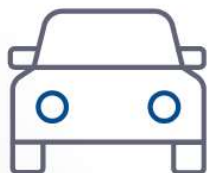
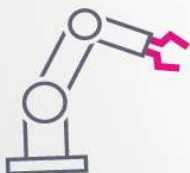




RECA Group Conference 2023

e-business *Workshop*



www.reca.com





Contact point e-business

Success factors when implementing e-business technologies

1. Be welcome
2. Join our world café
3. Time to work together
4. Reflect on your own!
5. We like to share with you: key take aways and e-business trends ...



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THE WORLD OF e-business
Your are welcome

e-business in the RECA Group

People and team



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Where do we stand?

Status quo - facts and figures

e-business share RECA Group 2023





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WORLD CAFE
Let's start working!

What do I have to do?

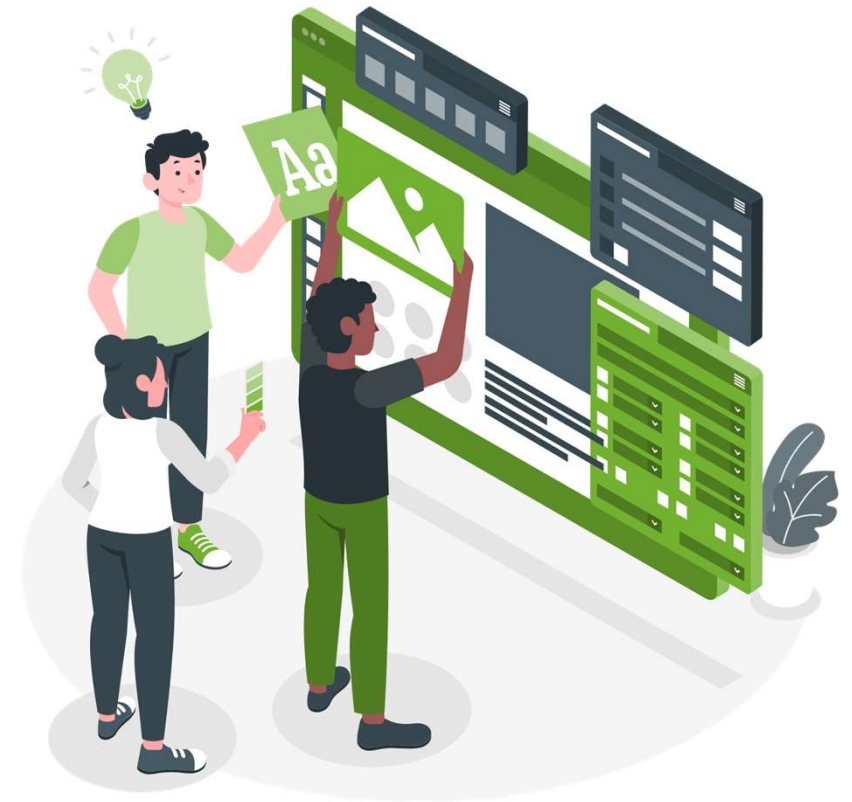
Our world café for e-business topics

What does world café mean?

- 3 stations, 3 topics, 3 groups
- active collaboration

What do I do at a station?

- There you find a question as well as a coach
- Work out solutions to answer the question
- Participate for max. 10 minutes
- At the last station, a group member summarizes the topic in the form of a pitch (max. 3 minutes)!

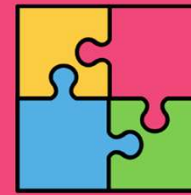


These are our main topics...

Success factors in the introduction of e-business technologies



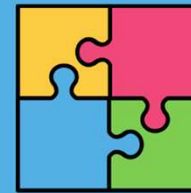
INTEGRATE



PROJECT



CONTROL



RESPONSIBLE



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WORLD CAFE
We summarize...

Solutions addressing our topics

Success factors when implementing e-business technologies



INTEGRATE

Integrate sales when implementing e-business solutions



PROJECT

Manage e-business projects successfully



CONTROL

Use analysis & reporting for decisions and controlling



RESPONSIBLE

Search and find e-business managers



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An overhead photograph showing the lower legs and hands of several people sitting around a dark wooden table. They are gathered around a silver laptop, with one hand pointing at the screen and another on the keyboard. The people are wearing various casual clothing like jeans, sweaters, and sandals. The background shows a patterned rug.

RESPONSIBILITY IN e-business

Time to work together

Topics

Success factors when implementing e-business technologies



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INTEGRATE

Integrate sales when implementing e-business solutions



PROJECT

Manage e-business projects successfully



CONTROL

Use analysis & reporting for decisions and controlling



RESPONSIBLE

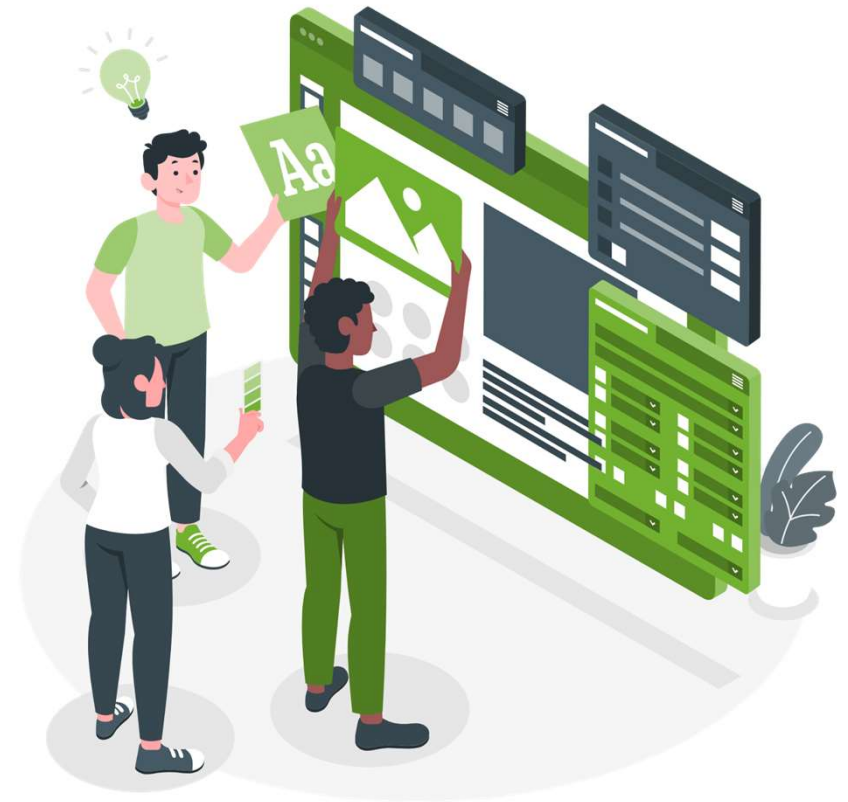
Search and find e-business managers

Another important task...

Responsible for e-business

Use a card and write down your thoughts about the following question:

What skills and competencies does the person in charge of e-business need?





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YOUR SUCCESS IN e-business
Be there and reflect

Reflect! Find your key take-aways...

Success factors when implementing e-business technologies



INTEGRATE

Integrate sales when implementing e-business solutions



PROJECT

Manage e-business projects successfully



CONTROL

Use analysis & reporting for decisions and controlling



RESPONSIBLE

Search and find e-business managers



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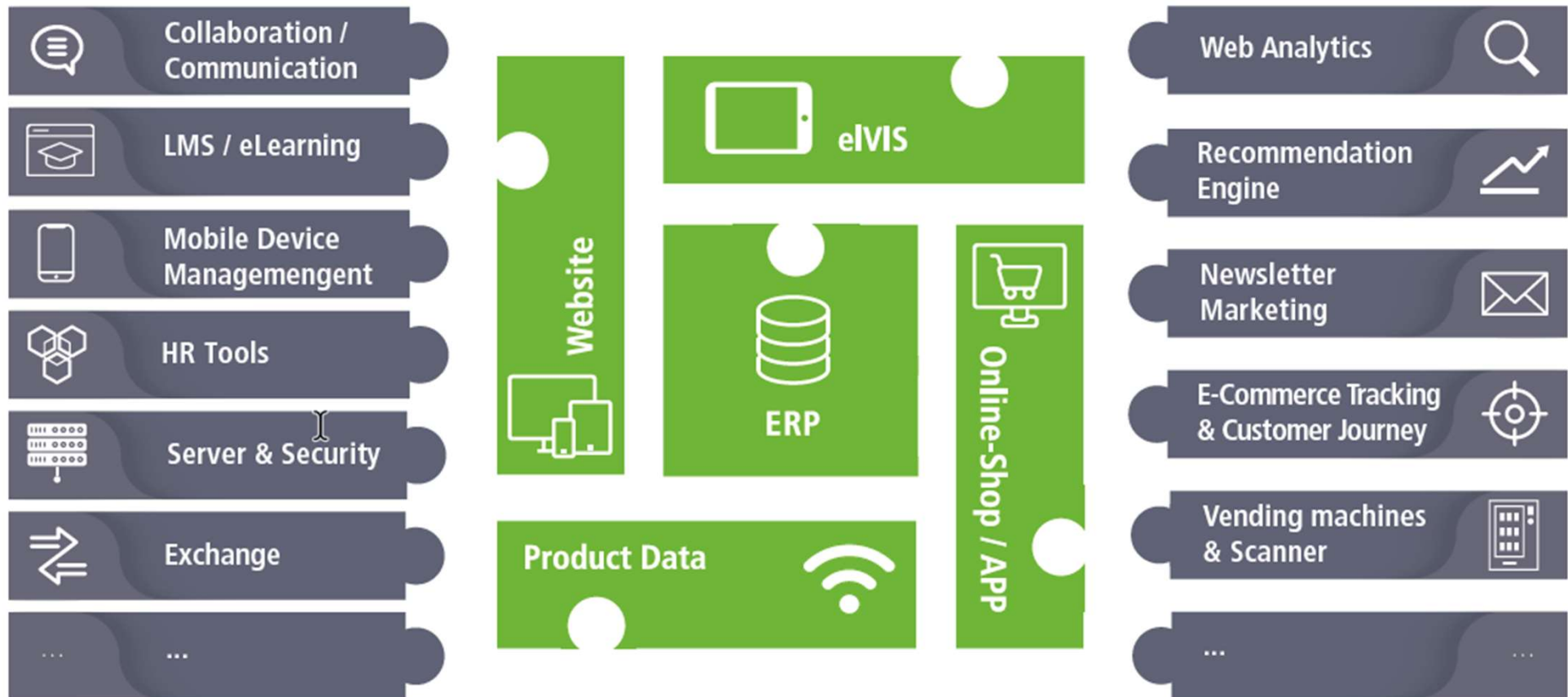
KEY POINTS

KEY TAKE-AWAYS

We'd like to leave you with this....

Technological overview in e-business

Success factors in e-business



Our key take-aways

Success factors when implementing e-business technologies

RESPONSIBILITY

- Someone has „to wear the hat“
- Someone coordinates or puts the focus on site
- Someone develops a roadmap / roadmap



INTEGRATION

- Integrate sales at an early stage, create motivation and transparency
- Interview customers to know their needs
- Education and training: consider keyusers from other departments



Our key take-aways

Success factors when implementing e-business technologies

PROJECT

- General conditions: systemic prerequisite data in the systems (ERP, PIM)
- Have an early planning & overall strategy in e-business
- Consider process and departments: do not separate the departments, resources



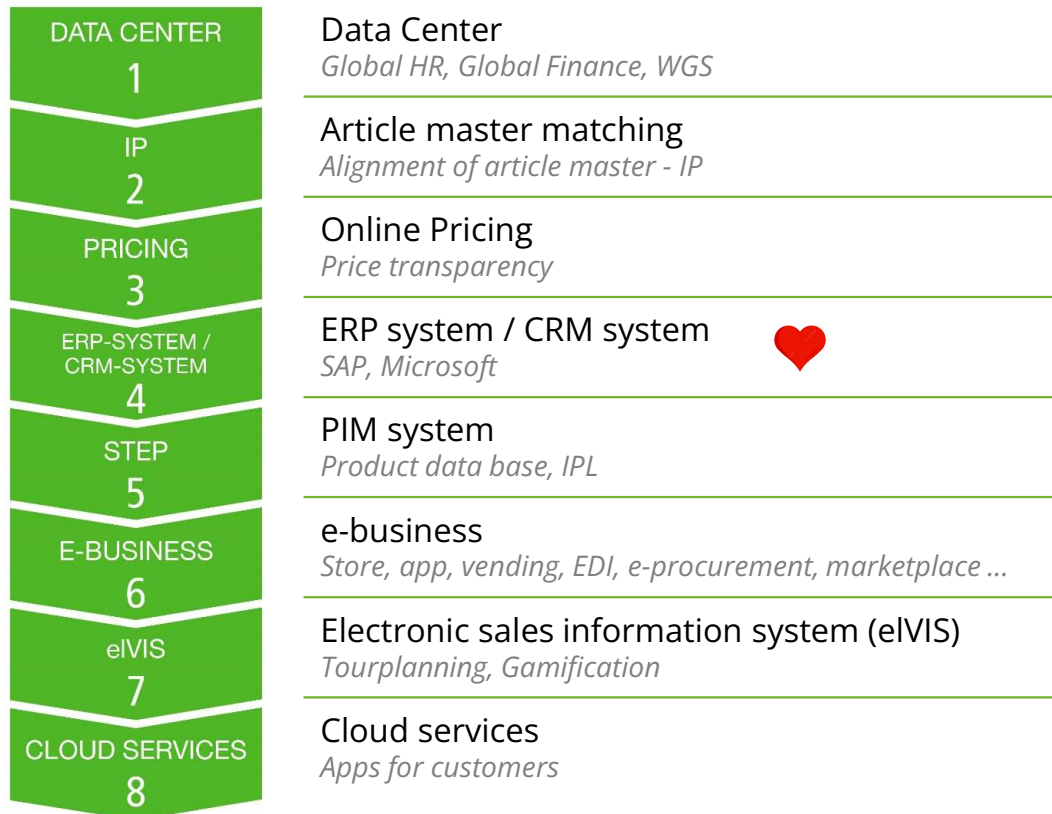
CONTROL

- Gain value from data, use the numbers (decisions, investments, success)
- Understand numbers and derive measures
- Talk, distribute and communicate the numbers as well as the goals



RESPONSIBILITY & PROJECT MANAGEMENT

Roadmap ... having a plan



A	Holistic IT / e-business strategy
B	Goals: standardization, harmonization, multiplication, compliance
C	holistic and integrated solutions
D	common further development



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TECHNOLOGY AND TRENDS

Facing the future



Future of e-business

Technologies and trends

MARKETPLACES AS GROWTH DRIVERS

- B2B sales of marketplaces grew by an average of **52%** in the past 3 years.
- Share of marketplaces almost doubled in three years (15% → 27%).
- Online-Shops grow "only" **19%** per year.

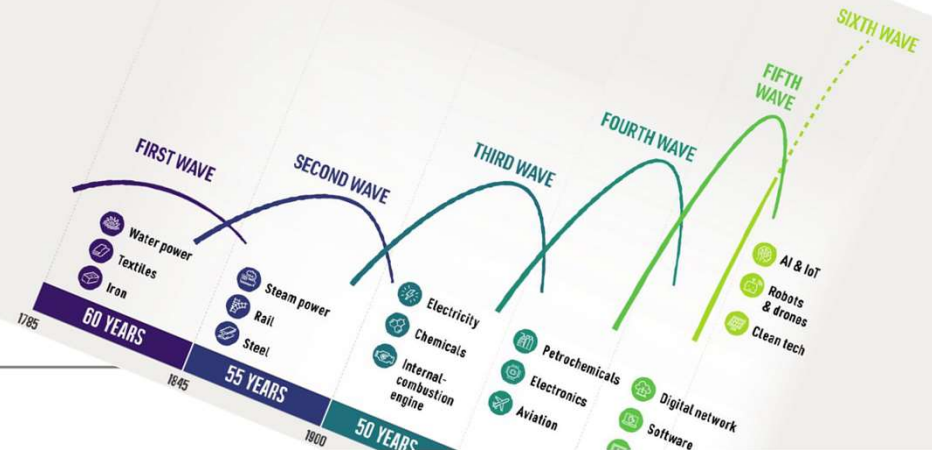


ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



INNOVATION CYCLES GET SHORTER



03.07.2023

Success factors in e-business

Future of e-business

Technologies and trends

- Artificial Intelligence AI
 - Define use cases (think broader) & prioritize, launch pilots (data protection).
 - Examples
 - Microsoft Co-Pilot
- Marketplaces
 - Development of marketplaces (supplier platforms), a creditor, article assortments
 - Marketplace from RECA Plus to Project Würth ONE
- E-Procurement & Systems
 - EDI connections
 - Vending solutions
- IoT & digital services

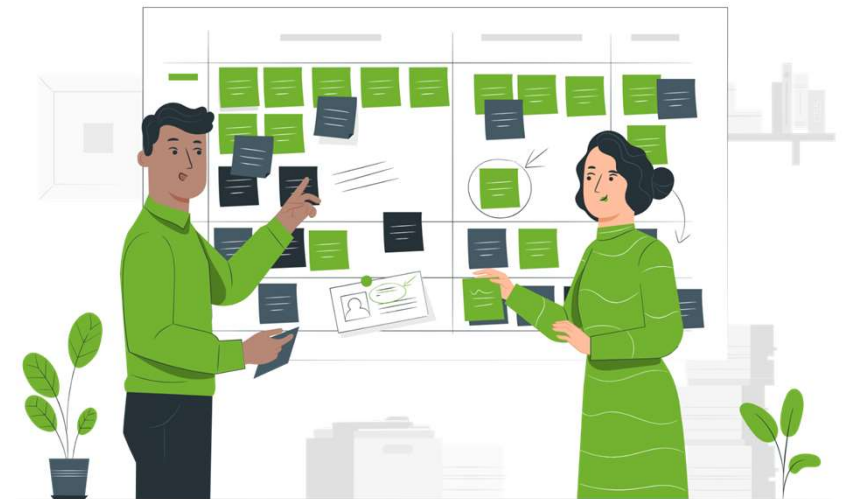


Using e-business solutions

Success factors when implementing e-business technologies

e-business solutions

- Save time and resources
- Customer service
- Add value for your customer
- Cut costs
- Automate processes
- Retain your customers
- Digitalize in automotive, industry and crafts
- Analyze data for great user experience
- ...





Thanks for being a part of it!