

The Automotive Aftermarket in Focus of progressive digitalisation

Customer proximity through digital solutions

Digital platform opportunities for the aftersales industry



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Editorial ---

The third "Trend Report" edition: Competence with respect to technology and the human factor

Dear readers,
Welcome to the latest edition of Trend Report, with a collection of new and exciting articles and topics. And one of these articles features a premiere: Speed4Trade has published its own auto parts shop index for the first time. Using an intelligent algorithm, we have calculated the distribution of sales in German B2C online shops. From now on, we will publish this "AA-STARs" index twice a year to provide the most accurate information possible about future developments in the auto parts trade. Read more about this study on page 12.

While I'm sitting here thinking about the success of online shops and the many influences this has on the auto parts and tyre industry, it occurs to me that the human factor is a major element of this success. In retail and IT, we often tend to think exclusively in terms of processes and projects. We often forget about the people who control and execute these increasingly complex processes. The technological competence of employees is becoming steadily more important success factor for manufacturers and distributors. The quality of processes is no longer the only aspect to consider. This is becoming more and more evident to us as a software company. In the auto parts wholesale sector, I am interested to see how retailers attract the best people: experts who know how to build digital

platforms. Rare and highly sought-after are these experts often in start-ups to be found, co-working together in offices in big metropolises.

The big fashion retailer Zalando says of itself: "We are not a trading company, we are a technology company." And like Zalando, many start-ups entering the automotive aftersales industry are also absolutely data-driven. Admittedly, products on their platforms are currently rather clumsy and need more work. However, the "newcomers" are learning more every day. With the aid of data analysis they can precisely determine how to digitally improve their business model. They have a fully customer-centric view and ask themselves on a daily basis: "How do our customers use our services and how



can we make things faster, easier, more convenient and cost-effective for them?" In my view, our greatest opportunity is to follow their suit.

I wish you every success in your business and a worthwhile reading!

Sandro Kunz
Managing Director Speed4Trade

Trend topic "Headless Commerce"

When it comes to commerce platform technologies everyone is talking about "headless" solutions

Headless-Software and Headless-Integration are currently some of the most trendy options when choosing to build a commerce platform. Server systems were called originally "Headless" because they feature over no screen or any other graphic output devices. They will be operated as a back-end system by front-end applications. To prevent the shopping tour from turning into a horror trip like in the 80s movie classic "It Takes Two", here are some hints.

"Headless" and the "Hydra"

Actually, transferring data to existent online shop systems or commerce platforms is nothing new. Decoupling the front-end logic (i.e. what the customer sees when shopping in the online shop) from back-end processes and the necessary transactions in the background has been standard for many years now. However, front-end technology for customer contact points, also named touchpoints, is currently exploding. Mobile Devices, voice recording, Point of Sale Terminals (POS), the Internet of Things, Connected Cars, WhatsApp and Chatbots as an interface to the customer require a more flexible front-end commerce platform.

Front-end and back-end systems no longer have a one-to-one relationship. The back-end is becoming "headless" and the front-end is developing into a multi-headed "Hydra". The market demands this variety of touchpoints – there is no way around it, but the future is uncertain. Just like the monster in Greek mythology, as soon as one head is cut off, many more grow in its place. The complexity of the required shop systems is increasing rapidly.

This diversity is technologically possible due to powerful interfaces that securely and reliably connect the many "heads" to the "body". The resulting fundamental technical independence has now led to the idea of organising



About the author:

Wolfgang Vogl is an expert in e-commerce and the Director of Business Development at Speed4Trade. He has over 30 years of experience in working for and with software companies and specialises in digital business models and commerce platforms. As an author, he writes for the Speed4Trade blog, Computerwoche and ChannelPartner.



Wolfgang Vogl on Xing:
www.xing.com/profile/Wolfgang_Vogl4/



"The market demands this diversity of touchpoints, there is no way around it."



front-end and back-end development teams as separate entities. Sometimes it goes so far, that online retailers express their desire to develop their own front-end functions with their own web designer or their advertising agency.

Many touchpoints, little knowledge?

However, the more functional the front-end application is, the deeper the knowledge of back-end modules needs to be. Extensive knowledge is required in order to display an article with an image, description, price and availability in the front-end. For example, which micro services need to be addressed using which API and which parameters should be implemented in order to receive the necessary data for the display?

Conclusion:

It's a clear "yes" in using headless commerce platforms. There is no way around it, due to the increasing variety of customer touchpoints. But it's a "no" when it comes to the separation of front-end and back-end teams. After all, the front-end teams also need extensive knowledge about which functions the back-end can provide.

Links for further reading:

"Mit Headless-Commerce neue Einkaufserlebnisse schaffen", Handelskraft:
speed4trade.com/neue-einkaufserlebnisse

"Kopflös in die Zukunft – Wem nutzt Headless E-Commerce?", Shopanbieter:
speed4trade.com/wem-nuetzt-headless-e-commerce

"Going to Market Faster: Most Companies Are Deploying Code Weekly, Daily, or Hourly", New Relic:
speed4trade.com/going-to-market-faster



Interview with Wolfgang Vogl: —

"To satisfy the auto driver, must be the goal"

Not a day goes by without new reports about restructuring or job cuts in the automotive supplier industry. What changes do repair shops need to make? Does online trading in automotive parts and tyres have the potential to compensate for the decline in sales elsewhere? We interviewed the expert in e-commerce Wolfgang Vogl, who specialises in digital business models and commerce platforms.

1. Mr. Vogl, how do you think customer behaviour will develop over the next few years?

Wolfgang Vogl: The big question for the future is whether drivers who lease vehicles will still be able to decide which repair shops to use. Intermediaries are planning to develop repair shop routing portals according to their

own rules. These include insurance providers, leasing companies, fleet providers, automobile clubs and not least the automakers themselves. I think that as a result, insurance providers etc. will make contractual arrangements with their customers to ensure they use specific services.



“Auto-Services still have a strong market position, because at the end of the day, every platform needs a service who can incorporate the spare part in the vehicle.”

2. Should providers therefore rely on platforms and marketplace portals as the future of online trading?

Vogl: Platforms bring providers together with prospective buyers and customers in a digital marketplace. The fact that customers can see the full range of options in one place is the solution to the battle for customer access. The ultimate goal of all efforts must be to satisfy the auto driver. The principle is not new, as evidenced by existing service platforms such as Carroobi.com, Fairgarage, eBay and Amazon. When a driver searches for the right spare part, the process should be completed on a platform which allows the driver to book an appointment with their chosen repair shop, while also providing information about prices and the preferred method of payment.

3. How is the aftermarket industry developing?

Vogl: There is currently a lot of movement in the industry. The key concept here is CASE, i.e. Conected car, Autonomous driving, Sharing economy and Electric vehicles. A petrol engine has at this point approximately 4,000 auto parts, a hybrid vehicle has 4,500 but an electric car has only 3,000. And: In terms of leasing and car sharing services, the customer may no longer own the car at some point. Auto parts manufacturers will increasingly need to sell to end customers themselves, as this direct customer access is becoming more important.

4. How important are big players like Amazon and eBay for the industry?

Vogl: These marketplaces are particularly suitable as a gateway into online trade in auto parts and accessories, as they already have a high level of awareness and traffic. Amazon shows us every day that customers are happy to be seduced if the offered service is faster, easier, more convenient or more cost-effective. You don't need your own shop system to trade on Amazon and you can gain initial online experience – businesses should take advantage of this. And eBay, for example, has always had the eBay Motors area, which is optimised for the sale of auto parts. eBay Motors clearly has the end customer in mind, but it's no secret that many repair shops also buy from eBay themselves.

5. What advice do you have for repair shops, but also auto part dealers or manufacturers who want to start selling on marketplaces?

Vogl: When starting to sell on marketplaces, the best place to begin is with highly sought-after products, for example. Products that very few competitors supply or products which stand out due to their lower price. When getting involved, suppliers can use the product data in the catalogues published by the data provider TecDoc. When the business runs well, the suppliers can expand their marketplace range or even guide customers to their own shop or platform.

6. In your opinion and from what you have seen so far, do you think that on a long term their activities will represent a threat to the industry?

Vogl: This is how it works: as in many other areas, Amazon always starts with fast-rotating products that are easy to display. After this learning phase, Amazon usually gets started properly. And the advertised vacancies show that they are explicitly looking for employees with experience in the automotive parts trade. Amazon has been targeting commercial customers such as repair shops for some time in its B2B portal “Amazon Business”. The next logical step would be to find the right repair shop for the purchased part.

7. What particular recommendations do you have for the repair shops?

Vogl: Individual repair shops are unlikely to have the financial resources to operate their own platform and route customers to their repair shop. They rely on the activities of their system providers and auto parts wholesalers. That's why it's important to develop a shared strategy against or maybe together with a newcomer, as soon as possible. At the moment, repair shops still have a strong market position – at the end of the day, every platform needs a repair shop that can install the spare part in the vehicle. However, if repair shops rest on their laurels for too long, third-party platforms will determine the rules of the game at some

point. This almost always leads to price wars and lower margins among providers. This can be clearly observed in other industries which are more advanced in the platform economy.

8. Which specific measures can they take?

Vogl: I would recommend that repair shops look for connections to brokerage portals and digital fleet management solutions as an initial step. If you are clear about your goals and expectations, you can set up an online portal or a shop. Alternatively, entry into marketplace trading should be considered, as you won't need your own shop system and it is easier to gain initial online trading experience. Another option is to buy a platform that has reached a certain maturity: an example from another industry is the tool platform Contorion, which was taken over by the established Hoffmann Group for 130 million euros.

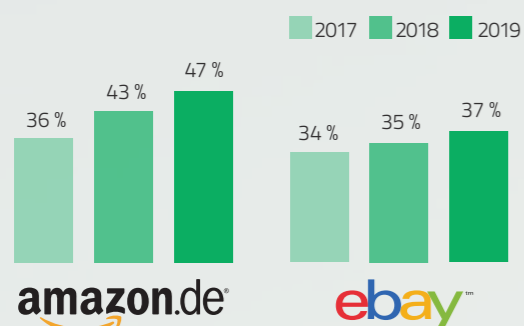


Key facts

Up-to-date figures and statistics

The marketplace movement of online shops in Germany

Even the large high-revenue online shop operators recognise the need to start selling on marketplaces. Almost one in two operators trade on Amazon, while more than one third trades on eBay. Ebay should actually be regarded as much significant in the automotive sector.



Percentage of the top 1,000 online shops that are active on each marketplace.

Source: Statista/EHI – E-Commerce-Markt Germany 2019: [speed4trade.com/marktplatz](https://www.speed4trade.com/marktplatz)

234M.

Since 1998, traders on eBay.de have sold more than 3.2 billion items, from which approx. **234 million auto parts**.

Source: etailment, "Marktplatz: eBay will mehr Kontrolle übernehmen": [speed4trade.com/ebay-fulfillment](https://www.speed4trade.com/ebay-fulfillment)

70%

of aftermarket experts expect new digital players (e.g. Google, Amazon, and eBay) to gain a **significant share of revenues and profits** of the automotive aftermarket by 2030.

Source: Study by McKinsey&Company, "Ready for inspection – the automotive aftermarket in 2030": [speed4trade.com/mckinsey](https://www.speed4trade.com/mckinsey)

80%

of car drivers did not receive any additional offers last time when they bought tyres.

Many dealers and repair shops have difficulties in offering any other type of products or services when selling tyres. Some additional offers may include tyre storage, tyre services such as balancing, wheel alignment or car services (e.g. vehicle check, oil change).

Source: Trend-Tacho-Studie of the professional journal »kfz-betrieb« and the expert organisation KÜS: [speed4trade.com/kfz-betrieb](https://www.speed4trade.com/kfz-betrieb). The full study is available at info@kfz-betrieb.de.

Which products do end customers and dealers buy on parts portals?

Most popular online shopping items are, for example, car filters, clutch or brake components, engine oil and care and cleaning products.

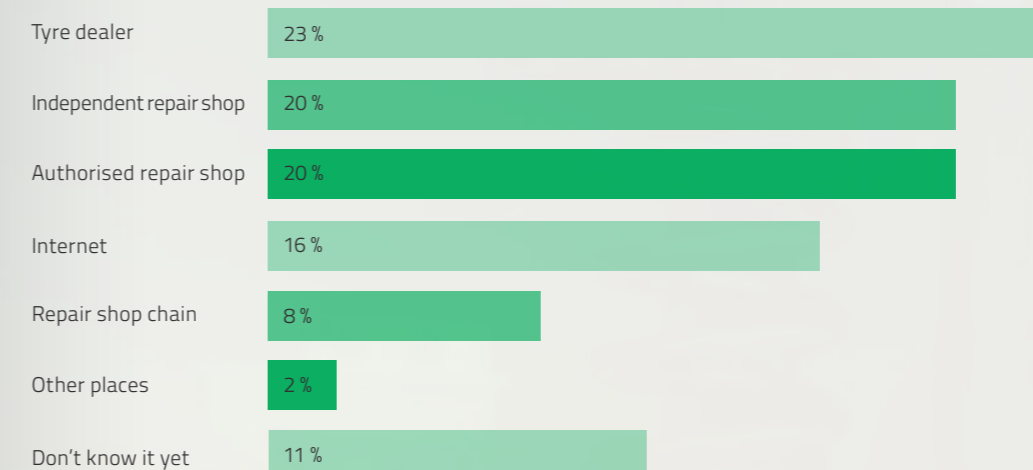
Source: puls Marktforschung "Kauf von Autoteilen im Internet", Umfrage 2019: [speed4trade.com/puls-kauf-autoteile](https://www.speed4trade.com/puls-kauf-autoteile)



of German car drivers are using online portals in order to do some form of research to compare prices or buy auto parts and accessories online.

Source: puls Marktforschung "Kauf von Autoteilen im Internet", Umfrage 2019: [speed4trade.com/puls-kauf-autoteile](https://www.speed4trade.com/puls-kauf-autoteile)

Where do you intend to buy your next tyres?



The internet as a source of supply in fourth position clearly shows the increasing importance of online trading in the auto parts and tyre segment. With regard to the results of the study, creating a network of sales channels is particularly useful.

Source: Trend-Tacho-Studie of the professional journal »kfz-betrieb« and the expert organisation KÜS: [speed4trade.com/kfz-betrieb](https://www.speed4trade.com/kfz-betrieb). The full study is available at info@kfz-betrieb.de.

Exclusive insight: Five auto parts shops dominate the market

Take better decisions with the new auto parts shop index AA-STARS

An auto parts shop index to identify the leading parts online shops on the digital market – made by Speed4Trade. Read more about the exciting results of it.

Impartial market overview twice a year

The name of the new auto parts shop index AA-STARS derives from the whole German title and means Automotive Aftersales Speed4Trade auto parts and tyre shops. The index shows a revenue ranking of the German B2C online shops over a period of six months. For this study there were used published and thereby with an important gross-revenue B2C online shops only on a limited segment of auto spare parts (among others without tyres). The analysis shows the ranking of the 20 top-sellers from over 260 shops.



The Top 5 shops already made the lion's share with sales (46.3%), which is almost half of the total online shop market of around 106 million euros during the first half of the year. Kfzteile24.de (market share of 11.8%) is at the top of the auto parts shop index. Pkwteile.de (11.3%) follows on the second place and is just under half a percent ahead of the well-known chain store Atu.de's online shop (10.8%). Autodoc.de (6.5%) comes fourth, while the fifth place has been awarded to the auto parts supplier Atp-autoteile.de (5.9%) located in the Upper Palatinate. This large proportion shared by the top five is a wake-up call for auto parts suppliers and shop operators to make sure that they do not lose touch with this market.

The reader can find in this study:

- The top online shops in Germany
- Review of the automotive aftersales segment "Car spare parts"
- Survey period: Sept. 2018 – Feb. 2019
- 6 months market overview using intelligent algorithms and impartial data collection

An important note: the auto parts shop index is only available in German.



First edition of the study AA-STARS

The study report contains information about

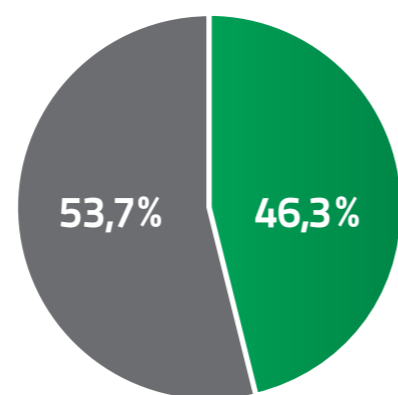
- > Competition in the auto parts segment
- > Market distribution
- > Total market volume
- > An assessment of own potential in order to derive measures

“Competition and market analyses are becoming increasingly important as they secure decisions,” says Torsten Bukau, Head of Partner Management & Strategic Alliances at Speed4Trade. “AA-STARS aims to close a gap in the field of market studies. In our opinion, this has resulted from an excessive influence of subjective data sources. Therefore we have avoided interviewing shop owners in our survey.”

Bukau continues: “We look at the shops with an outside view, starting with the question of whether the shop appears in a search performed by an end customer. We use a constantly refined algorithm to objectively calculate the gross sales of the online shops and estimate the real sales distribution within the restricted market as accurately as possible.”

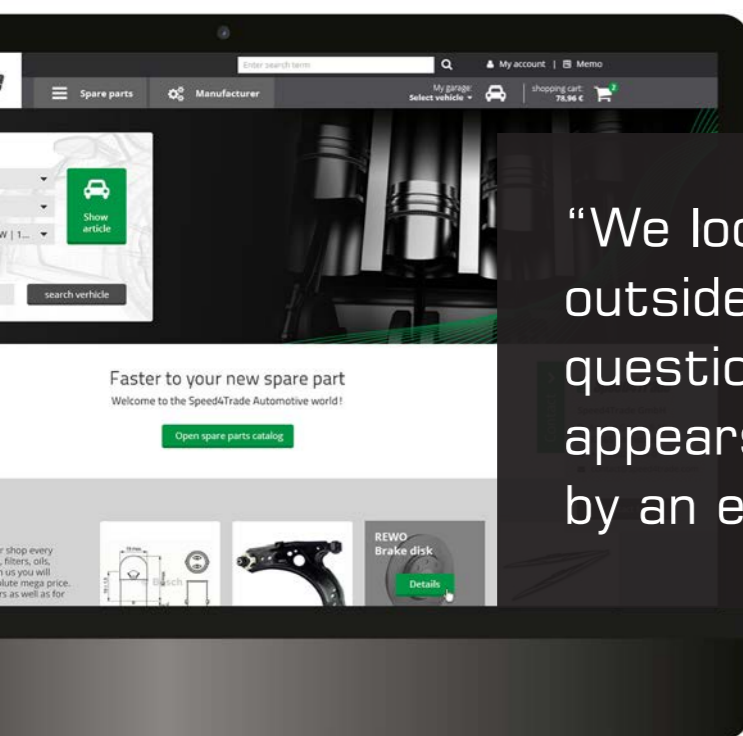
As an outlook, potential seasonal differences, the market’s development dynamics and the individual competitors become visible in further indices. In addition to the status quo, the market dynamics should also be visible in future reports that will be edited every six months. The next study will take a closer look at the period from March 2019 to August 2019.

Market distribution
Top B2C shops (auto spare parts)



● Top 5 shops ● Other shops N = 261 shops

Alarming: The Top 5 shops make up almost half of the total surveyed market.

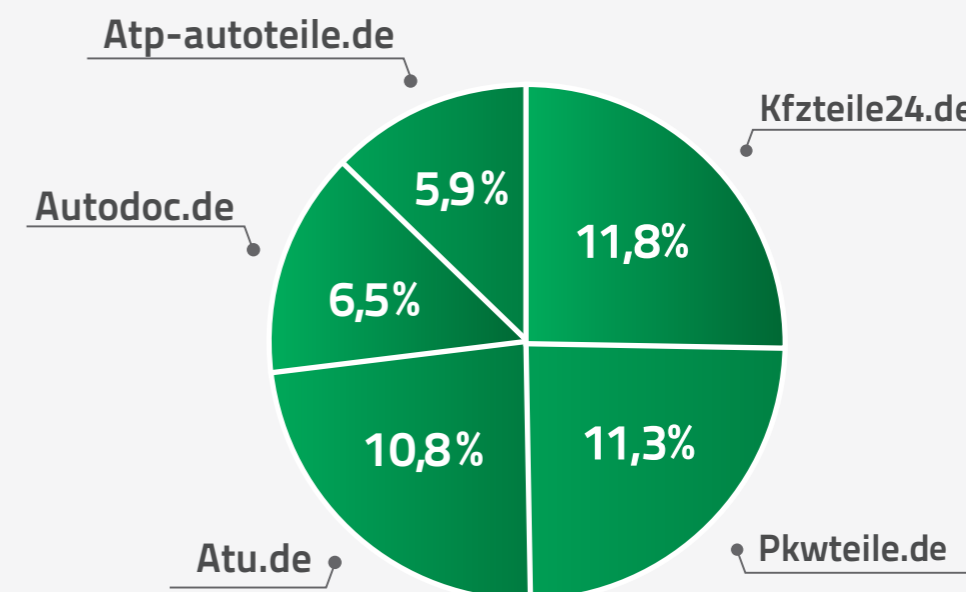


“We look at the shops with an outside view, starting with the question of whether the shop appears in a search performed by an end customer.”

Our specialist Torsten Bukau, Head of Partner Management & Strategic Alliances at Speed4Trade, performed the AA-STARS study.

Send him a non-binding inquiry at analytics@speed4trade.com to discuss your data requirements in other market areas and ask any questions not addressed in the study report.

Market distribution top B2C shops (auto spare parts) – detail



Total volume, gross sales from 261 registered shops: approx. 106 million euros (6 months: Sept. 2018 – Feb. 2019)

It’s worth a look: the evaluations of the last survey periods and the study report for the current auto parts shop index is permanently available to download free of charge at: speed4trade.com/aa-stars

Retail revolution

(Partial) Disruption in the auto parts trade

The journey from opening the first department store to the first Amazon order was a long one. Both events have something in common: they represent a disruptive development in the trade of retailing. It took even longer before e-commerce entered the automotive aftermarket.

Back to the roots

When Leonhard Tietz opened his first shop in Stralsund in 1879, he had no idea that it would develop into a chain of department stores that still defines the high streets of many cities in Germany today. As a result of industrialisation, people flocked to the cities. What could be more obvious than creating a place for people where they can find everything they need for everyday life under one roof? Avoiding the time-consuming tradition of negotiating prices, Tietz instead offered goods at a fixed price against cash payment and introduced a right of exchange. "Kaufhof", or today's "Galeria Karstadt Kaufhof", was born.¹

The first order on Amazon in 1995 was preceded by the development of the internet. It began its triumphal march precisely as a result of its decentralised structure and the ability to transfer information, data and communication. Amazon founder Jeff Bezos has changed the world of retail forever with the idea of using the internet to trade goods. Just like Leonhard Tietz before him.

Online trade: Conditions for disruption fulfilled?

Disruptive developments occur when traditional business models, products, technologies or services are partially or completely replaced. While innovations do not usually change the market in any fundamental way, disruption causes the existing model to be completely restructured or broken up. The fact that online trading poses a challenge for traditional trading means that the criteria for a disruptive development have generally



been met. However, does this also apply to online auto parts trading? So far, only in some circumstances.

Up-to-date status of online parts trading

Online auto parts trading started on eBay, the original flea market of the internet. ATP Autoteile emerged from an eBay shop and has developed into one of the largest German auto parts dealers. However, online retail in the automotive aftermarket was not taken seriously for a long time and is now at a crossroads.

Auto parts shops are primarily located in the B2C sector and are aimed at hobby mechanics and car fanatics. But this target group is limited. In Germany it makes up a maximum of 10% of the volume across all product groups. It can be assumed that it will shrink further as a result of the technological development of vehicles and the changing social climate.

It is therefore no surprise that most major online shops such as Mr. Auto, Oscaro and Delticom saw declining turnovers in 2018. Online trading is slowly reaching its limits in the B2C auto parts segment and is causing many dealers (e.g. Autodoc) to increasingly position themselves internationally. The focus is on the B2B market. Online auto parts procurement has been so far an inexpensive alternative for repair shops when they require unusual

items not included in the official delivery structures. In 2017, 4% of repair shops at most would consider buying auto parts online. Repair shops authorised by volume brands were most willing to do this.

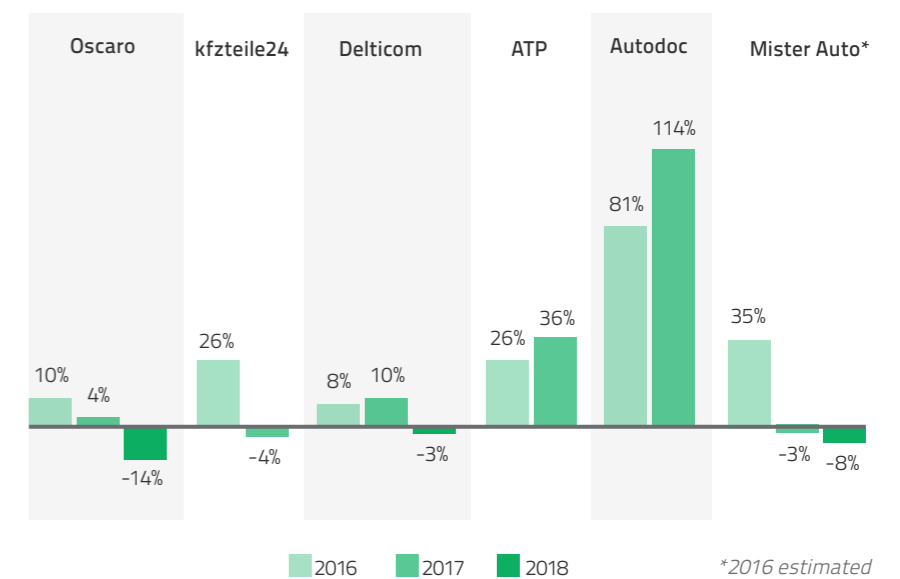
AAMPACT2's "Online Trade 2018" study found that the larger an online shop, the higher the number of sales to repair shops (44%). In the case of smaller shops, sales are lower at just 30%. Large shops tend to buy products from auto parts manufacturers rather than wholesalers – so there is still a lot of potential for manufacturers here. In this respect, we can only speak of partial disruption in this market. Further digitalisation steps are required of repair shops to be taken for complete disruption. Digital business models in the aftermarket deserve separate consideration and analysis. For now, it can be concluded that repair shops are used to being supplied from

wholesalers several times a day and also appreciate their support. In a fully digitalised, i.e. fully networked repair shop, these services are not always necessary: the repair shop's requirements can be determined weeks in advance and the deliveries can be managed accordingly if the client, supplier and the repair shop are digitally connected. Support is then integrated into this "network". This is a development that could become reality in the next ten years with the digitalisation of many areas of life.

Courses of action

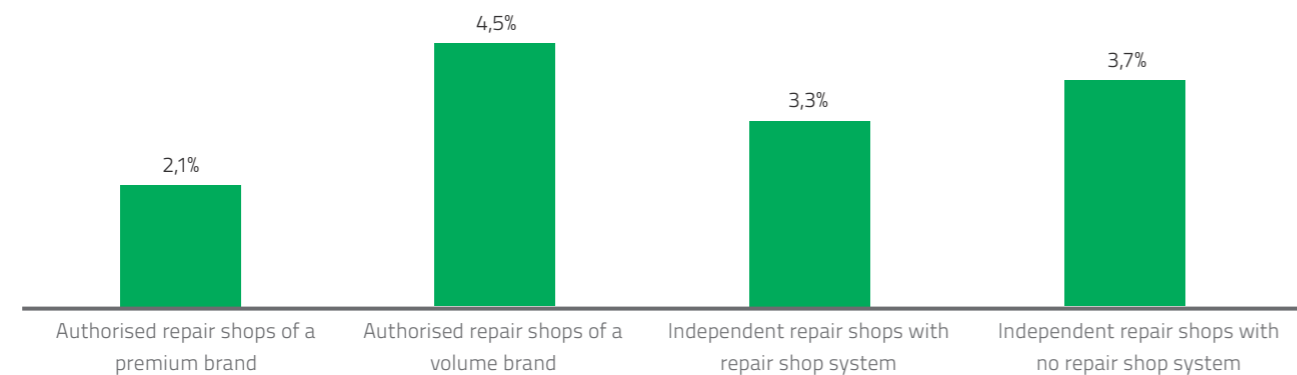
Where can auto parts manufacturers take action for sustainable structural change towards e-commerce? According to my observations, the majority do not differentiate between traditional and online sales. But they are two completely different sales channels which should be managed in different ways.

Sales development of major auto parts web shops as a percentage



Source: Access database, wolk after sales experts GmbH

Average share of car spare parts (without tyres) bought by workshops via B2C web shops



Source: The purchasing behaviour of workshops in the area of conflict between IAM and OES, wolk after sales experts GmbH

Manufacturers essentially have the following options:

- List products with third-party providers such as Autodoc, Oscaro and Amazon
- Direct sales to end users via their own web shop
- List a range of products on marketplaces such as Amazon Marketplace and eBay Motors
- Combination of all options: Independent internet retailers who also sell on marketplaces

The answers to the following questions can help to decide how to proceed:

- Who are the traditional retailers who get the most sales from the online buyers?
- Where do online buyers obtain their goods and under what conditions do the goods end up in the shopping cart?

- How do you get online retailers to buy goods directly from the manufacturer?
- What significance should have the online sales within the company's own organisation?
- Should the existing sales team also be responsible for e-commerce or a combination of both through the establishment of an e-commerce competence center?

The online buyer also depends on good product information. Just as shelves need to be filled in an offline retail, someone needs to monitor the presentation of goods on the various online channels. But it does not work without some support.

Sources:

1 Hertie.de "Leonhardt Tietz": speed4trade.com/leonhardt-tietz

2 AAMPACT study "Online Trade 2018": speed4trade.com/aampact



About the author:

Zoran Nikolic is the Managing Director of wolk after sales experts GmbH. He is an expert on strategy and the conception and implementation of projects in the automotive aftermarket and is author of the study "The Car Aftermarket in Europe". The company, which was founded in 1994, is a neutral market research and consulting network which specialises in the automotive aftermarket in Europe. From research to results, the company develops strategies and concepts for customers based on a unique aftermarket database. For more information, see www.wolk-aftersales.de.

wolk after sales
experts

Crisis potential in marketplace trading: No one buys my products – or no one finds them? ———

How product data management (PDM) helps improve product search

Have you ever tested how to find your products for sale within online marketplaces? You took all the necessary precautions – you thought. But your listing is still not among the first hits on Amazon, eBay or Tyre24. We'll tell you more about one of the most underestimated success factors when it comes to finding your product range: product data management (PDM).

Time spent well for powerful product texts

In order to be found on marketplaces, you need to set the right parameters. Product data management (PDM) is often underestimated by retailers, but is an essential success factor to avoid becoming lost in the mass of marketplace offers.

Devote time to maintaining your product data and fully describe products in detail.

With no product data or with poorly maintained data, customers searching for a new brake disc or exhaust system will quickly notice that they face a difficult challenge. They will not be able to recognise quickly enough whether a specific product is the right one. Last but not least, products without sufficient text information scare off Amazon, eBay & co. You should therefore devote time to maintaining your product data and make sure you fully describe products in detail. A decisive factor in the automotive parts marketplace trade is the vehicle match, which tells the customer whether a particular windscreen wiper is suitable for their Audi A6, for example. You may think that sounds very simple but in many cases it won't be put into practice.

Tip: Vehicle matches are particularly important in the case of auto parts that can be installed in several types of vehicle, ensuring that customers can find the information by using the full-text search and keeping the return rate low. If no allocation is made, a brake disc could be located and ordered, but in the worst-case scenario it may not fit the car and will be sent straight back.

The second step is powerful product names and features. The product name should include information about the manufacturer, product type, other specifications and part numbers. You should also include descriptive texts, attributes and categories, product sets, vehicle fitment lists and pictures.

Dos:

- Prepare powerful product names and features.
- Enrich the product designation with search-relevant content
- Vehicle allocation must be correct
- Create clearly structured entries to speed up listings

Automated processing using a PDM module

In the professional, data-driven environment of the automotive aftersales market, there is no way around automated product data management solutions for dealers. The major advantages of PDM modules with a parts catalogue connection are speed and data security. Auto parts catalogues such as the TecDoc catalogue collect spare parts data, standardise it across different manufacturers and make it available to dealers in a compact structure (e.g. pictures, part numbers, part-vehicle allocations). This parts catalogue data is merged with sales information. High-quality product offers are thereby created automatically with the help of a PDM module.

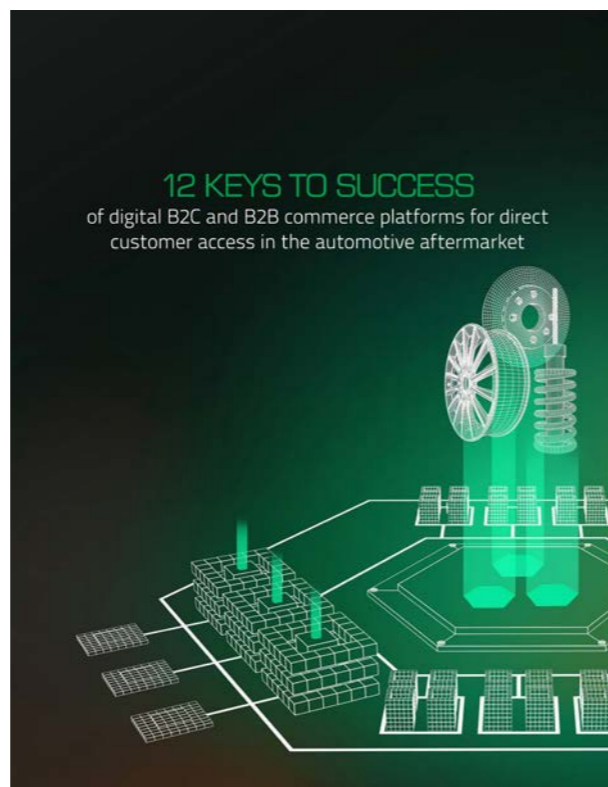
Some extra useful functions are especially important when trading on marketplaces. For instance using synonym words which adds other common search terms to the original name of the product (in the case of a brake disc, for example, caliper unit and brake caliper), are also particularly useful for trading on marketplaces. A solid commerce platform is required to use a PDM module, which supports the connection to marketplaces like eBay, Amazon, Tyre24, CHECK24 and others. As being a software basis, it supports data management, guarantees the process security and locates parts catalogue data.

Advantages of a PDM module:

- Reduced maintenance
- Simplified listing processes on marketplaces
- Automated data processing / enrichment
- Fewer parts returns as a result
- Optimal shopping experience for customers

So, being successful on the marketplaces is not rocket science. You can save yourself a lot of work and reach your goals faster with a high-quality product catalogue or a PDM module to hand. Proper product data management and the use of parts catalogues make it easier to find marketplace offers, keep the return rate low and sell more products which are guaranteed to be the exact match.

Speed4Trade's success recipes



Success story: thyssenkrupp Bilstein

With a strong platform to a harmonised online world

One of the largest automotive suppliers, thyssenkrupp Bilstein, reaches its end customers with a new online shop. With Speed4Trade as its implementation partner, a shop platform has been created as an anchor point for the widely diverse online landscape. Existing product data has been distributed more sensibly and several data sources such as prices and stock were fed into the shop.

All customer references and success stories can be found here:

[speed4trade.com/references](https://www.speed4trade.com/references)



White paper: Digital Platforms

Who will have direct access to customers in the future?

Twelve factors contribute to the successful establishment and expansion of digital trading platforms. For example, a product configurator cannot work without a central data management. A new white paper shows what you need to consider when deciding about digitalisation projects.

[speed4trade.com/trading-platforms](https://www.speed4trade.com/trading-platforms)



auto
mechanika

FFM



You can meet Speed4Trade at the Automechanika Fair in Frankfurt (8-12 September 2020), stand number E36, Hall 9.1, together with our partner wolk after sales experts GmbH.

Speed4Trade blog:

[speed4trade.com/blog](https://www.speed4trade.com/blog)

Speed4Trade newsletter:

[speed4trade.com/anmeldung-newsletter](https://www.speed4trade.com/anmeldung-newsletter)

We are happy to see you again – in our next Trend Report!



LEGAL NOTICE

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