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Sprint Order geht an den Start

System query: What can *Sprint Order* do?

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If no trade fairs are taking place, general contact restrictions apply and the time window for ordering is very small, you have to rethink. Against this background, MobiMedia, those responsible at ANWR and SABU have set up a new service based on the existing Quintet24 order platform, which is intended to give all retailers – regardless of their membership of a group or size – access to the industry's range of products.

Interested parties should be able to view collections with just a few mouse clicks and execute all pre- and post-order processes. A few weeks ago, the first information about Sprint Order was released. The platform for the spring/summer 2021 Order has been live since mid-June.

In an interview with "schuhkurier", Thomas Eichmeier (ANWR Schuh), Stefan Krug (SABU) and Reinhold Wawrzynek (MobiMedia) explain the advantages of the new system.

How did you find the response after the first Sprint Order release?



Tobias Eichmeier (left), Reinhold Wawrzynek (top right) and Stephan Krug.

Reinhold Wawrzynek: We have met with great demand. There have already been many appointments and demo presentations. What is positively surprising from our point of view is that not only small manufacturers and retailers are interested in Sprint Order, but also big players. It should be noted that Sprint Order joint action was initially focused on small manufacturers to give them quick access to the digital ordering process. The Corona situation has now accelerated and intensified everything: the further development of the platform itself, and, especially, participation from retail and industry. The Quintet24 system had already been developed before the Corona crisis and

was aimed at advancing the digitalisation process in the sector. About 20 brands from the fashion sector have participated in the last two months alone. We expect Sprint Order to achieve a penetration of the footwear market.

How is the access of retailers to Sprint Order technically enabled?

Reinhold Wawrzynek: The retailer receives an invitation from the supplier by e-mail with a link to Quintet24. If the retailer is already registered, after the next login he will automatically have access to the contents published by the supplier that



SPRINTORDER

powered by



are assigned to him. Retailer data from ANWR and SABU can be automatically imported into the system. Special technical equipment is not necessary. Interfaces to the merchandise management system are not mandatory for the order. Whenever an order is approved, the retailer automatically receives an e-mail containing the order in PDF and Excel format. However, an interface to merchandise management can be set up on request.

How can the suppliers (technically) place their materials and information on the platform? Has a B2B shop been integrated?

Reinhold Wawrzynek: To import mass data into the portal, a CSV file upload module is currently available. This can be used to upload data in a simple CSV format. Small suppliers can enter their data manually into the system. Uploading the

SPRINTORDER is an overarching platform for the entire shoe industry

Tobias Eichmeier,
Director of
ANWR Schuh

remaining content, such as videos and images for campaigns, collections, marketing documents, is done via the standard dialog "Open file" or via "Drag & Drop".

Orders can be placed directly from the portal. The order placements are transmitted directly. It is very important to emphasise that an automated ECC interface will be available soon.

The integration of external B2B shops is

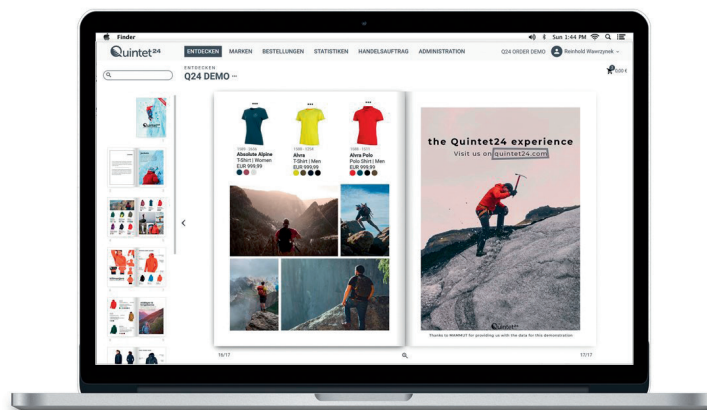
not planned for the time being, as this would break the uniform way of operation. Retailers want to be able to find their way around the system easily, obtain information and place orders with their suppliers.

How can companies that do not yet have digital capabilities use the platform? How does the process work in this case?

Reinhold Wawrzynek: Sprint Order is above all the answer to the manufacturers' question of how they can put together and present a digital offer in a flexible and uncomplicated way without having their own B2B shop or digital offer because, among other things, they are not yet EDI-capable. Via this portal the manufacturer has the possibility to enter article data manually via an input screen and to add a picture of the article or other media data. Neither GTIN nor EAN are necessary.

We need to look more forward and less in the rearview mirror.

Stephan Krug, Director of
SABU Schuh & Marketing GmbH



An article basically only has to consist of six attributes (article number, article description, colour, size grid, purchase price, currency) and an article image in order to be ordered via the portal. Naturally, the more content provided by the brands, the greater the added value for industry partners and retailers. The big difference between this platform and many other B2B portals is the intelligent combination of marketing content and article ordering information. On the one hand to present goods medially, but on the other hand to enable the retailer to place orders directly via a digital process and this without media discontinuity. This means that the retailer looks at the presentation of the goods and can start a secure ordering process directly from there, without having to download forms beforehand, fill them in and then upload them again or send them to the retailer by e-mail.

How much does order processing via Sprintorder cost?

Reinhold Wawrzynek: A fee amounting to 0.9% of the value of goods of an order is charged for the turnover made via Sprintorder. The fee is paid exclusively by the industry partner/trademark/producer. There is no financial expense for the retailer. Unless an individual interface to

the merchandise management system is to be developed. The 0.9% of the fee rate does not correspond to the usual rate of the platform Quintet24, which is higher. Additional financial expenditure only arises if the industrial partner does not use the existing interfaces of the platform and wishes to use data exchange formats developed specifically for him.

Manufacturers may complain about too much transparency and be concerned about possible copying of their styles if they are visible on Sprint Order. Can this be ruled out?

Reinhold Wawrzynek: The manufacturers cannot see among themselves offers and articles of the other brands and have no access to the others' data. This is guaranteed by an authorisation system. Even the retailer cannot search for articles in the portal across brands. He can only limit the selection of offers by entering filters. In order to view and order the articles, he must jump to the respective offer of a brand. The Quintet24 platform is an order and not a comparison portal.

Sprint Order can be an alternative to replace physical trade fairs that are now cancelled.

What does the digital Order mean for the trade fair process as a whole? Does the industry still need physical events?

Tobias Eichmeier: Sprint Order cannot replace physical measurement and exchange on site, nor is it intended to. Trade fairs remain an important component as an industry meeting place for the shoe community and highly relevant exchange of information. Nevertheless, the B2B portal is a good addition and an important contribution to the digitalisation of the shoe industry – all pre- and post-order processes can be mapped digitally and individually between retailer and manufacturer. Especially the smaller suppliers from Italy and Spain often do not yet have the possibility to provide their products for a digital order. This is now possible with the newly created platform. It is not a matter of preserving possessions but of further development. This is particularly important in this area.

Stephan Krug: According to a survey on digital ordering, there is a large discrepancy between buyers and managers in retail. While managers are very much in favour of simple, fast processes and digitalisation, buyers often judge the situation the other way round and want a "haptic" experience. However, the over-

riding goal of all parties must be to establish lean and efficient order processes. That this is already happening can be seen in many examples. Take a brand like Tommy Hilfiger. Today, only a third of their entire range of products can be seen in their showroom. The rest is done by digital order. Which saves time and money. We have taken up the cause in order to take away the fear of digitalisation from the players in the industry. We need to look more forward and less in the rearview mirror.

What does this mean for trade fairs such as ANWR or SABU?

Tobias Eichmeier: Especially in difficult times, it is important for people to communicate with each other. We naturally ask ourselves the question of how the fairs could be developed further. We continue to see that trade fairs are primarily order-oriented events. Why not add new topics and services to make our industry even better?

Stephan Krug: We will also stick to our trade fair, because we want to offer the trade various components. At the trade fair, a retailer can get an overview and he may discover a brand he finds interesting. He then has to then subscribe immediately, but can look at it later in peace on Quintet24 – and then place an order afterwards.

Retailers will probably order less against the background of the Corona crisis. Exhibiting at trade fairs and also participating in Sprint Order incurs costs for manufacturers. How can that be balanced out?

Tobias Eichmeier: It is important to see Sprint Order not as an association tool, but as a comprehensive platform for the

entire shoe industry. If you look at it that way, Quintet24 offers the potential for more sales because you can reach all retailers. If I were a manufacturer, I would not use Sprintorder as a trade fair replacement, but as a sales tool. I can also see a significant increase in efficiency in the order process: In future, retailers will be able to view up to 80% of the collections and get a comprehensive overview of the collection without having to spend one euro of the limit in advance.

Duplicates can thus be excluded, price ranges intelligently designed and innovations and new brands purchased in a targeted manner.

A real benefit!

With Sprint Order, two competing groups have succeeded in working together on an industry solution. That's a first. Could further actions of this kind follow?

Stephan Krug: The ANWR approached us for this solution and we were happy to turn our minds to the problem. It makes sense for all parties involved to work together on such a task, given that it affects the entire industry. For two or three years now, we have been cooperating in various back-office related areas. Take the image database, for example. It would not be very wise for everyone to pursue their own strategy here. Rather, it would be in everyone's interest if there were an image database that everyone could access.

One of the greatest challenges of our time is cost efficiency. Everyone should get as much as possible for their money. If the groups can share costs on different topics, this is in the interest of all members and headquarters.

What will the next trade fairs in Mainhausen and Heilbronn look like?

Stephan Krug: We are currently facing considerable uncertainty in the sector. Many fear a second corona wave in autumn. In this respect I assume that we will be welcoming fewer visitors and also fewer exhibitors in Heilbronn. We are working on a comprehensive hygiene and distancing concept and will exercise utmost caution. But we would also like to fulfil the wish of over 70% of our traders to allow a "physical" form of ordering. Incidentally, we will make sure at our trade fair and also in future dates that the new seasonal cycle initiated by us is also desired by our affiliated companies. A postponement of four to six weeks is sensible for all parties involved. We'll stick with that.

Tobias Eichmeier: With our trade fair concept we have to meet high requirements, which must be observed further. We are currently hearing that some companies are refusing trade fair visits until the end of the year. Nevertheless, our trade fairs in September (ANWR Spring Order) and October (ANWR Summer Order) are quite definitely taking place. And we are doing everything in our power to ensure that our members will experience a safe trade fair. Especially in times of crisis, the sector meeting is of the highest significance.

Autor	Petra Steinke
Fotos	Redaktion, Mobimedia
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Publish your collection ideas digitally in the showroom, on the web and at the point of sale: Intelligently linked with all marketing data and omnichannel control: whether photos, 3D animations or videos - intelligent interfaces provide suitable support. Write directly from the workbooks and your own brochures, in line with the ordered goods, for a sales-boosting presentation. Empathic, mobile, interactive.



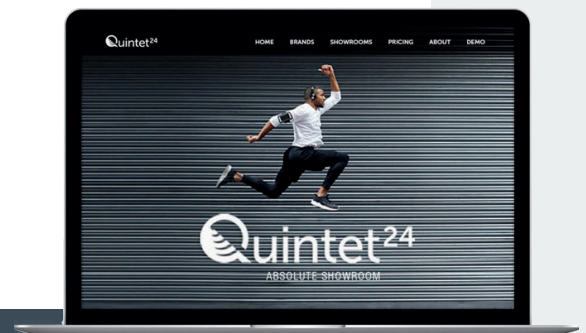
DIGITAL SHOWROOM



Goods control, space management in retail and wholesale and online channels, collection presentation in the showroom or simply via joint video conference. Of course with integrated order and intelligent limit controlling. Safe, user-friendly and fast.

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