



# VF Corporation

## About VF Corporation

VF Corporation is a US-American clothing company based in Denver, Colorado. The company is listed on the S&P 500 stock index. As one of the largest clothing companies in the world, VF Corporation is the market leader in the sale of underwear, work clothing and backpacks.

The company was originally founded in October of 1899 in Wyomissing, Pennsylvania by the banker John Barbey and a group of investors under the name Reading Glove and Mitten Manufacturing Company, in reference to the city of Reading (Berks County, Pennsylvania).

In 1969, the company changed its name to VF Corporation. The group of companies encompasses nearly 40 brands, among these The North Face (since 2000), Timberland (since 2011), Eastpak (since 2000), Jansport (since 1986), Eagle Creek (since 2007), Smartwool (since 2011), Vans and Napapijri (both since 2004).

## Cooperation between VF and MobiMedia AG

### New market conditions

When the corona pandemic gripped the world in 2020, the sports and fashion industry was hit especially hard and struggled due to various reasons. Turnover from clothing sales collapsed in 2020. The year 2021 was also not kind to the fashion industry. However, VF has shown that companies in this sector can nonetheless cope with such a crisis and the immense challenges it presents.

### Digital advantage during COVID

VF was well-prepared for the new market-altering challenges. Digital presentation and order formats were elevated to the next level with the introduction of the new B2B tools by MobiMedia. VF can now offer its B2B clients a tool by which they can reach customers remotely without being physically present, allowing them to present collection content in a digital format.

### Project idea and process

At the end of 2019, MobiMedia, in cooperation with VF, had already developed a prototype for a new kind of B2B platform, and this prototype was then presented to the business. A solution was developed through an agile process and implemented in July of 2021 for some of the brands. The rollout for all other brands was realised by the end of 2021 based on a specified roadmap.



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## Case Study



### Our North Star

Build a fully integrated, future proof Digital Wholesales and Service Platform architecture supporting a seamless integration of digital assets along the entire processes (enabling strategies of physical samples reduction and sustainability) including virtual collaboration with customers on assortments, hybrid showroom experiences in addition to upgrading to industry leader levels processes and tools for sales order management, customer (Self-)service and marketing integration. Support strategic transformation on how to manage digital marketplace with Key/Strategic and Smaller accounts.



### Highlights – individual tools with focus on sales

#### Storytelling & brand experience

Look & feel of the latest generation, experience-oriented, digital story and merchandise presentation, individually customised storytelling and brand experience with focus on sales

#### Workbook functionalities

- Selection of workbooks for various target groups
- Configurable workbook views  
(side-by-side view, adjustment of text sizes)



#### Shared orders

- Intelligent order suggestions with highlights, top articles or promotional sales
- Background analytics tools, single-click order function

#### Responsive layout

- Depiction at POS ranges from large-scale screens to cellphone-sized displays
- Offering a much more comprehensive usage area for B2B users



## Sustainability

For VFC, the user-friendliness and flexibility of the platform stand out. These features make it possible for clients to access intelligent order suggestions and sales-promoting sample orders while also benefitting from an improved guided experience and increased consultation, resulting in an enormous efficiency gain as well as savings of both time and money.

Thus, the reduction of physical samples and other resources offers an important advantage that optimally aligns with VFC's sustainability goals.



What do the users say about the solution?

Which optimisations does the new B2B portal provide and what are its benefits?

10 brands and about 8000 active users are taking advantage of the new MobiMedia B2B platform. Thus, VFC has laid the foundation for a future-oriented sales process and the conservation of further resources.

“Quintet B2B has proven that it can generate added value: clean digital presentations for every collection as well as stable and quick integration within our ERP system. MobiMedia tools provide insights, almost in real time with respect to the performance of our brand as well as relief for our back office.”

“Intelligent and interactive”

“The digital presentation of new collections and key looks afford sales employees a high degree of interaction with their customers, providing access from any location and at any time of day.”

“MobiMedia Quintet has proven that it can generate added value: clean digital presentations for every collection as well as stable and quick integration within our ERP system. The platform and B2B webshop provide insights, almost in real time with respect to the performance of our brand as well as relief for our back office.”



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What are your staff saying about the new possibilities offered by the MobiMedia solutions?

#### "Tremendous advantage"

"We are seeing a tremendous advantage in the presales area as MobiMedia Quintet delivers real-time information about articles: out-of-stock notifications, still-open and possible delivery dates, colours, sizes or also combination and promotional articles."

#### "Enormous relief"

"All orders received worldwide are immediately transmitted to our ERP system and processed there if necessary or automatically forwarded to the next processing step, which provides enormous relief for our back office!"

#### "Selling made easy"

"MobiMedia Quintet makes the future of sales easier for everyone – customers, sales staff and management."

#### "Selling digitally"

"The solutions have truly been customised for our sector. The deployment of MobiMedia Quintet allows us to also sell digitally."

#### "User-friendly and flexible"

"For us, the user-friendliness and flexibility of MobiMedia tools stand out. These features allow us to offer some customers independent order preparation while others benefit from remotely guided consultation, resulting in an enormous efficiency gain while saving both time and money."

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#### "Sustainability"

"The reduction of physical samples and other resources such as travel expenditures offers an important advantage that perfectly aligns with VFC's sustainability goals."



### "User-friendly and flexible"

"For us, it's the user-friendliness and flexibility of the MobiMedia tools that stand out. It allows us to offer some customers independent order preparation, while providing other customers with remote consultations. This means huge efficiency gains on both sides, saving time and money."



### About MobiMedia

The fashion industry is characterised by highly complex sales structures. Software solutions by MobiMedia combine traditional solutions for sales representatives with highly individualised B2B webshops. For this purpose, MobiMedia depicts the complete order process between manufacturers, merchants as well as independent retail and online channels. The digitisation of shopping processes (1) realises high saving potential, (2) allows companies to react more quickly on the market and (3) prevents media disruptions with respect to product communication as well as between departments.

### News from MobiMedia: the Quintet24 platform. How does Quintet24 work?

Manufacturers can use Quintet24 to present their collections in digital workbooks, which offer a combined view of article, product and marketing information. Thus, this "digital brochure" not only supplies merchants with order data but also depicts any important information regarding the merchandise – as e.g. image and photo materials as well as decoration ideas – resulting in a convincing store presentation. The visual planning tool gives commercial purchasers control at all times over their sales and assortment areas – from preorders to daily inventory management. Moreover, Quintet24 also allows for repeat and mobile orders at the point of sale. The use of the platform is free of charge for merchants.