

WELCOME TO OUR SESSION:

MONDAY MORNING MARKETPLACE

EVENT REVIEW

THE SESSION WILL START IN 1 MINUTE

WÜRTH MARKETPLACE

EVENT REVIEW

MONDAY MORNING MARKETPLACE

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WÜRTH MARKETPLACE
DEVELOPING E-BUSINESS TOGETHER

WE WERE ABLE TO REACH A DIVERS GROUP OF PARTICIPANTS DURING THE E-BUSINESS DAYS

06.09.23



START OF CLOSED FEEDBACK PHASE

- ✓ **SELECTED** existing customers
- ✓ Onboarding **EXTERNAL SUPPLIER** and initial discussions with **ACS**
- ✓ **„PURCHASE ON INVOICE“** possible

12.09.23



E-BUSINESS DAYS 2023

- ✓ Motto: **UNITED FOR E-BUSINESS**
- ✓ With our **QUIZ** we were able to participants from **13 DIFFERENT COUNTRIES**
- ✓ **AWARD** for the best fair booth

18.09.23 – 21.09.23



DEVELOPER DAYS 2023

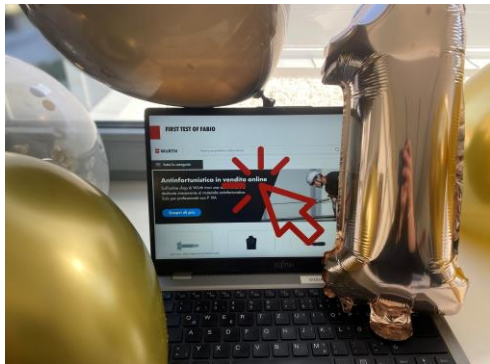
- ✓ **#GET2KNOWEACHOTHER**
- ✓ **#IT'SALLABOUT COLLABORATION**
- ✓ **#HOWTOMAKEITHAPPEN**



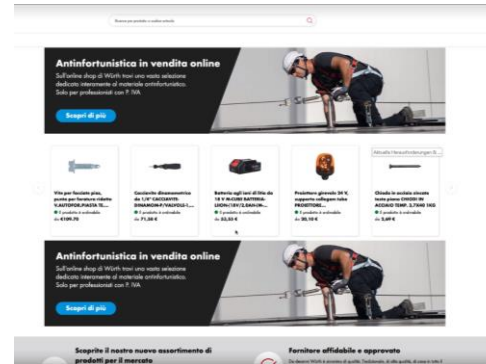
CLOSED FEEDBACK PHASE RECAP AND FINDINGS

THE FIRST MILESTONES HAVE ALREADY BEEN REACHED, BUT THERE IS STILL A LONG WAY TO GO

First successful order in the live system



Systems interact



In Progress / Next

- Identification of test customers to generate customer feedback
- Establishment of marketing strategy and commission model for sales
- Final review of all legal aspects
- Attractive expansion of the supplier base

✓ INTERACTION OF ALL SYSTEMS ENSURED



Successful setup of SAP Commerce Cloud



Third-party data integration



ERP Connection



Mirakl connection



Onboarding of third-party articles



Price Service Connection

Ricerca per prodotto o codice articolo 🔍

Salve GIOVANNI | Italiano ▼

☰ Tutte le categorie

Antinfortunistica in vendita online

Sull'online shop di Würth trovi una vasta selezione dedicata interamente al materiale antinfortunistico. Solo per professionisti con P. IVA

[Scopri di più](#)

Vite per facciate pias,
punta per foratura ridotta
V.AUTOFOR.PIASTA TE....

● Il prodotto è ordinabile
da **€109,70**

Cacciavite dinamometrico
da 1/4" CACCIAVITE-
DINAMOM-P/VALVOLE-1,...

● Il prodotto è ordinabile
da **71,58 €**

Batteria agli ioni di litio da
18 V M-CUBE BATTERIA-
LION-(18V/2,0AH-(M-...

● Il prodotto è ordinabile
da **53,55 €**

Proiettore girevole 24 V,
supporto collegam tubo
PROIETTORE...

● Il prodotto è ordinabile
da **20,10 €**

Chiodo in acciaio zincato
testa piana CHIODI IN
ACCIAIO TEMP. 3,7X40 1KG

● Il prodotto è ordinabile
da **2,69 €**

Antinfortunistica in vendita online

Sull'online shop di Würth trovi una vasta selezione dedicata interamente al materiale antinfortunistico. Solo per professionisti con P. IVA

[Scopri di più](#)

Scoprite il nostro nuovo assortimento di prodotti per il mercato

Fornitore affidabile e approvato

Da decenni Würth è sinonimo di qualità. Tradizionale, di alta qualità, di casa in tutto il



WÜRTH MARKETPLACE
DEVELOPING E-BUSINESS TOGETHER

MVP SCOPE OVERVIEW AND PLANNING UNTIL THE END OF THE YEAR

2023

OCTOBER

NOVEMBER

DECEMBER

	OCTOBER	NOVEMBER	DECEMBER
Tracking & Analytics			
Bugs & Defects			
View my Orders			
Checkout & Payment			
Order Fulfillment Enhancement			
Content & Personalization			
Product Discovery			
SEO			
Miscellaneous MVP			
Observability			
Price Service MM			
Registration Alternative			
Basic Monitoring & Alerting			
External Dependencies			

◀ Developments are of less use if they are not made visible and discussed. Therefore, we took the chance at this years **E-BUSINESS DAYS** with our own fair booth to deepen the discussion with you about the current status quo. ▶



WÜRTH MARKETPLACE
DEVELOPING E-BUSINESS TOGETHER



E-BUSINESS DAYS 2023 MARKETPLACE QUIZ

WE WERE ABLE TO REACH A DIVERS GROUP OF PARTICIPANTS DURING THE E-BUSINESS DAYS

33 PARTICIPANTS



16 DIFFERENT COMPANIES



- ✓ The mean of all participants has an **E-BUSINESS SHARE** of **10-20 %** while trying to grow more with an **ESTABLISHED E-BUSINESS TEAM**
- ✓ Almost all of your customers **REQUEST ADDITIONAL ARTICLES & ASSORTMENT** (70 %).
- ✓ In average, your companies have **10-30 EMPLOYEES DEDICATED TO E-BUSINESS**
- ✓ Almost **80 %** of all participating companies use **AT LEAST** WS1, Intershop and STEP - the perfect requirements to boost E-Business even further

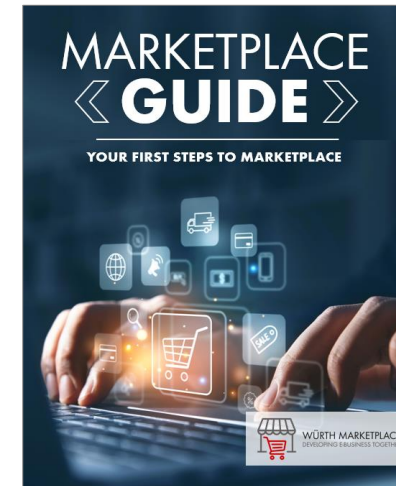
THE ASSESSMENT MIGHT HELP YOU CHOOSE THE MODEL THAT BEST SUITS YOU

RECAP

	 SUPPLIER MODEL	 PURE ONLINE SHOP	 MULTI VENDOR ONLINE SHOP	 FULL SCOPE MARKETPLACE
BUSINESS MODEL	POSSIBILITY TO SELL ACTIVELY AS A SUPPLIER ON A WÜRTH MARKETPLACE	PROFESSIONAL B2B ONLINE-SHOP	PROFESSIONAL B2B ONLINE-SHOP WITH MULTIPLE SUPPLIERS	PROFESSIONAL B2B ONLINE-SHOP WITH MARKETPLACE FUNCTIONALITY AND PROFESSIONAL SUPPLIER MANAGEMENT
SYSTEMS IN USE	<ul style="list-style-type: none"> ○ Supplier Onboarding with Mirakl 	<ul style="list-style-type: none"> ○ SAP Commerce ○ Pricing Service ○ Prudsys ○ Customer Data Cloud 	<ul style="list-style-type: none"> ○ SAP Commerce ○ Pricing Service ○ Prudsys ○ Customer Data Cloud ○ Customer Data Platform ○ Mirakl ○ (Marketing Automation) 	<ul style="list-style-type: none"> ○ SAP Commerce ○ Pricing Service ○ Prudsys ○ Customer Data Cloud ○ Customer Data Platform ○ Mirakl ○ (Marketing Automation)
POSSIBLE TARGET	All companies with little or no sales and local marketplace e.g. IT-Tunap Italy	All companies with Würth Online-Shop + Würth Line North America, Asia e.g. GR-Würth Greece	Companies with Würth Online-Shop that also use the Würth IT E-Business infrastructure and want to sell beyond their product range e.g. DE-Würth Germany	Companies with a high E-Business and multi-channel share e.g. IT-Würth Italy; DE-WUCATO

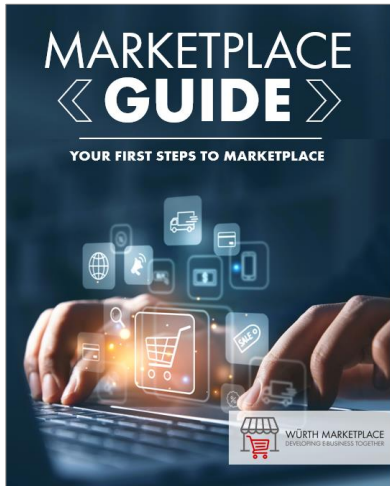


MORE INFO

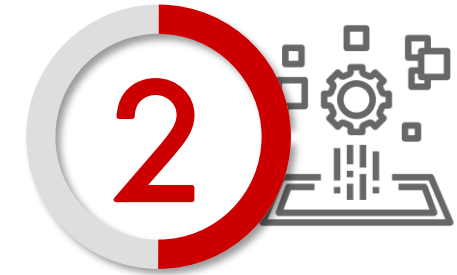


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MORE INFO



#MasterTheMarket



#EmpowerThePlatform



#SpeedSupplierSuccess



#ElevateCX

DEEPDIVE MASTER THE MARKET



#MasterTheMarket



1



2



3



4



WÜRTH MARKETPLACE

Internal processes

External influences

Customers

Suppliers

WÜRTH INTERNAL PROCESSES



STRATEGY WORKSHOP on alignment of the marketplace **BUSINESS MODEL** with management and project team



Obtain **APPROVALS** from management team, EVP and, if applicable, corporate management



Definition of a **PROJECT MANAGER + PROJECT TEAM**



Definition of a **STEERING COMMITTEE** for the implementation with representatives from sales, customer management, finance, product management, purchasing and management assistance



Budget and CAPEX planning



Start recruiting **MARKETPLACE OPERATIONS TEAM** (focus on category management)



Coordination of the **IT INFRASTRUCTURE ROADMAP** (no parallel pilot projects, unchanging infrastructure during implementation, ...)



Analysis of local **IT INFRASTRUCTURE** and **SELLER PROVISIONING** in the marketplace context

EXTERNAL INFLUENCES



Analysis of the **LEGAL SITUATION** for e-commerce marketplaces



Comparison of the requirements for the marketplace (e.g. an invoice) with local **LEGAL CONDITIONS**



COMPETITIVE ANALYSIS of big players in the e-business/marketplace environment



TREND SCOUTING for B2B procurement

DEEPDIVE: MASTER THE MARKET

PREPARING QUESTIONS

CUSTOMERS



CUSTOMER ANALYSIS and **CUSTOMER INTERVIEWS** on requirements and expectations for new platforms



Establishment of a rollout pipeline



Definition of **CUSTOMER SERVICE PROCESSES** (e.g. contact person, responsibility for order management, returns handling)

DEEPDIVE: MASTER THE MARKET

PREPARING QUESTIONS

SUPPLIERS



Initial **SUPPLIER MANAGEMENT WORKSHOP** (e.g. supplier strategy, target assortment, timeline for onboarding, etc.)



Definition of **SUPPLIER ONBOARDING TEAM**



Creation of a **SUPPLIER CONTRACT**



Adaptation of the **GTC**



Definition of **CONDITIONS** for **MARKETPLACE SUPPLIERS** and **GROUP SUPPLIERS**

◀ In order to successfully reach this year's goal and create the **MVP** of the first full scope marketplace effectively we have decided to bring all the developers together to connect, create and collaborate during our **DEVELOPER DAYS 2023**



WÜRTH MARKETPLACE
DEVELOPING E-BUSINESS TOGETHER



DEVELOPER DAYS



IT 'S ALL ABOUT COLLABORATION & IMPROVEMENT

55 PARTICIPANTS FROM FIVE DIFFERENT COUNTRIES

4 COMPANIES

WÜRTH IT X WÜRTH IT INDIA X WÜRTH ITALY X NETCONOMY

4 LOCATIONS

8 MATRIX MEMBERS

427 POST-ITS USED

**6 WORKSHOP SLOTS
COVERING 10 TOPICS**

**2,280 MINUTES FULL OF
COLLABORATION & NETWORKING**

WHY DID WE HAVE THE DEVELOPER DAYS?

After over one year project time, the development teams never met in person ...

- We wanted everyone in the team to experience the **WÜRTH SPIRIT AND BUSINESS MODEL** as well as its core business
- We wanted to build a **SOLID GROUND FOR FUTURE COLLABORATION** in the common team (Netconomy, Würth IT Germany, Würth IT India, Würth Italy)
- We wanted to **DISCUSS THE MVP, THE NEXT STEPS** and the roadmap for 2024
- We wanted to work on **SOLUTIONS** for our biggest challenges

AND IT WORKED OUT!

TARGET



SNEEK PEAK FOR THE NEXT MMM



SNEEK PEAK FOR THE NEXT MMM



OUR BASIC WORKING PRINCIPLES

FIXED TIMELINE

+

„FLUID“ SCOPE

+

HIGH LEVEL GOALS

+

ALTERNATIVES





**WE ARE STILL
BUILDING...**

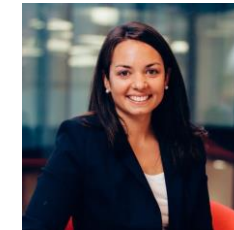
**... DO YOU KNOW
SOMEBODY WHO
WANTS TO HELP?**

THANK YOU!



WEBSITE MARKETPLACE

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



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