

DIGITALES ORDER MANAGEMENT FÜR DEN B2B-BEREICH

WEBINAR



colect

GCS
CONSULTING

GermanFashion
Akademie





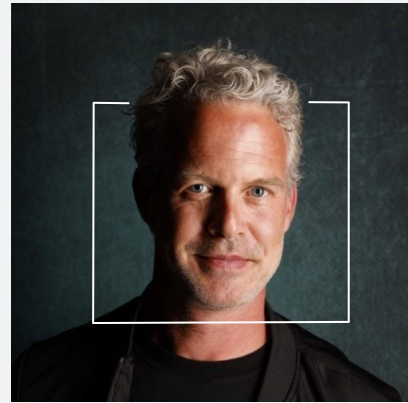
TODAY'S AGENDA

- Introduction Colect.io
- What do we solve?
- Customer journey
- Inspirational demo | Use cases
- Key takeaways | Added value
- Q & A

ABOUT **COLECT.IO**



COMPANY PROFILE



Robert Bolland

Co-owner



Marc Heinrich

Country Manager
DACH



Michael Van Kallen

Implementation
Manager



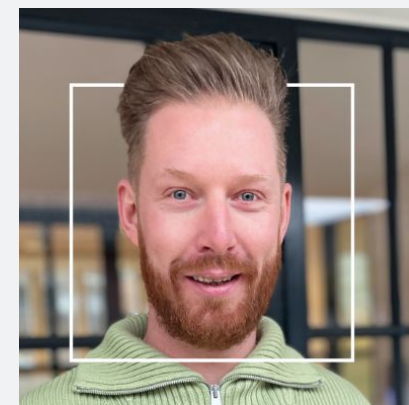
Niña George

Customer Success &
Operations Manager



Aron Vas Visser

Product Manager



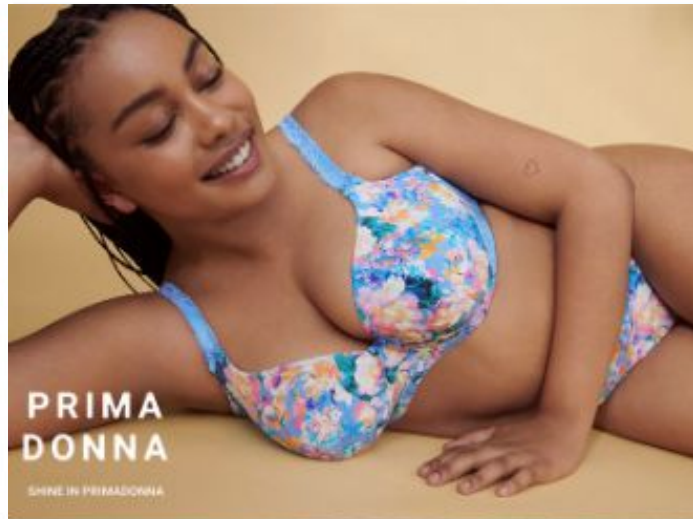
Richard Griffioen

Key Account
Manager

- Offices in Amsterdam & Paris
- Focus on Fashion, Footwear, Sports
Apparel, Accessories & Lifestyle
- Industry specific tech DNA
- Strategic Partner in digital transformation
- Industry tech leader with local presence



SPECIALIST IN FASHION & LIFESTYLE



800+

Trusted Brands

€ 4,5b

Processed Order Volume

15+

Years of Experience

50+

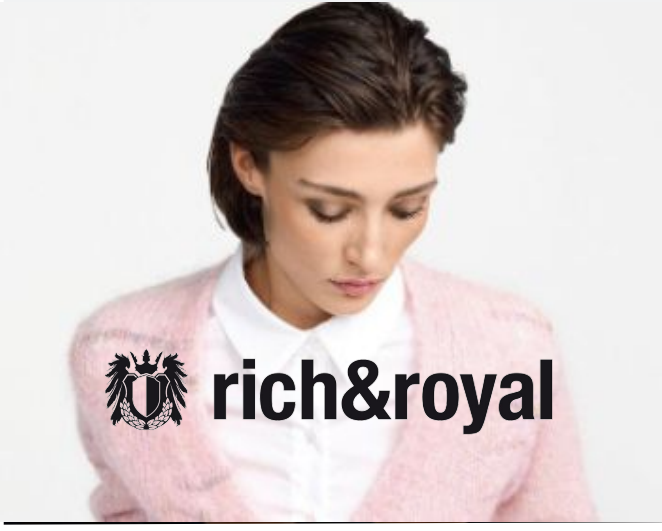
Passionate Professionals

40+

ERP, CRM, PIM integrations



STRONG PRESENCE IN DACH



WHAT IS COLECT

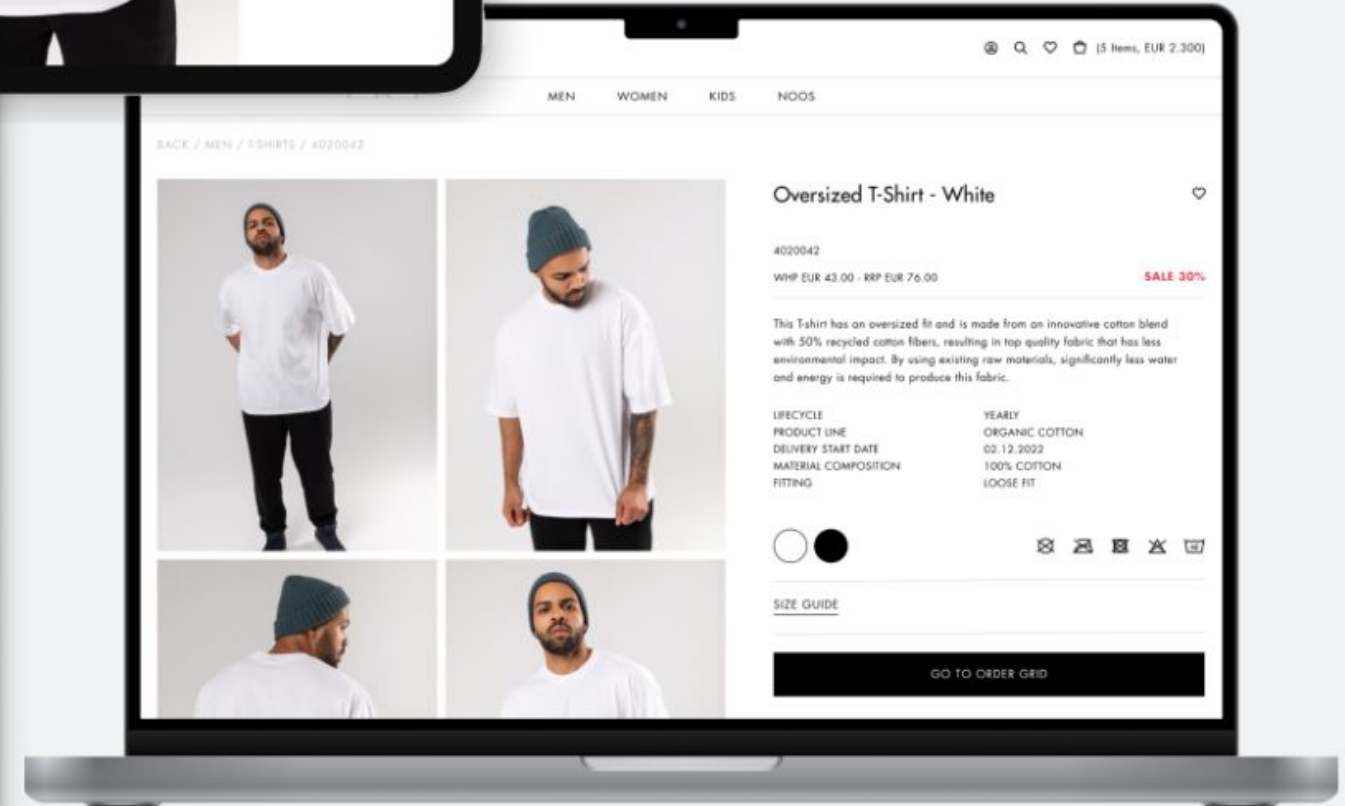
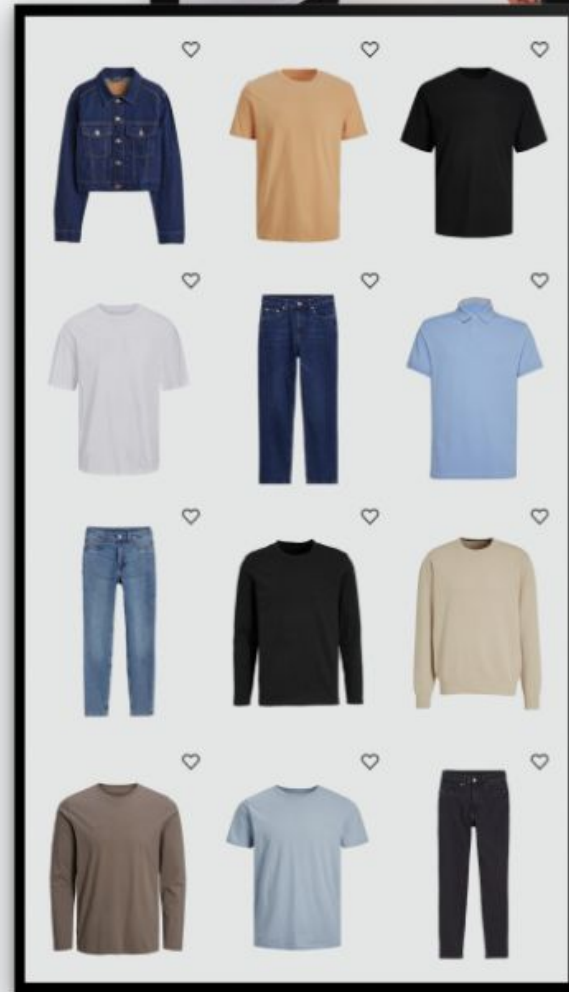
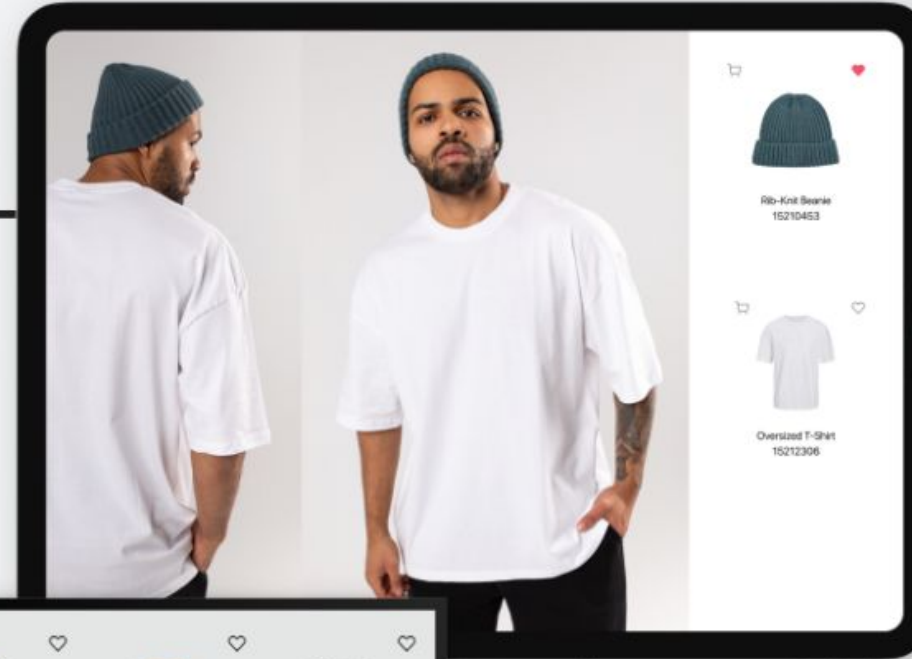
Colect is **strategic partner** for digital transition, which provides a **hybrid omni channel** focussed **brand platform** specifically designed for the sports, fashion & lifestyle industries.

- Intuitive, immersive & robust UX/UI
- Efficient & inspirational order taking
- Smart selling with data analytics
- Industry driven development



THE PRODUCT SUITE

SALES APP



BRAND PORTAL

HYBRID SHOWROOM

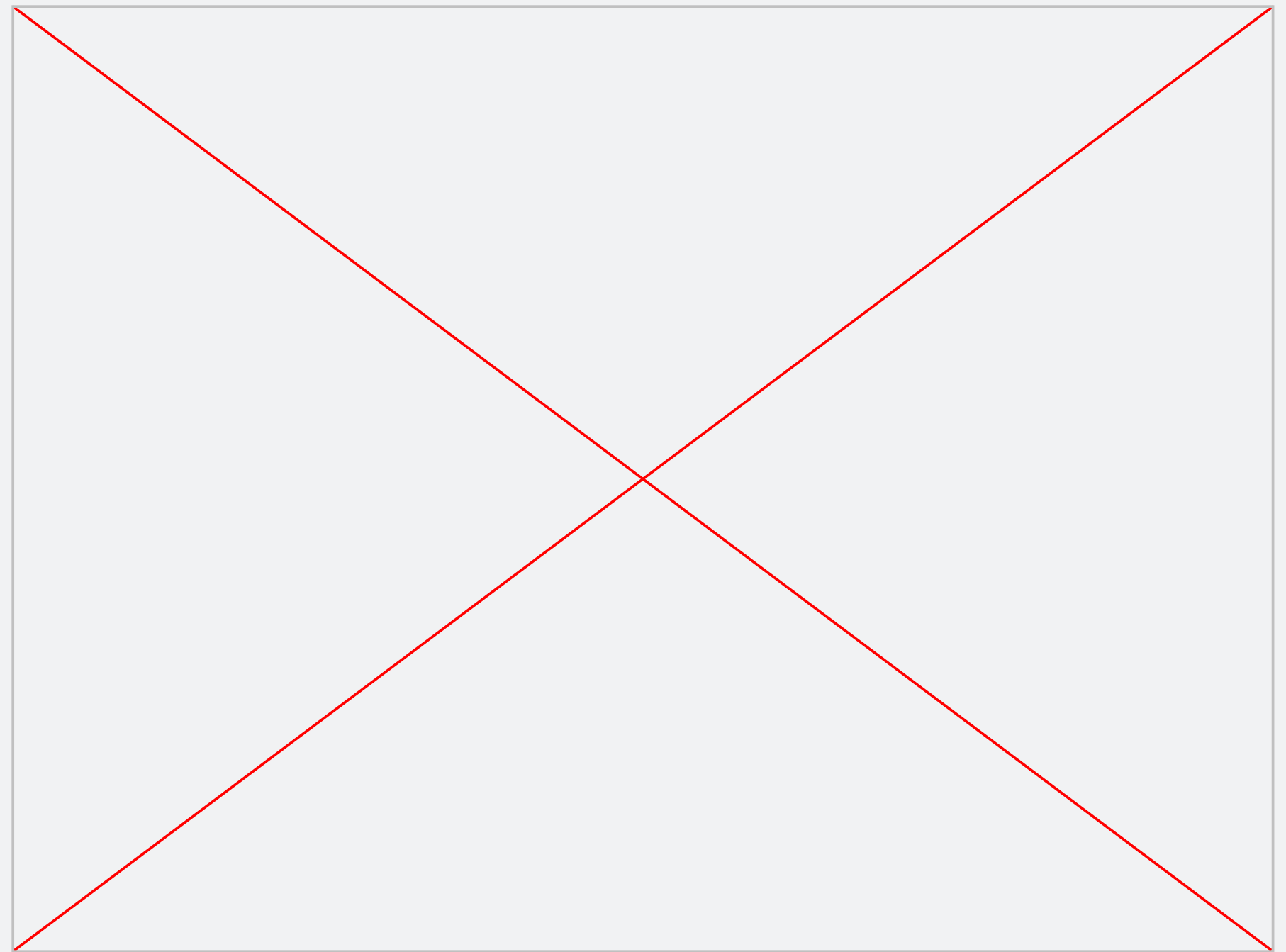


DIGITAL

SHOWROOM

Colect provides a holistic approach for your brand and showroom experience.

- **No extensive hardware** setup needed
- Use **existing screens** for display
- **Hybrid selling** mode with dedicated views for **all sales reps & agents**
- **Easy to use** and no training required





WHAT DO WE SOLVE ?

CHALLENGES

IN FASHION WHOLESAL



FRAGMENTED DATA & CONTENT

Fragmented brand and product content, product, customer and historical data instead of distributed in one central place.



INCONSISTENT JOURNEY

Inconsistency and lack of guidance in the wholesales journey.



PRODUCT DRIVEN SALES

Cherry picking instead of tailored order suggestions for customer(groups) and bringing collection presentations to life.



OUTDATED SALES PROCESS & TOOLS

Analogue sales process instead of hybrid and remote setup and lack of buyers and sellers digitally working together.



UNEMPOWERED SALES TEAM

Hardship of sales teams to tailor the product assortment and collection presentations to the individual retailer.



HIGH COSTS OF SALES

High (SMS) costs, printed catalogues and long time to market.

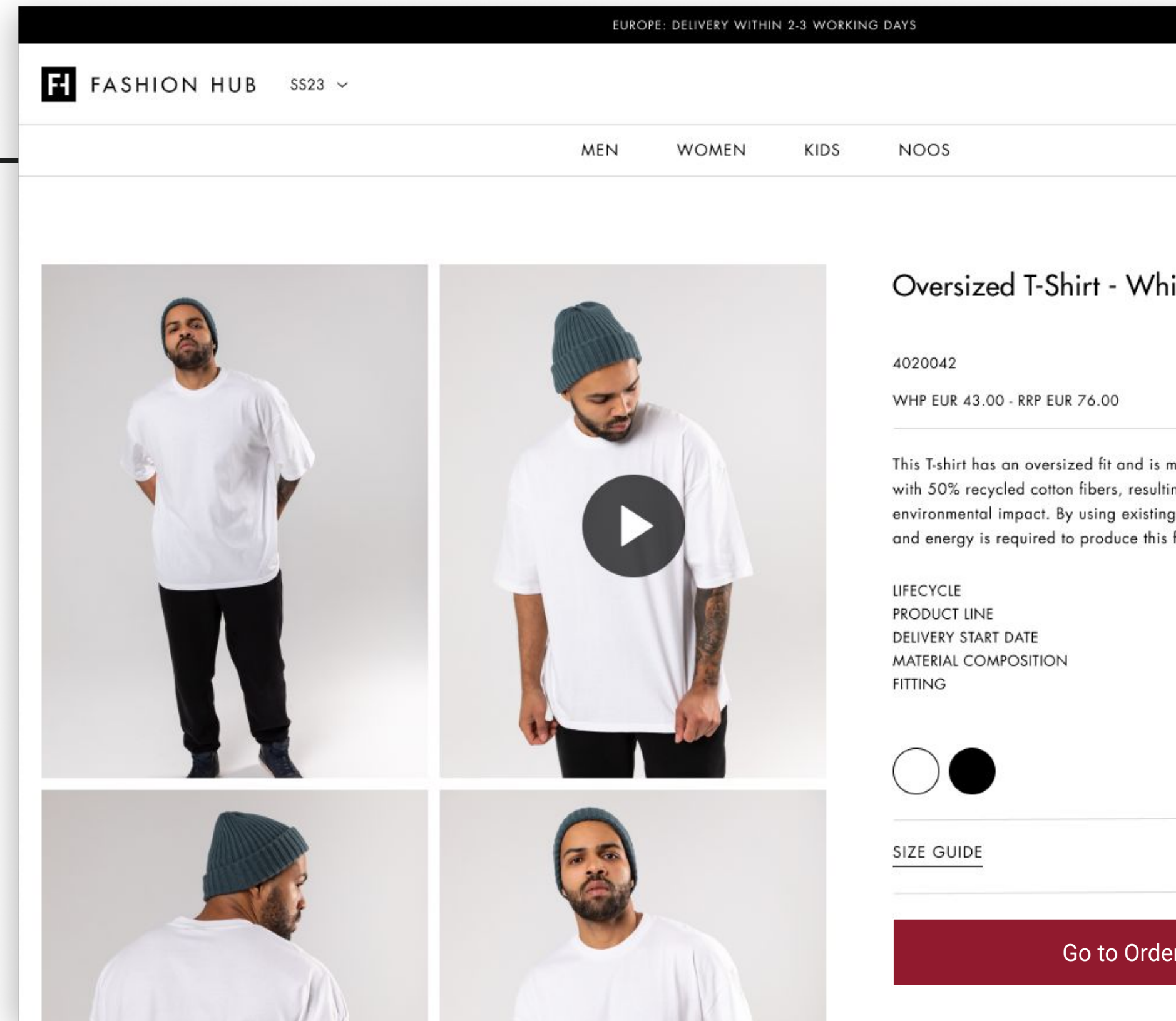


END-TO-END CUSTOMER JOURNEY



END-TO-END CUSTOMER JOURNEY

- Create **customer engagement** by storytelling face-to-face & online
- **Optimize sell-in** by customer specific assortment building
- **Grow sales & reduce time** by efficient pre and reorder process
- **Reduce costs & increase customer engagement** via private fully branded self-service portal
- Improve **brand consistency** in all touch points



Brand Portal

INSPIRATIONAL DEMO | USE CASES

KEY TAKE-AWAYS & ADDED VALUE

ADDED VALUE COLECT OFFERS

INCREASE ENGAGEMENT & GRIP

- Inspire and engage retail buyers through branded storytelling
- Turn cherry picking into guided assortment building
- Create a seamless brands experience from pre-order, re-order to after sales for all your current and future b2b customers

GROW SALES & REDUCE COSTS

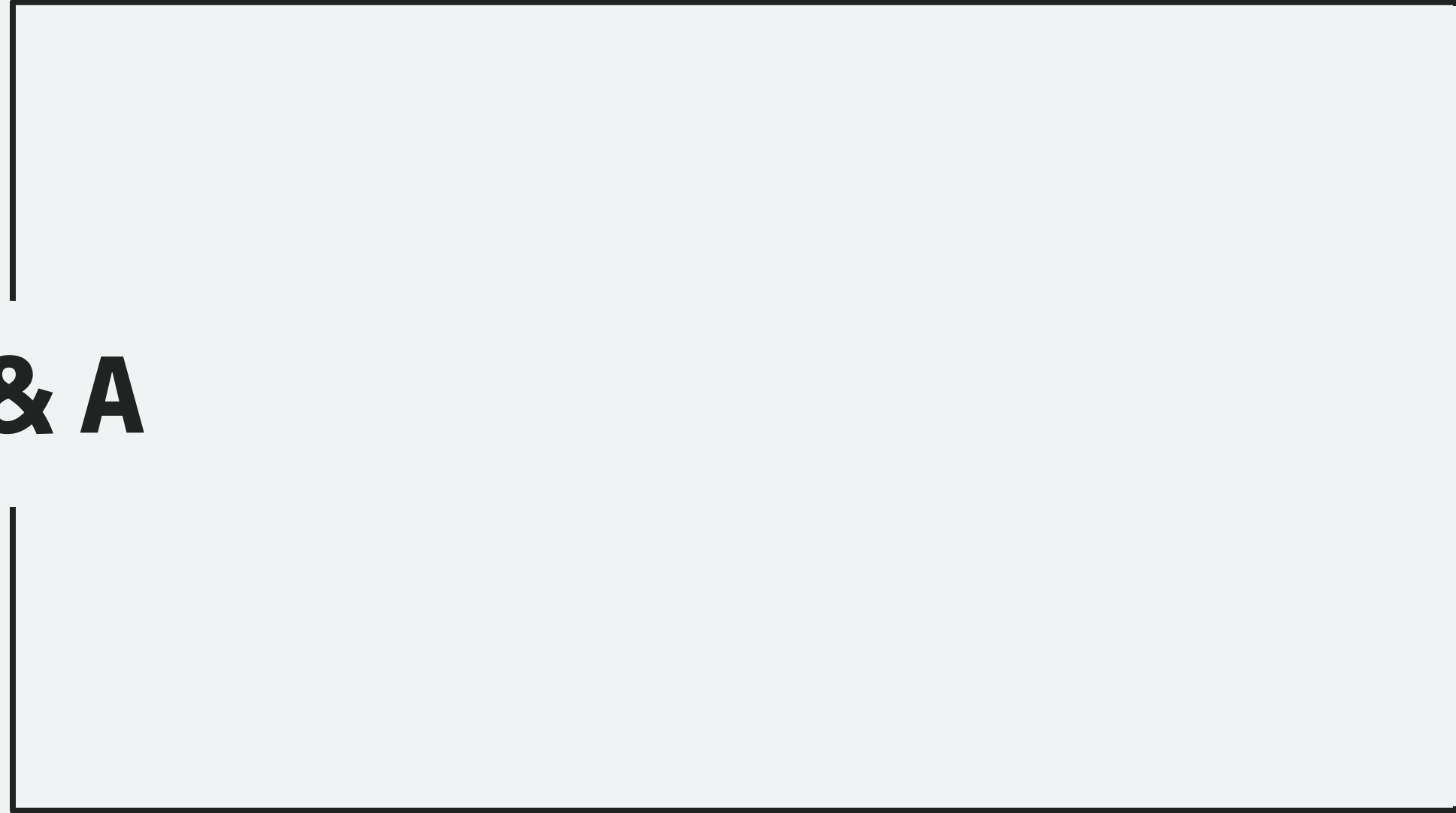
- Increase pre-order intake by tailored assortment building & smart ordering
- Reduce costs & complexity with one platform and end-to-end journey
- Reduce costs offering all your b2b customers 24/7 self service portal

CONTINUOUS INNOVATION

- Benefit from proven best practices of more than 800+ other brands
- Participate in (co-)development supported by the brand community
- Be part of the AI-first B2B order platform ([click](#) here to learn more)

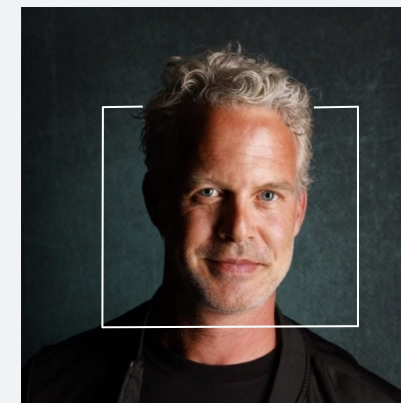


Q & A



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ANY QUESTIONS?



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LINKEDIN: [link](#)

www.colect.io