THE
seamless
COMMERCE EXPERIENCE
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HISTORY
THE CHALLENGE
GABOR IN DEPENDENCY OF COMMERCE

5000 Retailer

20,000 POS

60 Countries

80% of Sales via retail
THE PAIN

Customer

Gabor

Retailer
Stationary Commerce is under pressure, dramatically losing market shares, Online share keeps on growing. That’s 30% online share right now in Germany.

Will stationary commerce be our downfall?
No D2C Commerce Experience so far
THE SOLUTION
THE MULTI RETAIL MARKETPLACE
WIN-WIN SITUATION FOR GABOR, MERCHANTS AND CUSTOMERS
THE BUSINESS MODEL

Webshop

Fulfillment

Retailer

Allocation

Accepting

Fulfillment Request

Purchase Order

Marketplace Commission

Gabor

MRM

PSP

Allocation

Marketplace Commission

Imagine 2018
THE TECHNOLOGY
**SOURCING**

1. Customer → WEBSHOP
2. Order → MRM
3. MRM: Allocation up to 3 times in 2 hrs
4. Retail first: Brick & Mortar → Gabor
5. Customer → Central Warehouse
6. Central Warehouse: up to 3 splits to Shop 1, Shop 2
7. Shop 1
8. Shop 2
9. Shop 1 → Customer
10. Shop 2 → Customer
THE EXECUTION
• Kick-Off Workshop to start project
• Implementing templates according to CI- and UX- requirements
• Implementing needed Custom-Features
• Integration of existing IT-Infrastruktur (ERP)
Online-Shop for employees launched as Closed-Beta
Integration and adaption of Magento Order Managements (MOM)
Testing all Payment- Interfaces
Connecting the Gabor Central Warehouse
Testing and optimizing the Fulfilment processes
• Connecting the first Gabor Store to MOM
• Successive extension of the user groups (employees of Gabor/service provider)
• Comprehensive test purchases including return processing
• Testing all processes (Order, delivery, retour) under Live-conditions
• Successive Optimization based on the test results
• Soft-Lauch of the marketplace via a first press report
• Invocation only possible over direct link, no integration in the official online appearance yet
• Connecting prime, extern Merchants to the marketplace
• Ongoing testing and monitoring of all important parameters
In February 2018, the Gabor marketplace was officially launched and will act as a future entry into the Gabor-world under www.gabor.de
Magento Multi Retail Marketplace Use Cases
STORE FULFILLMENT
MULTI SELLING CHANNELS AND INVENTORY LOCATIONS

- Web
- Mobile
- Stores
- Customer Service
- Digital Touchpoints

MRM

- Central Warehouse
- Single Retail Store
- Retail Store Networks
- Flagship Stores
GABOR SALES GENERATOR
80 STORES ON BOARD

400 revenue by the end of the year

+100% Revenue every month

50% Of Online orders go to Brick & Mortar

+20% In Store sales through Endless Aisle

+30% Turnover in Stores participating

imagine 2018
Sales / week

Ordered products / week

Week 15 shows a significant increase in both sales and ordered products compared to earlier weeks.

Image: imagine2018
After 3 month already #1 in sales of all Gabor Stores
QUESTIONS ?

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