NEXT
NEWS NETWORK

Team NEXT – Annika Herbert | Teresa Hörmann
Team Italy – Fabio Mellaia

AGENDA

1 **NEXT ENVIRONMENT**

Changes in numbers | Improvements since MVP Go Live

2 **NEXT X WÜRTH ITALY**

Recap 2023 | Interview | Q&A | Outlook

3 **ANNOUNCEMENTS**

Digital IT Days 2024 | Feature Releases

THE NEXT ENVIRONMENT AT WÜRTH IT IS GROWING IN 2024 TO ENABLE A GLOBAL PRODUCT AND DRIVE PRODUCT DEVELOPMENT FORWARD

WÜRTH | IT

175 % MORE DEVELOPERS FROM WÜRTH IT IN 2024 COMPARED TO 2023

WELCOME ON BOARD ☺

WHAT HAS BEEN IMPLEMENTED ON THE TECHNICAL SIDE SINCE THE MVP GO LIVE

WüRTH | IT

Technical and Quality Improvements

Customer Import Improvements | Performance Optimizations | Bug Fixing
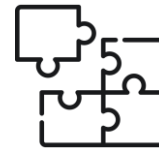
Performance Improvements

Page Loading | Cache Invalidations | New cache regions

Improved Product Recommendations

Basic SEO Features

Additional Features

Credit Check in the Checkout | Navigation improvements incl. Mobile navigation

NEXT X WÜRTH ITALY

RECAP WÜRTH ITALY: FOUR MAIN MILESTONES OF LAST YEAR IN A NUTSHELL

WÜRTH | IT

APRIL	MAY	AUGUST	OCTOBER

COOPERATION WITH ITALY IS STRENGTHENED

- ✓ Clarification on **expectation management**
- ✓ Set-up **regular alignment meetings** and on-site visits
- ✓ Project team enlargement

FIRST THIRD PARTY SUPPLIER

- ✓ **Odibi**, our first third party supplier signed the contract
- ✓ **Mirakl onboarding** of Odibi products starts

FIRST TEST ORDER

- ✓ Italy successfully placed its **first order** with Würth and third party products
- ✓ Start of the **closed feedback phase**
- ✓ Purchase on invoice possible

MARKETPLACE CAFÈ

- ✓ **Employee information** format **Marketplace Cafè** was founded and started with the general introduction of the marketplace project.

INTERVIEW

FABIO MELLAIA

Project Lead NEXT @Würth Italy

ANNIKA HERBERT

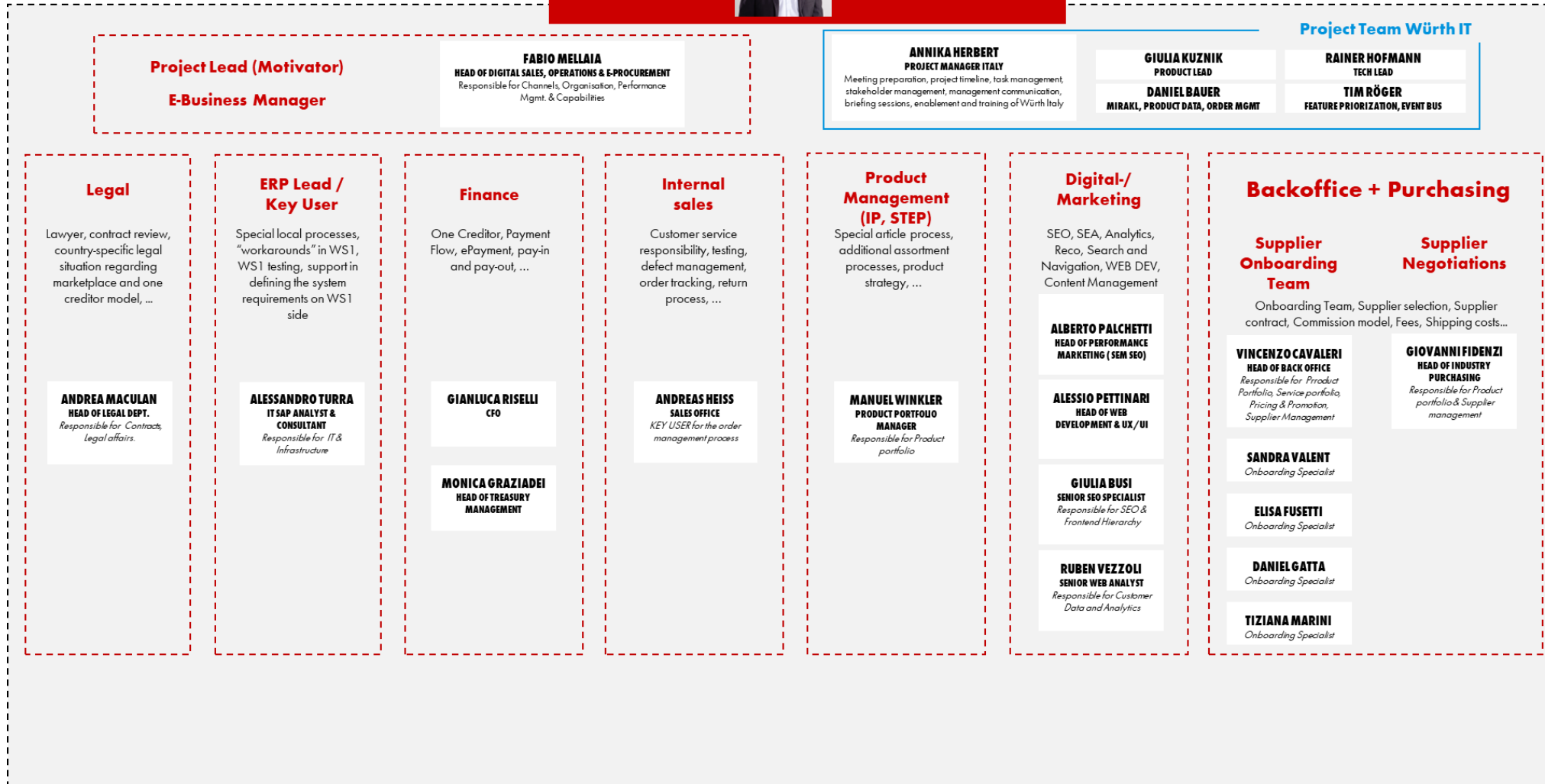Project Manager NEXT @Würth IT

RULE #1

The MARKETPLACE PROJECT is NOT just a pure EBUSINESS PROJECT

The MARKETPLACE PROJECT is a Company-wide PROJECT that will radically change every single aspect of the current IT-W structure. Both Sales and Internal Organization.

WÜRTH ITALYS CURRENT PROJECT SETUP INCLUDES SEVERAL INVOLED DEPARTMENTS AND MANY COMMITTED EMPLOYEES
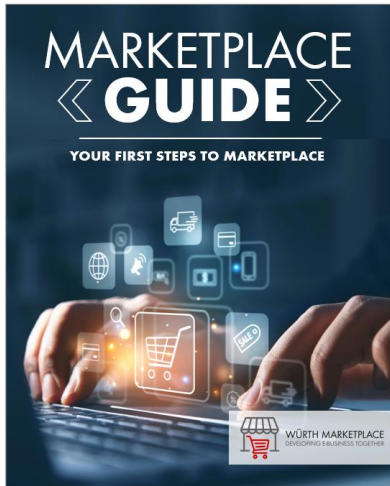
ROBERTO DALSASSO
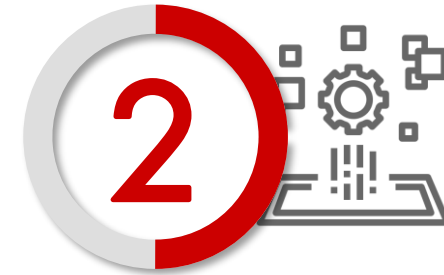DIRECTOR OF INTERNAL PROCESSES AND DEVELOPMENT WÜRTH ITALIA
20 years 6 months

Project Team Würth IT

Project Lead (Motivator)

E-Business Manager

FABIO MELLAIA
HEAD OF DIGITAL SALES, OPERATIONS & E-PROCUREMENT
Responsible for Channels, Organisation, Performance Mgmt. & Capabilities

ANNIKA HERBERT
PROJECT MANAGER ITALY
Meeting preparation, project timeline, task management, stakeholder management, management communication, briefing sessions, enablement and training of Würth Italy

GIULIA KUZNIK
PRODUCT LEAD

RAINER HOFMANN
TECH LEAD

DANIEL BAUER
MIRAKL, PRODUCT DATA, ORDER MGMT

TIM RÖGER
FEATURE PRIORIZATION, EVENT BUS

Legal	ERP Lead / Key User	Finance	Internal sales	Product Management (IP, STEP)	Digital-/ Marketing	Backoffice + Purchasing
Lawyer, contract review, country-specific legal situation regarding marketplace and one creditor model, ...	Special local processes, "workarounds" in WS1, WS1 testing, support in defining the system requirements on WS1 side	One Creditor, Payment Flow, ePayment, pay-in and pay-out, ...	Customer service responsibility, testing, defect management, order tracking, return process, ...	Special article process, additional assortment processes, product strategy, ...	SEO, SEA, Analytics, Reco, Search and Navigation, WEB DEV, Content Management	**Supplier Onboarding Team** / **Supplier Negotiations** — Onboarding Team, Supplier selection, Supplier contract, Commission model, Fees, Shipping costs...

ANDREA MACULAN
HEAD OF LEGAL DEPT.
Responsible for Contracts, Legal affairs.

ALESSANDRO TURRA
IT SAP ANALYST & CONSULTANT
Responsible for IT & Infrastructure

GIANLUCA RISELLI
CFO

MONICA GRAZIADEI
HEAD OF TREASURY MANAGEMENT

ANDREAS HEISS
SALES OFFICE
KEY USER for the order management process

MANUEL WINKLER
PRODUCT PORTFOLIO MANAGER
Responsible for Product portfolio

ALBERTO PALCHETTI
HEAD OF PERFORMANCE MARKETING (SEM SEO)

ALESSIO PETTINARI
HEAD OF WEB DEVELOPMENT & UX/UI

GIULIA BUSI
SENIOR SEO SPECIALIST
Responsible for SEO & Frontend Hierarchy

RUBEN VEZZOLI
SENIOR WEB ANALYST
Responsible for Customer Data and Analytics

VINCENZO CAVALERI
HEAD OF BACK OFFICE
Responsible for Prroduct Portfolio, Service portfolio, Pricing & Promotion, Supplier Management

GIOVANNI FIDENZI
HEAD OF INDUSTRY PURCHASING
Responsible for Product portfolio & Supplier management

SANDRA VALENT
Onboarding Specialist

ELISA FUSETTI
Onboarding Specialist

DANIEL GATTA
Onboarding Specialist

TIZIANA MARINI
Onboarding Specialist

YOU WANT TO START NOW: WITH OUR ASSESSMENT YOU WILL FIND OUT WHAT CAN BE DONE RIGHT NOW

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MORE INFO

MARKETPLACE **GUIDE**
YOUR FIRST STEPS TO MARKETPLACE

WÜRTH MARKETPLACE
DEVELOPING E-BUSINESS TOGETHER

1 #MasterTheMarket

2 #EmpowerThePlatform

3 #SpeedSupplierSuccess

4 #ElevateCX

THE IT DAYS AS OPPORTUNITY TO DISCUSS THE LATEST TRENDS & DEVELOPMENTS IN THE WORLD OF IT WILL TAKE PLACE AGAIN THIS YEAR

SAVE THE DATE

**IT DAYS 2024 – DIGITAL
4TH - 5TH JUNE**

THE COMPENTENCE CENTER E-BUSINESS IS LOOKING FORWARD TO SHARING THE LATEST TRENDS AND DEVELOPMENTS WITH YOU ALSO THIS YEAR

SNEAK PEEK FOR THE NEXT TIME: FEATURE RELEASE PHASES

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The **FEATURE RELEASES** will then be shared on our **INFO WEBSITE**

https://next.wuerth-it.com/
User: Marketplace
Password: 1Develop2Ebusiness3!