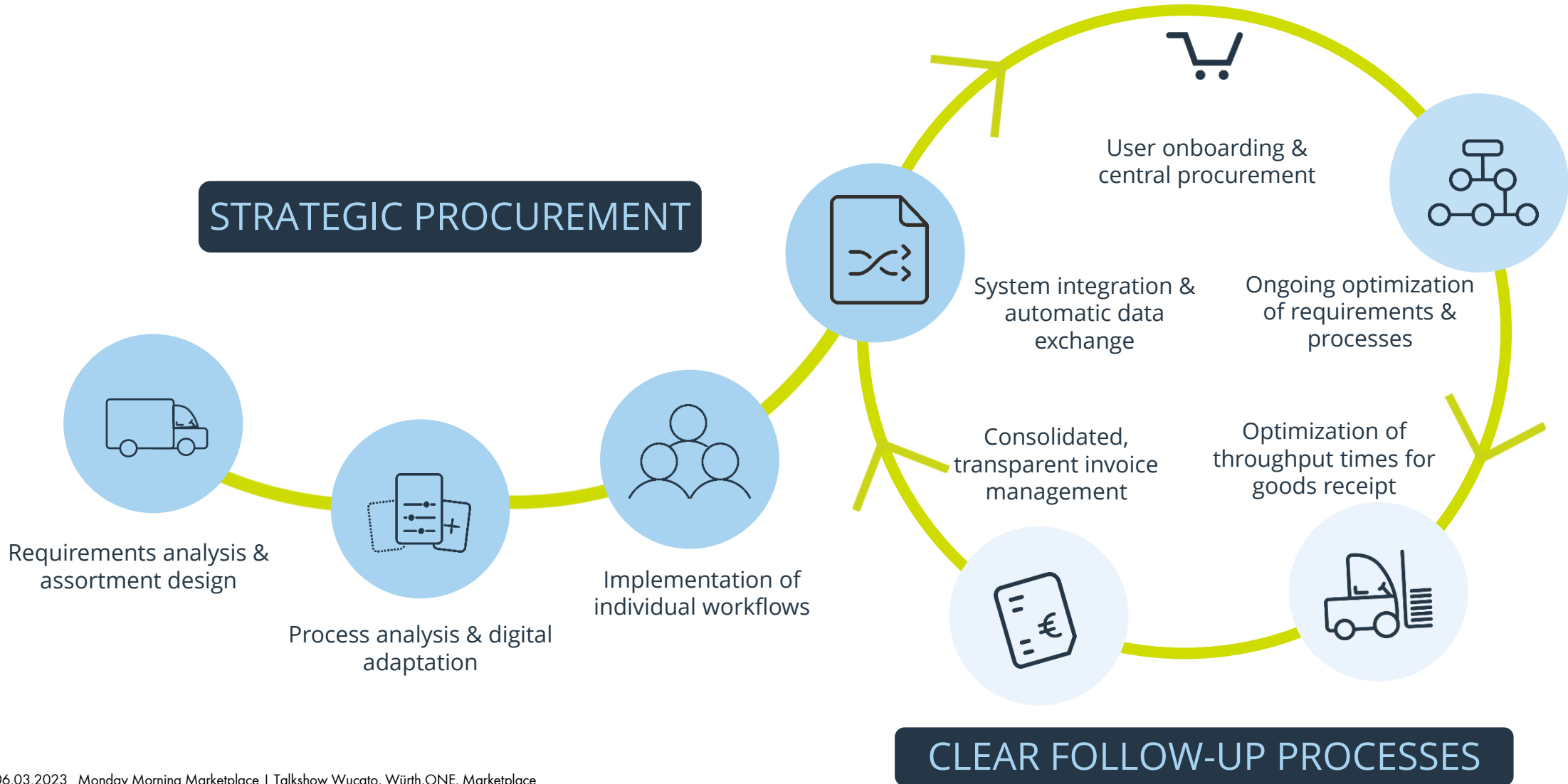
BI

...and many more systems


# PROCESS OPTIMIZATION WITH WUCATO

EASY TO USE


## STRATEGIC PROCUREMENT



# AT A GLANCE

  
**Automation  
of procurement**

  
**Increase  
to transparency**

  
**Reduction  
to working time**

  
**Optimization of C parts  
procurement process**

  
**Consolidation  
of suppliers**



# PORTFOLIO

> 20 million articles

> 100 suppliers

> 4500 brands

19 categories



Workwear & health and safety products



Fittings technology



Office supplies



Chemical-technical products



Electronics



Garden & nature



Heating & plumbing



Hydraulics & pneumatics



Motor vehicles



Warehouse & operating equipment



Food & catering supplies



Soldering & welding



Machinery



Materials processing



Medical and laboratory supplies



Measurement & testing



Cleaning & maintenance



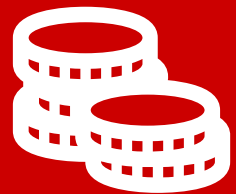
Connection technology



Tools

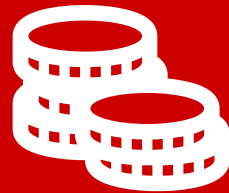
# WÜRTH.ONE IN NUMBERS

## YTD FEB 2023



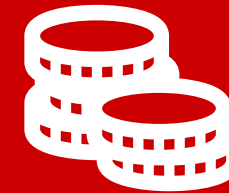
**> 500.000 €**

Turnover



**394,85 €**

∅ Average order value



**92,92 €**

Median order value



**980**

Orders



**700**

Customers



**300 / 750**

Salesreps

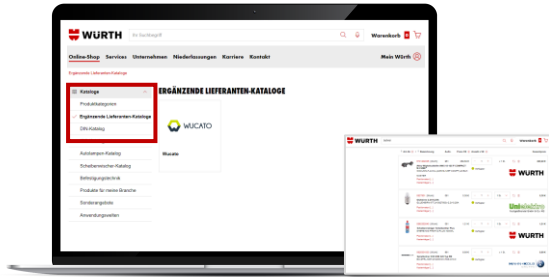
# WÜRTH.ONE OVERVIEW OF VERSIONS

## WÜRTH.ONE 0.5

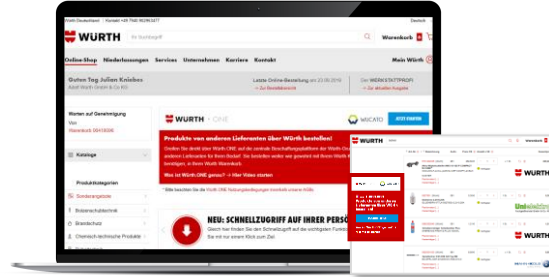
## WÜRTH.ONE 0.7

## WÜRTH.ONE 0.8

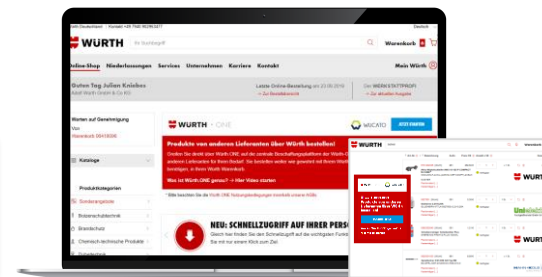
## WÜRTH.ONE 1.0



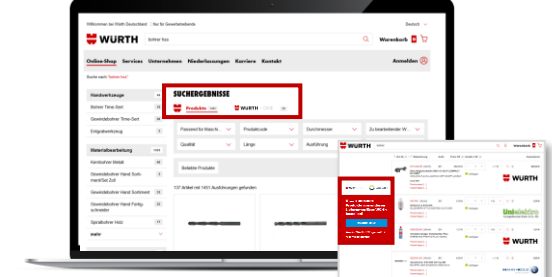
- First "third-party" products can be purchased via Wucato on wuerth.de
- At click "jump" to Wucato, transfer to Würth shopping cart (OCI, no login)
- No full integration, no search etc.
- Goal: **Test Multiorg-Processes** in Shop/SAP



- **Würth.ONE OCI-Jump** on the home page and in the shopping cart
- Adoption of **Würth.ONE GTCs** in entire GTCs
- **Mass activation** of customers via Shop-Team.
- **Integration digital marketing**
- Goal: **Test intensive Multiorg-Processes and autonomous customer onboarding** in Shop/SAP



- Goal: **Organizational feedback on Würth.ONE**
- **Optimization** for Sales und Service



- Additionally **integrate search** to Würth.ONE OCI Jump on home page and in shopping cart
- **Enhanced differentiated pricing** for customers
- **Expansion of product range** to include supplementary assortments
- Goal: **Opening for all target customers**

### PHASE I – PILOT-TEST

8. December 2021

### PHASE II – FIELDTEST

Start 10. October 2022

### PHASE III – MULTIPLIKATION

Start Q1/23

### PHASE IV – OPENING

Detailed planning after field test



10 customers

Ca. 25.000 VK1 customers  
10 Test-district Regio-customers

Multiplication per area

All per default



Personal exchange

Punctual exchange

Exchange on demand

Regular support



Manual processes

Partly automated processes

Multiplicable processes

Automation



Learning and optimization

Detail optimizations

Internal knowledge transfer

Sales scaling

# LEARNINGS

THE BAIT MUST TASTE GOOD TO THE FISH...



# LEARNINGS

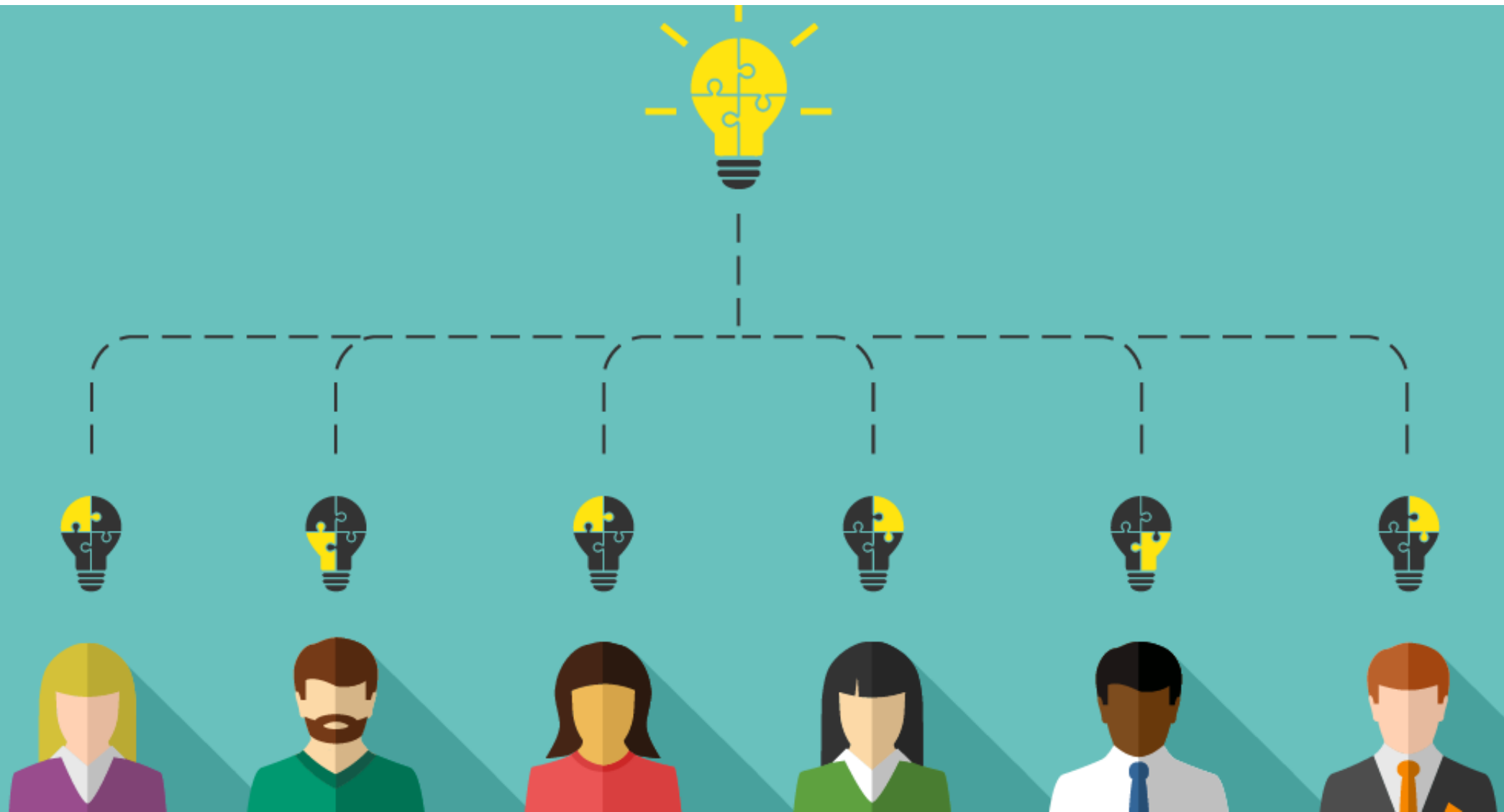
## FOCUS ON AUTOMIZATION AND DATA





# LEARNINGS

## ROLES HAVE TO BE CLEAR



# CUSTOMER NEEDS DEPENDING ON THE TYPE OF BUYER CUSTOMER DEVELOPMENT



- Standard assortment
- Standard pricing
- Simplicity of the transaction



- Individual assortment
- Individual pricing
- Organizational structure
- Process cost optimization
- Marketplace/Vendors

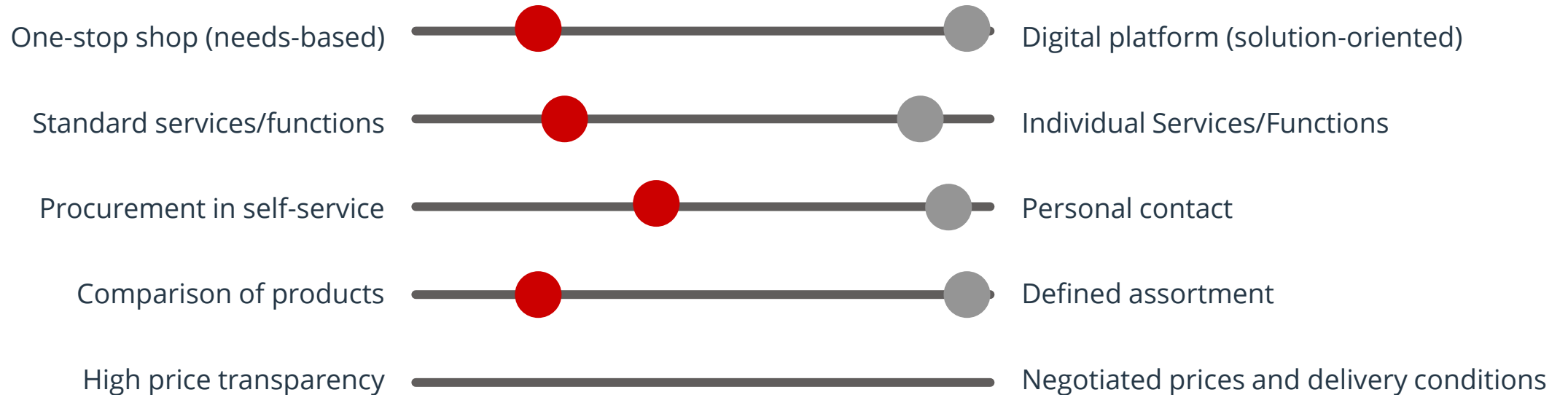
# CUSTOMER NEEDS DEPENDING ON THE TYPE OF BUYER SEGMENTATION FOR OPTIMAL CUSTOMER SERVICE

**WÜRTH** • ONE

Small/craft businesses  
(<80 employees)

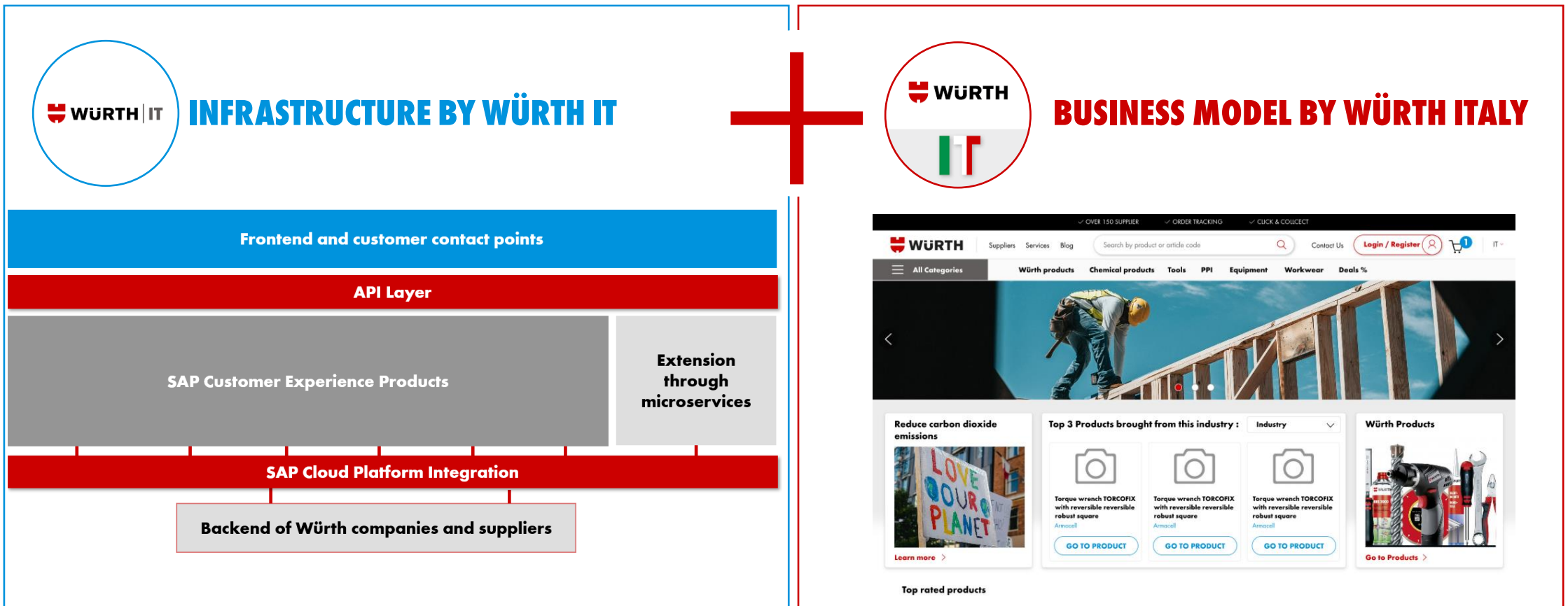
**WUCATO**

Medium-sized/  
industrial companies  
(>80 employees)



# THE MAIN DIFFERENCE TO WUCATO AND WÜRTH.ONE IS THE SPLIT BETWEEN INFRASTRUCTURE AND BUSINESS MODEL

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**.



# BASED ON VARIOUS INTERVIEWS, WORKSHOPS AND INTRODUCTION CALLS, SIX ASSUMPTIONS WERE MADE

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**.



## **Think Global – Act local**

Global platform with adaptation possibility for local needs or frontend designs.



## **E-Business with Marketplace functions**

Marketplace functionalities are integrated in the E-Business solution. There is no separate platform for marketplace sales.



## **Two roles for the organization**

Marketplace operators have two roles – seller and operator of the platform.



## **One invoice**

Key element of B2B marketplaces is one invoice for lean processes and reduced process cost for the customer.



## **Pricing Service for customer individual prices**

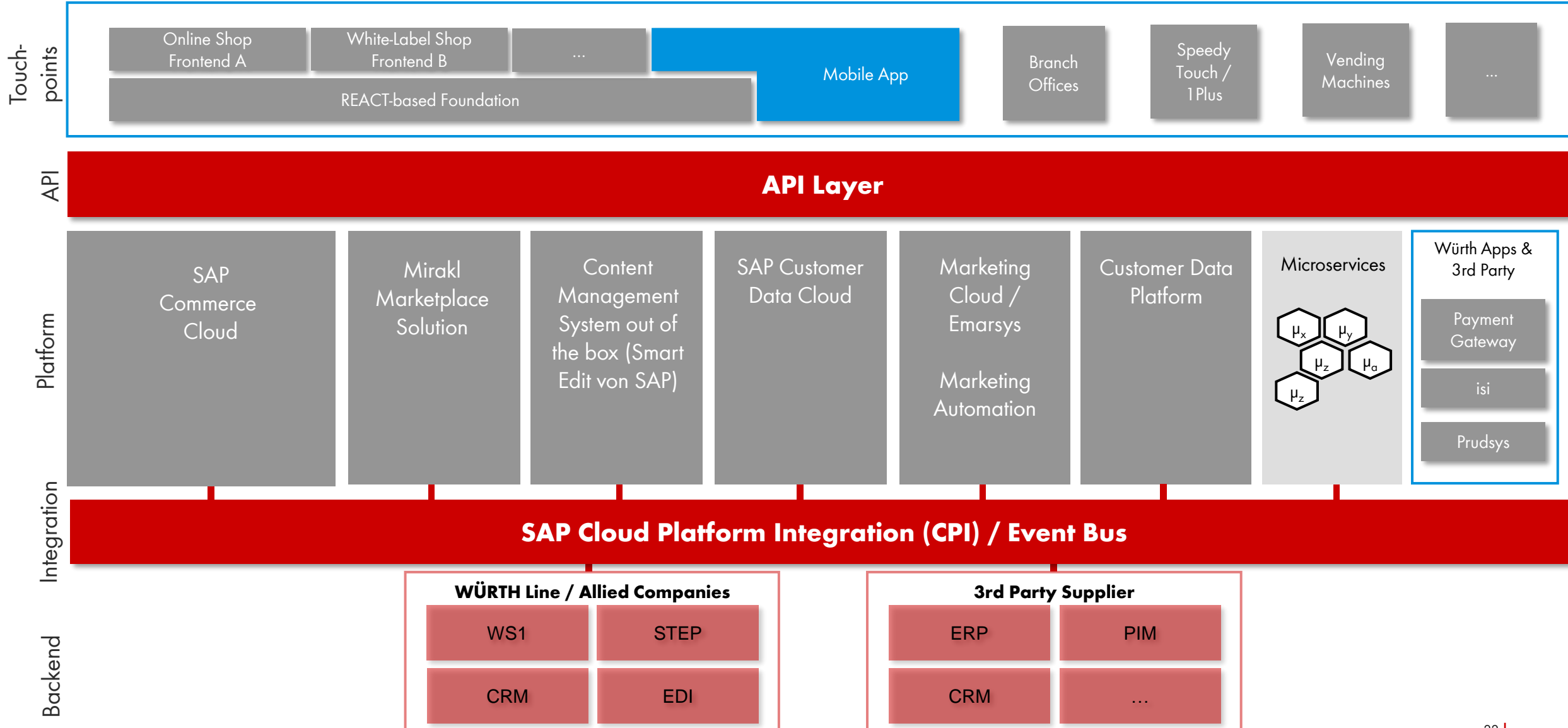
To reduce complexity on the platform, a separate pricing services will be established. For faster performance and decoupling from commerce and ERP system.



## **ERP agnostic (WS1 as starting point)**

All processes and functionalities should work without a specific ERP system. WS1 will be the starting point for the MVP.

# MODULAR SYSTEM ARCHITECTURE WITH SAP COMMERCE AND CUSTOMER EXPERIENCE PRODUCTS AS BASIS



# TIME FOR DISCUSSION

# THANK YOU!



## WEBSITE MARKETPLACE

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

User name: Marketplace

Password: 1Develop2Ebusiness3!



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**SEE YOU NEXT TIME!**

# April 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	21	22
23	24	25	26	27	28	29
30						

**NEXT MONDAY  
MORNING  
MARKETPLACE  
IN APRIL**