

**WELCOME TO OUR SESSION:**

**NEXT MONDAY MORNING**

**THE SESSION WILL START IN 1 MINUTE**

# NEW E-BUSINESS XPERIENCE TECHNOLOGY

## PROJECT UPDATE

NEXT MONDAY MORNING, 20.11.2023

GIULIA KUZNIK - Product Owner Marketplace

TERESA HÖRMANN - Project Controlling / Communication



WÜRTH MARKETPLACE  
DEVELOPING E-BUSINESS TOGETHER



### #Rebranding

Marketplace becomes NEXT



### #Omnichannel Excellence

Sneak Peak in the results of the Workshop held during the Cluster Board Meeting



### #Communication Initiative Italy

Our pilot company Würth Italy released their 2<sup>nd</sup> Marketplace Café



### #What's New

The platform developed since the last MMM. Let's find out what changed!



### #Focus Topics 2024

Our timeline for 2024 and all relevant topics that are planned.

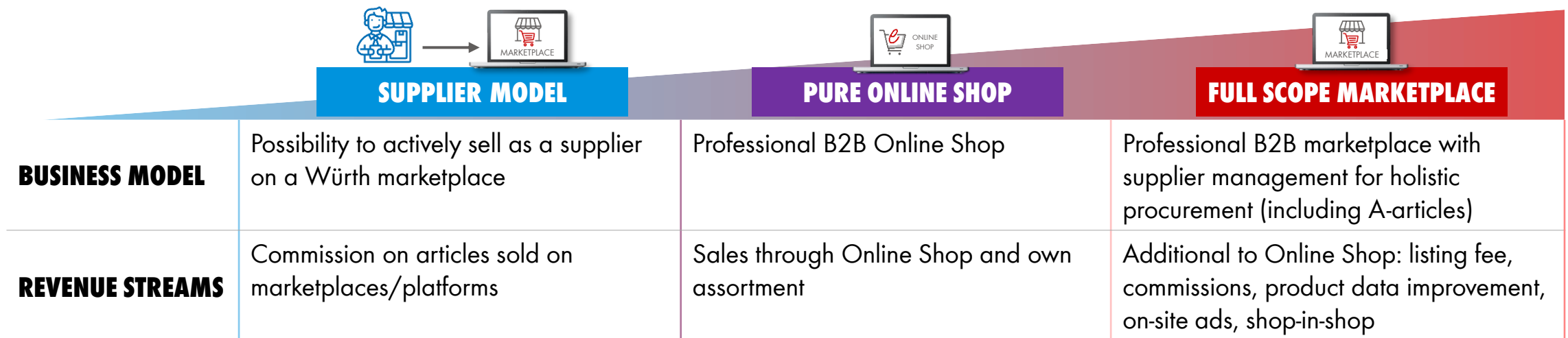


**#REBRANDING: FROM "MARKETPLACE" TO "NEXT"**

# NEW E-BUSINESS XPERIENCE TECHNOLOGY (NEXT)

NEXT summarizes the E-Business infrastructure of Würth IT, which includes the SAP Customer Experience Tech Stack as well as Mirakl as a supplier management tool and other microservices.

The New E-Business Xperience Technology offers the possibility of designing various business models.





# THE NEW E-BUSINESS XPERIENCE PLATFORM NOT ONLY INCLUDES A NEW E-BUSINESS INFRASTRUCTURE, BUT REPRESENTS A TRANSFORMATION FOR THE ENTIRE IT

## New Online Shop Infrastructure



## Additional marketplace functionalities

... **SAP Commerce Cloud** as a central **shop system with B2B functionalities**

... Improving the **customer experience** through the **Customer Data Cloud and Customer Data Platform**

... **additional services and modules** can be integrated and scaled in the future



... **Easy product data onboarding** of Würth Group suppliers and third-party suppliers

... Ensuring product data quality

... **Scalability** and rapid expansion of the product range possible

... **In the long term, additional marketplace features such as purchasing cockpit**



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Marketplace becomes NEXT



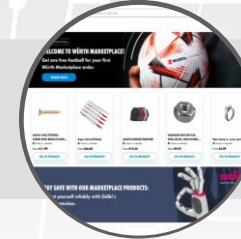
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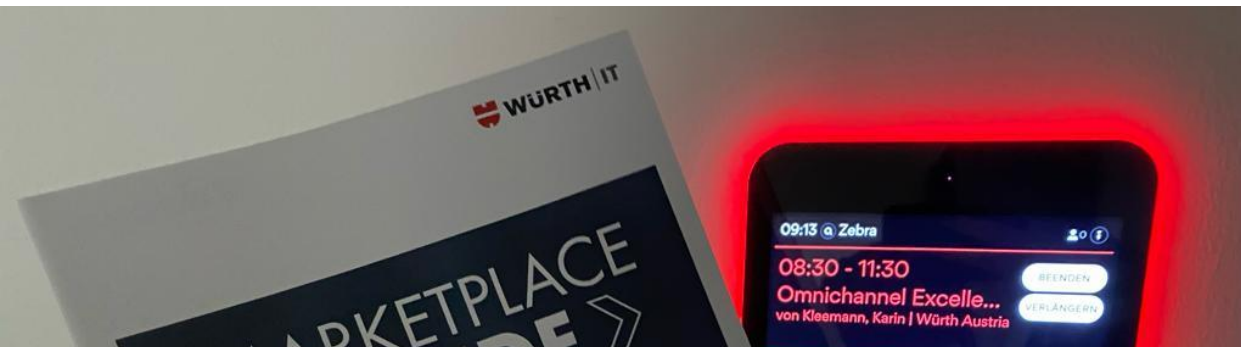
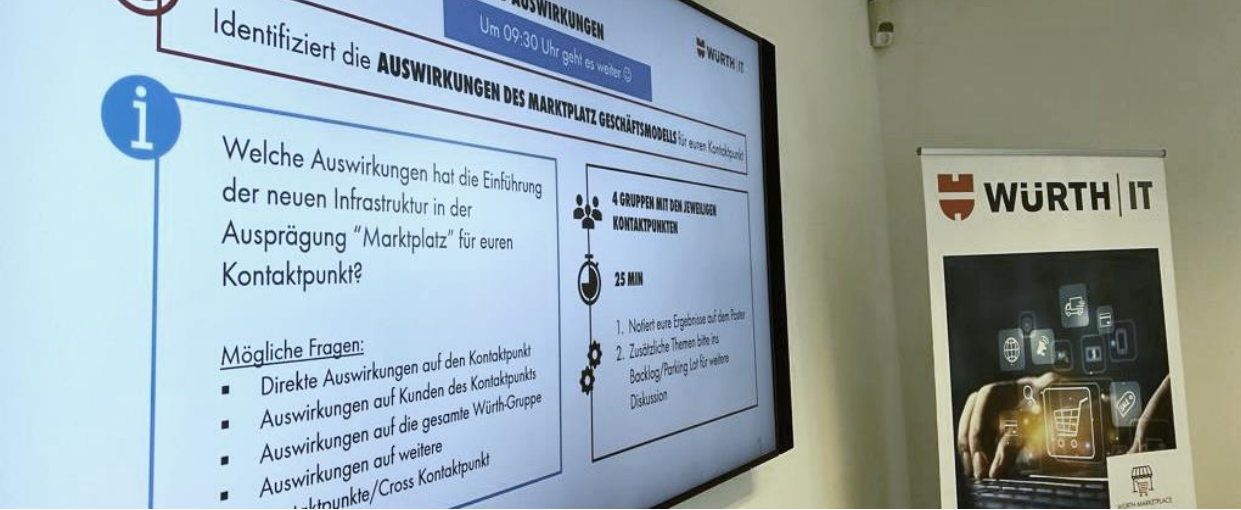
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**#OMNICHANNELEXCELLENCE**

**LÖSER:IN**

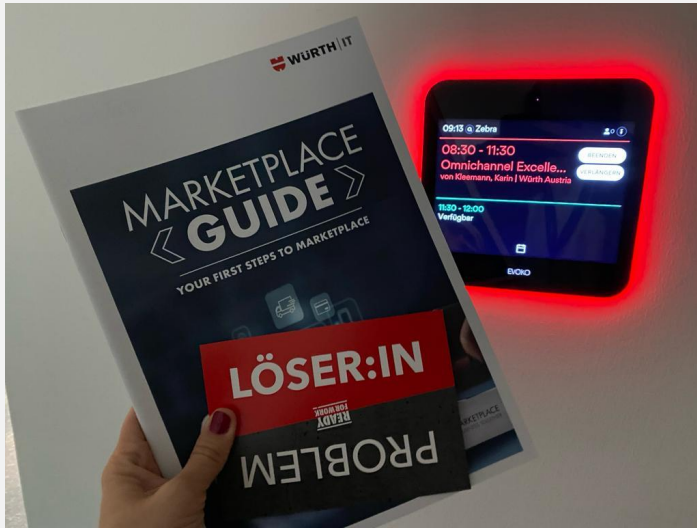
READY FOR WORK

**PROBLEM**





# THE FOCUS TOPIC „OMNICHANNEL“ WAS KICKED OFF WITH EXPERTS FROM EACH CHANNEL IN AUSTRIA



## TARGET OF THE WORKSHOP

What is needed to implement the business model marketplace in an omnichannel environment?

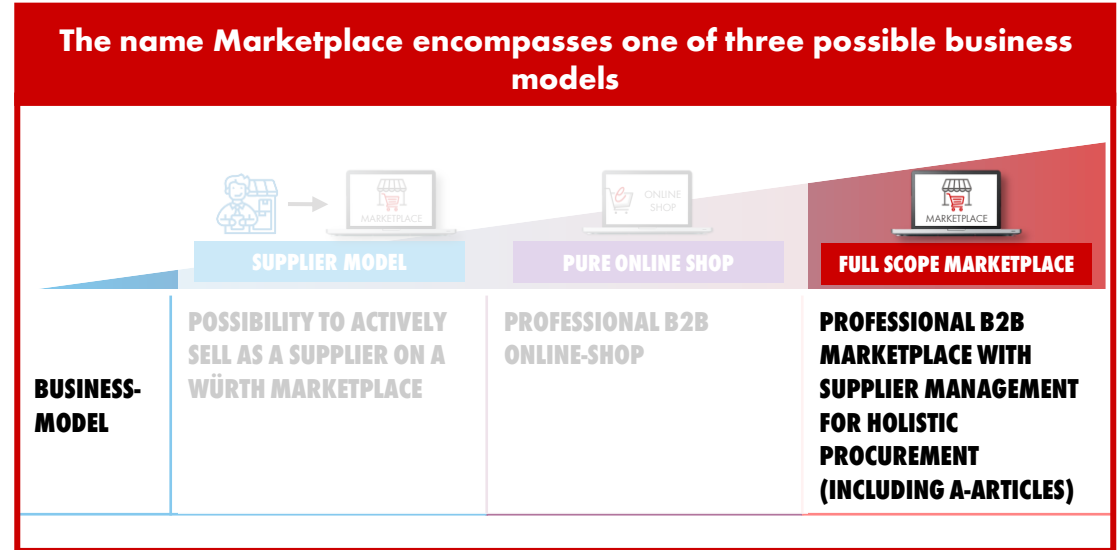
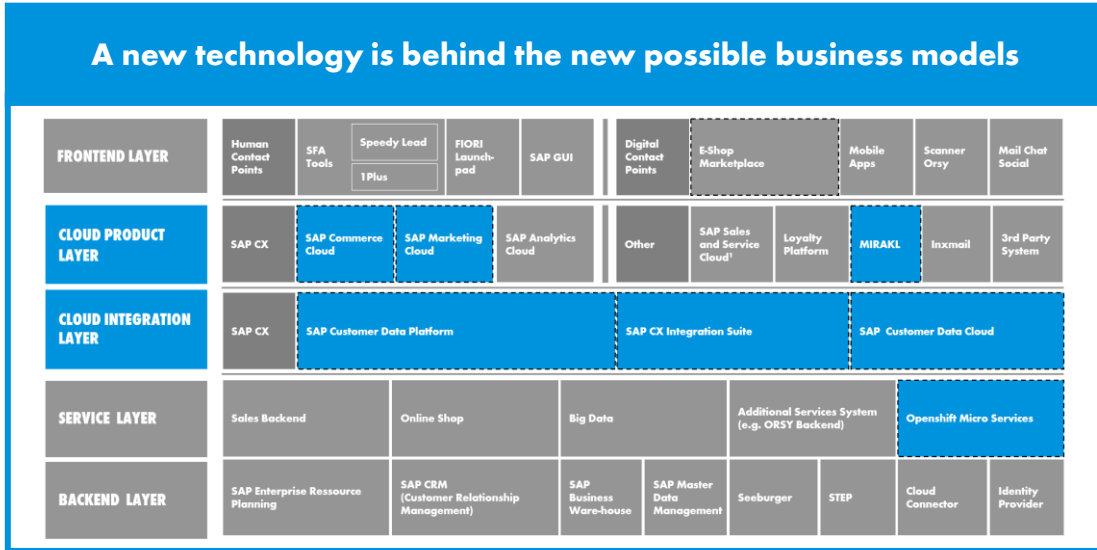
1. **STRATEGY**
2. **BRAND RECOGNITION**
3. **SALES INTEGRATION**
4. **PROCESSES**

## PARTICIPANTS:

International ambassadors and experts from each channel



# THE OMNICHANNEL EXCELLENCE WORKSHOP IS DESIGNED TO GATHER BUSINESS BASICS FOR THE INTEGRATION OF A MARKETPLACE BUSINESS MODEL.



The **integration of the new technology stack** into an **omnichannel environment** is already taking place through the **SIGMA** project.



The **Omnichannel Excellence Workshop** is exclusively for the **integration of a Full Scope Marketplace business model** into an omnichannel environment.



# THE MAIN RESULTS AND QUESTIONS CAN BE DEVIDED IN FOUR CLUSTERS



## STRATEGY

- How many marketplaces should be allowed in one single country? Several? Only one?
- Is the strategy decided locally or will there be a global guideline for business modelling?



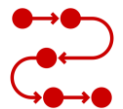
## BRAND RECOGNITION

- Will there be a „Würth first“ approach on assortment level?



## SALES INTEGRATION

- Should the seller commission be decided locally by each marketplace operating company, and can it therefore be adjusted at its own discretion?
- How actively do we promote and sell the third-party assortment through the different contact points?



## PROCESSES

- Can a company decide to enter step-by-step but not in full scope?
- Is it possible to deviate from the process standard, which is set and communicated with the first marketplaces?

**WE IDENTIFIED MULTIPLE GUIDING QUESTIONS WHICH ARE CURRENTLY DISCUSSED  
ON MANAGEMENT LEVEL FOR THE WÜRTH GROUP**



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Marketplace becomes NEXT



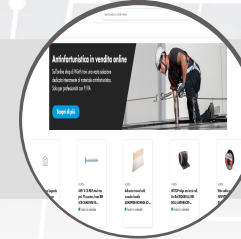
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ONLINE MARKETPLA  
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- B2C  
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@Luogo, 01/01/23



Egna 13/11/23



# #MARKETPLACECAFÈ: HOW ITALY IS BRINGING IN THE PROJECT WITHIN THE ORGANIZATION



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## 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](#)



HASBRO  
Avengers Marvel Legends  
Series Endgame Power  
Gauntlet  
● Product is orderable



WÜRTH  
ASSY 4 CS MDF steel zinc  
ptd. FT counters. head RW  
● Product is orderable



WÜRTH  
Adhesive trowel with  
wooden handle  
● Product is orderable



WÜRTH  
WÜTOP ridge and arris roll,  
Uni Roll RIDGROLL-(UNI-  
● Product is orderable



WÜRTH  
Wire cable on reel  
SUSPSYS-CBLMNT-ROLL-  
D1,5MM-L150M  
● Product is orderable



# #WHAT'SNEW: HOW THE SYSTEM DEVELOPED SINCE THE LAST MMM



# BREADCRUMBS AND FACETS FOR A MORE USER-FRIENDLY OPERATION

**WÜRTH** Benvenuto da Würth Italia

Search product or article number

Login English

All Categories

Marketplace Classification > Global Marketplace Classification Italy > 23 Machine element, fixing, mounting > Furniture fitting > Shelf support ABL for racks SCREW-SIDEPART-GALV-ABL

**Shelf support ABL for racks SCREW-SIDEPART-GALV-ABL**  
 Art.No. 9501010034990 10 | EAN 4065746284998  
 Supplier: Würth

Material: Unhardened steel | Surface: Zinc plated | Length: 0 mm  
 Width: 0 mm | Height: Select...

Product is orderable

Quantity: 1

**Technical Details**  
 Material: Unhardened steel

## FACETS ON CATEGORY PAGE LEVEL

**WÜRTH** Benvenuto da Würth Italia

Suche nach Produkt- oder Artikelnummer

Anmelden Deutsch

Alle Kategorien

Marketplace Klassifikationen > Arbeitsschutz, Unfallschutz

1-16 von 206 Produkten

Größe | Farbe | Breite | Länge | Größe FR/ES/PT/BE | Ausführung | Passend für

Typbezeichnung | Bruttolänge | **Less filters**

**Filtern nach**  
 Filter ausgewählt  
 Kategorie  
 Marketplace Klassifikationen 206  
 Arbeitsschutz, Unfallschutz  
 Brandschutz  
 Unfallschutz  
 Einrichtung für Kleinmengenlagerung (Gefahsstoff)  
 Explosionsschutzgerät, Explosionsschutzmittel  
 Hinweis, Sicherheits-, Verkehrszeichen  
 Atemschutz  
 Absturzsicherung  
 Augen- und Gesichtsschutz  
 Erste Hilfe  
 Fußschutz  
 Gehörschutz  
 Gasmessstechnik  
 Handschutz  
 Handschuh  
 Handschutz  
 Fingerschutz  
 Schutzkleidung  
 Marke  
 Lieferant

Wärm- und Schutzprofil eckig PRALLSHTZ-FLÄCHENSCHUTZ-SW/OE  
 Warnband, Achtung Telefonleitung NÄSTRO INT.ATT.CAVO TELEFONIC...  
 Höchstgeschwindigkeitsauf Baumaschinen WARNMARK-SK-SOKH/N...  
 KFZ-Warmmarkierung WARNMARK-RECHTS/LINKS-ROLLEN...  
 Straßenmarkierer STRMARK-NEONPINK-600ML  
 Signaltafel f. außergewöhnl. Lasten Landmaschinen...  
 Oerippte Matte ANTRUMAT-GUMMI-SCHWARZ-SM  
 Überbreite-Tafel rechteckig WARNMARK-IT-ANFANG/ENDE...  
 Heckmarkierung ALU-LKW, Zugmaschine ECE 70 WARNMARK-ECET70-...  
 Schild zur Warenkennzeichnung D WARNMARK-SK-...  
 KFZ-Gutachter-Aufkleber INSPKLEB-GUTACHTER-PFEILE  
 Retroreflektierende Warnmark f. Planen segmentiert WARNMARK-...  
 ACHTUNG! Kundendienstaufkleber KDIENSTKLEB-RAEDER-250STK  
 Inspektionsaufkleber KFZ INSPKLEB-1-2FARBIG  
 Hochtemperaturschutzdeck HTD 900 HOTEKSPHTZDE-(HTD900)-3000X2000MM  
 Winter-Arbeits hose One BUNDHOSE ONE WINTER ANTHRAZIT XL

1-16 von 206 Produkten

## BREADCRUMBS





# DESIGN CHANGE BASED ON CUSTOMER FEEDBACK

The screenshot shows the product page for a '1/4 inch torque screwdriver DYNAMOSCRDRIV-1/4IN-(1,0-3,5NM)'. The page layout includes a search bar, navigation menu, and a main product image. Below the image are several smaller thumbnail images. The 'Technical Details' section is expanded, showing the following information:

- Tip size: 1/4 inch
- Min./max. torque measuring range: 1-3,5 Nm
- Suitable for right-hand tightening: Yes
- Suitable for left-hand tightening: No
- Length: 192 mm

The 'Product Information' section is also visible, containing details about the trigger assembly and compliance with DIN EN ISO 6799:2003, Type 0, Class 0. The price is listed as €314.00 / PU.

**BEFORE**

The screenshot shows the product page for 'WÜTOP First- und Gratrolle Uni-Roll ROLLFIRST-(UNI-ROLL)-ANTHRZ-0,3X20M'. The page layout is more modern and detailed. It features a large product image, a search bar, and a navigation menu. The 'Technical Details' section is highlighted with a red box and contains the following information:

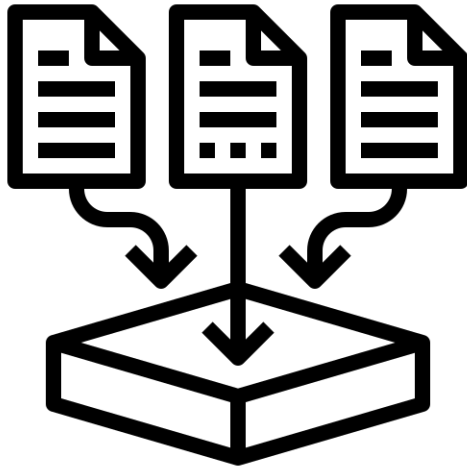
- Farbe: Anthrazit
- Rollenlänge: 10 m
- Rollenbreite: 300 mm
- Anzahl Rollen: 2 STK
- Löflungsquerschnitt: 160 cm<sup>2</sup>
- Verarbeitungstemperatur min.: 5

The 'Produktinformationen' section is also expanded, showing details about the UV-stabilized and flame-retardant PVC material and the self-healing adhesive strip. The price is listed as €314.00 / PU.

**AFTER**



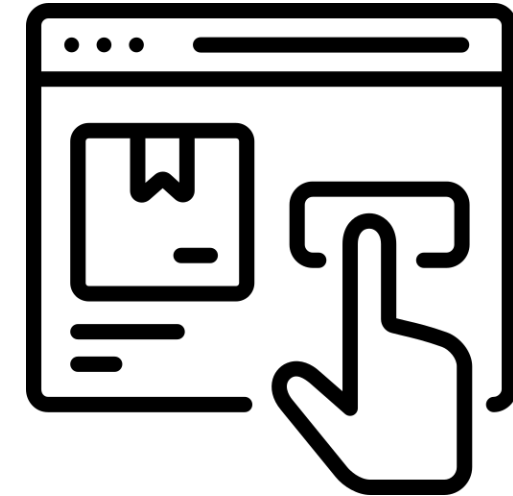
## OTHER IMPORTANT RELEASES SINCE OUR LAST SESSION



**AUTOMATION OF CUSTOMER  
DATA IMPORT**



**TAX CALCULATION AND  
DISPLAY**



**ORDER OVERVIEW AND  
DETAILS PAGE IN MY ACCOUNT**

**... AND MUCH MORE!**



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Marketplace becomes NEXT



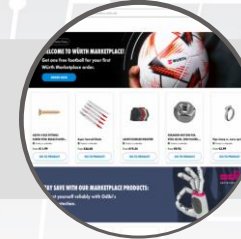
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**Omnichannel  
approach**



**App**

**E-Procurement**



**Further Features**



**#FUTURE OUTLOOK 2024**



# THE YEAR 2024 WILL BE CHARACTERIZED BY THE FURTHER EXPANSION AND PROFESSIONALIZATION OF THE SCOPE OF FUNCTIONS

|   | 2024  |     |     |            |     |     |   |     |     |                |     |     |  |  |  |  |  |  |
|---|---|-----|-----|------------|-----|-----|---|-----|-----|----------------|-----|-----|--|--|--|--|--|--|
|   | Q1  |     |     | Q2         |     |     | Q3                                      |     |     | Q4             |     |     |  |  |  |  |  |  |
|   | Jan   | Feb | Mar | Apr        | May | Jun | Jul                                     | Aug | Sep | Oct            | Nov | Dec |  |  |  |  |  |  |
| Improving <b>STABILITY AND LOADING TIMES</b> for an optimal procurement experience      | [Red bar]   |     |     |            |     |     |   |     |     |                |     |     |  |  |  |  |  |  |
| <b>DEVELOPMENT OF FEATURES</b> prioritized according to sales relevance and usage rates | Further development of the features   |     |     |            |     |     |   |     |     |                |     |     |  |  |  |  |  |  |
| <b>OMNICHANNELITY</b> and reuse in other contact points (Speedy display, ...)           | [Red bar]   |     |     |            |     |     | Jointly defined omnichannel solutions   |     |     |                |     |     |  |  |  |  |  |  |
| Expansion of <b>PUNCHOUT SOLUTIONS</b> and focus on e-procurement excellence            |   |     |     | [Red bar]  |     |     | Development according to sales priority |     |     |                |     |     |  |  |  |  |  |  |
| New <b>MOBILE APP</b> with modified app concept   | [Red dashed line]   |     |     | Conception |     |     | [Red dashed line]                       |     |     | Implementation |     |     | Further development                          |  |  |  |  |  |
| Development of <b>ROLLOUT ENGINE</b> for rapid scaling and migration                    |   |     |     |            |     |     | [Red bar]                               |     |     |                |     |     | Definition and development of rollout engine |  |  |  |  |  |
| (Business) Rollout of the next marketplace  | ▲ Business Kick-off   |     |     | [Red bar]  |     |     | [Red bar]                               |     |     | [Red bar]      |     |     | [Red bar]                                    |  |  |  |  |  |
| Communication measures  | Monday Morning Marketplace   IT Newsletter   Website   <b>HEALTH CHECK MARKETPLACE</b>   Developer Days |     |     |            |     |     |   |     |     |                |     |     |  |  |  |  |  |  |



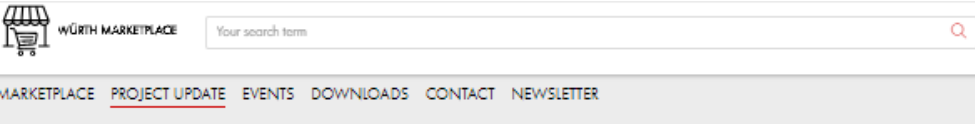


# SNEAK PEAK FOR THE NEXT MMM





# WHY YOU SHOULD DEFINITELY HAVE A LOOK ON THE WEBSITE



Home > PROJECT UPDATE



SEPTEMBER 2023

### DEVELOPER DAYS 2023

We took the chance on our road to MVP to gather all Würth IT marketplace developers from five different countries and four different companies. During our workshops 427 post its were used and we spent 2,280 minutes full of collaboration and networking. These four days were of valuable content that is already worked on and also lots of fun.  
#Gettogether  
#IT'sallaboutcollaboration  
#HowtomakeItHappen



SEPTEMBER 2023

### "RICHFEST"

In order to celebrate the first order and thank our colleagues, we organized the "Richfest" of the marketplace. If you want to know what is behind the term just rewatch our last MMM in the Event or Download section.  
Thank you again to all colleagues, team members and supporters of the project who made this important step possible.

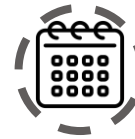


SEPTEMBER 2023

### E-BUSINESS DAYS 2023

During this years E-Business Days we had the chance to present the Marketplace Project with our own fair booth. What you found at our booth:  
> Self-designed Quiz to find out if you are a #marketplacemaster or #commercochampion or #supplier supreme  
> System demo  
> Goodies like nice postcards, stickers and sweets  
Thank you for all visitors and for rating us to the best booth of the E-Business Days fair 2023!

## NEW PROJECT UPDATE PAGE



**ALWAYS UP-TO-DATE**



**DETAILED MILESTONES**



**COMPREHENSIVE OVERVIEW OF THE PROJECT**

**WEBSITE MARKETPLACE**

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



# THANK YOU!



## WEBSITE MARKETPLACE

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



**Giulia Kuznik**  
**Product Owner Marketplace Platform**  
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**BE PART OF**

**IT**

