@ stichd

stichd verhoogt

Operational Excellence & Customer Experience

met de PitWall

stichd

We connect brands, retailers and consumers to create experiences that matter

100% dochter onderneming van Puma®
Essentials (B2B) en Fanwear (B2B en B2C)
- Essentials: Body- en Legwear
  - Puma, Tommy Hilfiger, Levis, Head en Calvin Klein
- Fanwear merchandise for Motorsport & Pro Football:
  - Mercedes, Red Bull, Ferrari, Mclaren en andere teams

Voor beide Business Units
- Design, Sales, Logistics, Marketing, Digital

Sales Offices
- Europa
  - NL, DE, FR, IT, ES, SE, UK,
- Zuid-Amerika
  - Mexico
- APAC
  - Shanghai en Hong Kong

Eigen distributiecentrum in Tilburg

STICHD BY-THE-NUMBERS

3.5K

CORE PRODUCT*

DETAIL	
More Product	+10%
More Brands	+1
More Categories	+2

25

SHIPMENTS / DAY (K)

DETAIL	
More Shipments	+6%
More VAS actions	+12%
Price labels	29M

4.5

CUSTOMERS (K)

DETAIL	
More switching to EDI	+9%
More moving to VMI	+23%
Point of sale	60K

68M

PACKS

DETAIL	
Online growth	+32%
Offline growth	+9%
More displays	+28 %

stichd

What is the role of IT at stichd?

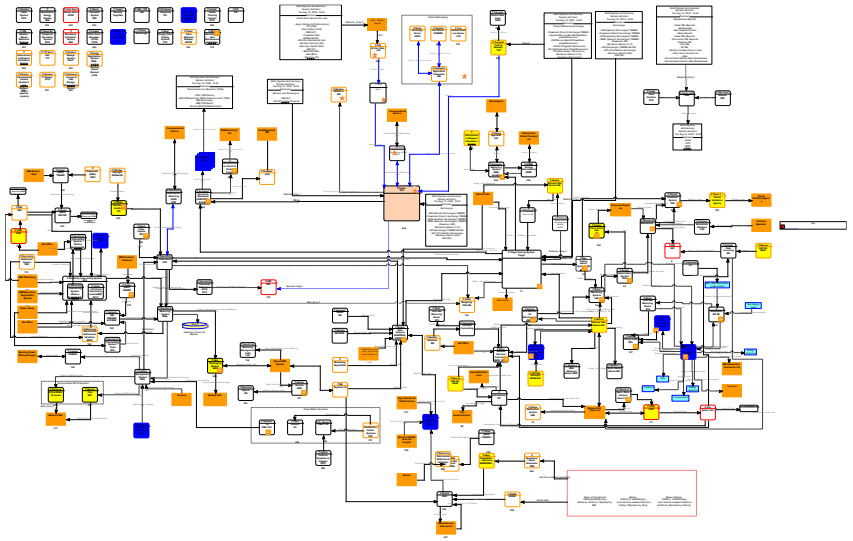
- Global IT support from HQ Den Bosch
- Information protection
- Software development
- App implementation and development
- Integrate applications and data
- IT is involved in a lot of projects
- Do things smart and use innovation for efficiency and effectiveness where possible

IT challenges at stichd?

- Changing IT-landscape -> Best of Breed strategy
- New Brands/ Assets, New Categories, New regions
- From B2B mindset to a consumer centric mindset
- Business is beginning to push; IT landscape needs to fast and flexible
- More Saas applications but still the need of aggregated analytics
- Integration as a service for our company
- Data driven is required more and more

Visie en aanleiding stichd

- **Iedere integratie staat nu op zichzelf**
  - Geen herbruikbaarheid van data entiteiten binnen het landschap
  - Niet vanuit een centraal specialisme
  - Niet volgens een eenduidig patroon
  - Tightly coupled en nog niet Loosly coupled



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- **De organisatie vraagt meer flexibiliteit en snelheid**
  - Geen all-in-one maar best-of-breed
  - Niet alles on-prem maar steeds meer PaaS en SaaS
  - Vanuit analytics is er juist behoefte aan een geïntegreerd beeld

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- **Hoe blijf je als IT in control?**
  - Grip op het landschap
  - Herbruikbaarheid
  - Beheersbaar

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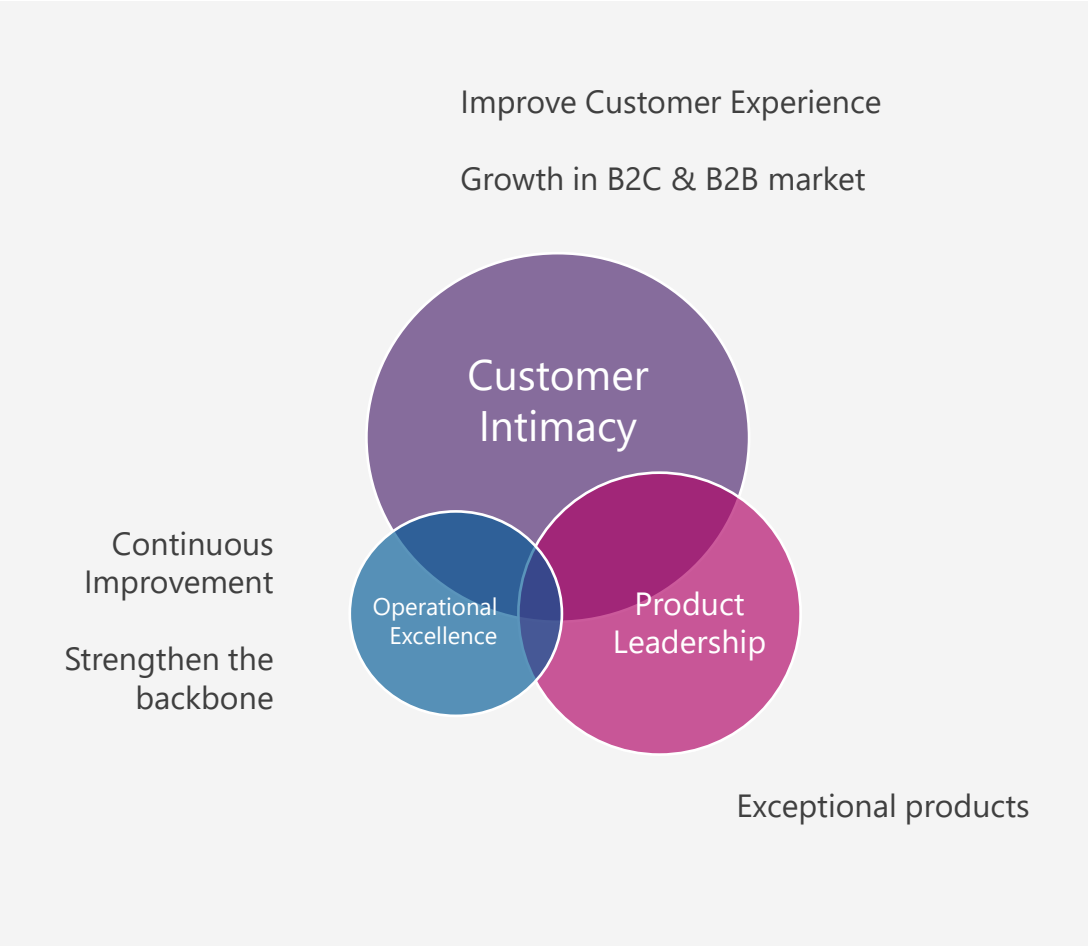
Basis op orde

- Supporting growth
- From Process- to Data driven
- Long lasting relationships
- Experiences that matter



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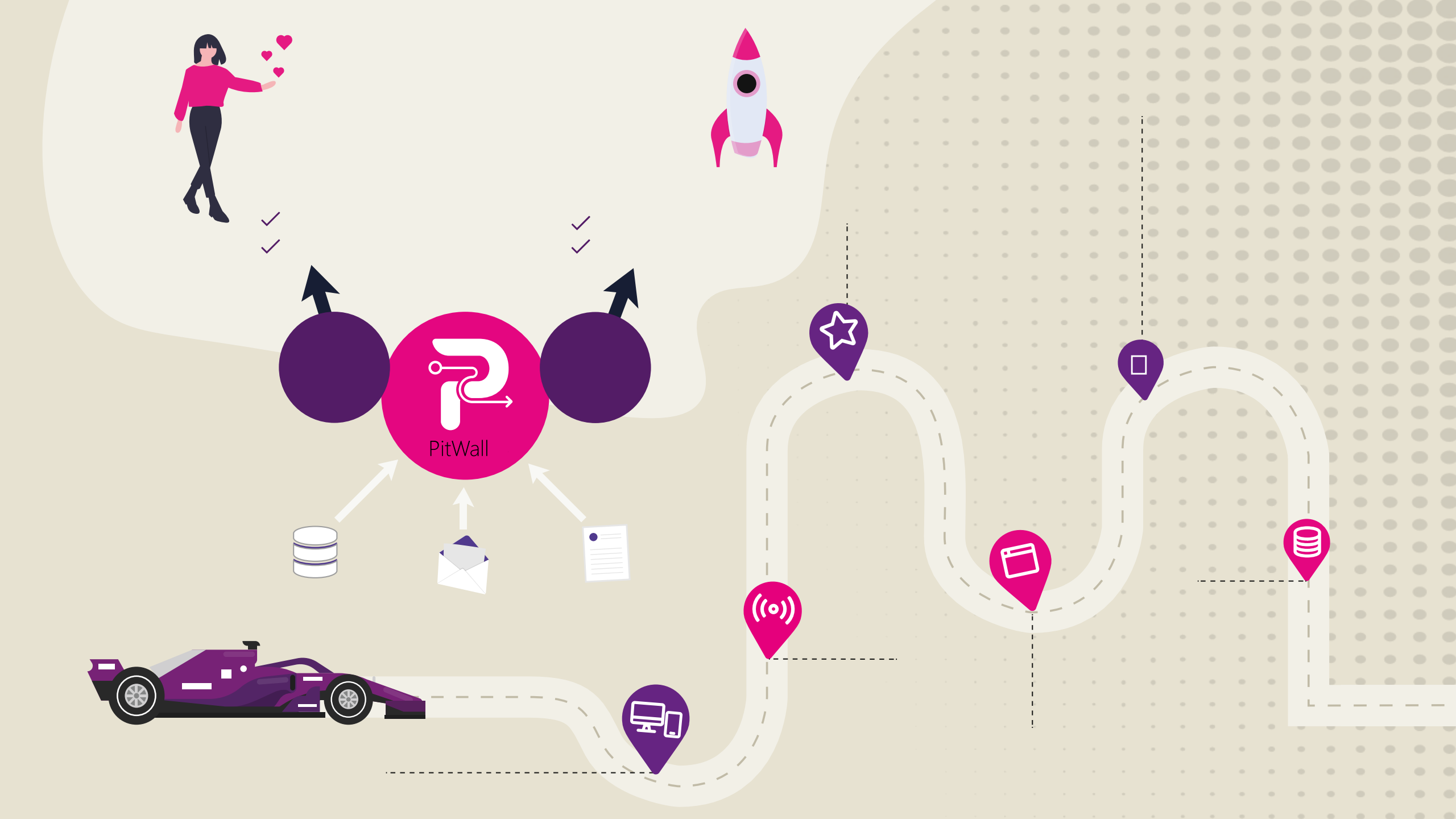

PitWall

Change of IT

Underestimated impact

New topics @ stichd require change management

- PitWall
- Azure DevOps
- PitWall backlog management
- PitWall program management
- Agile way of working (Scrum process)
- CI/CD
- Product Owner, Product Manager & Scrum Master roles
- Connection with the business for PitWall
- Value Discovery & Value Delivery

Workloads, API’s & data fundament

Waar staan we 6 maanden na de start

7

PitWall Platform, CI/CD, documentation, managed services

Supply Chain Portal

Sales Shipments

Warehouse Shipments, Pick orders

Label Management Suite

Employee Data

Near real time Sales Transactions

21

Event Nedap API

Navision API

Nedap Retail API (8+2versions)

Nedap Harmony API (2)

Product API

Purchase Order Incore API

Purchase Order REST API

Supply Chain Portal API

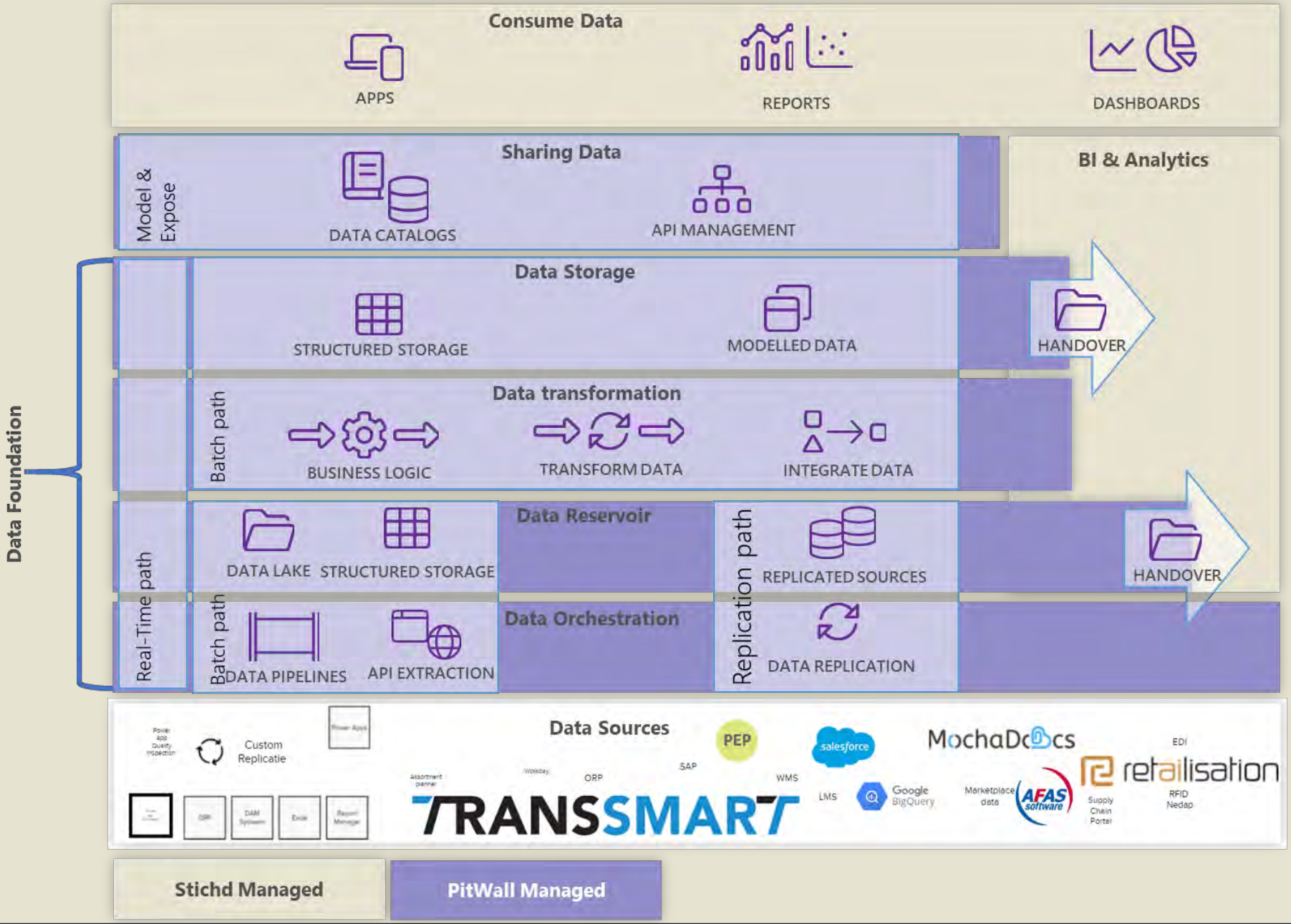
Shipment Incore API

WMS Navision API

WMS Warehouse Shipment API

1

Datafundament


Consume Data
APPS
REPORTS
DASHBOARDS
Sharing Data
Model & Expose
DATA CATALOGS
API MANAGEMENT
BI & Analytics
Data Storage
STRUCTURED STORAGE
MODELLED DATA
HANDOVER
Data transformation
Batch path
BUSINESS LOGIC
TRANSFORM DATA
INTEGRATE DATA
Data Foundation
Data Reservoir
DATA LAKE
STRUCTURED STORAGE
Replication path
REPLICATED SOURCES
HANDOVER
Real-Time path
Batch path
Data Orchestration
DATA PIPELINES
API EXTRACTION
DATA REPLICATION
Data Sources
Custom Replicatie
PEP
salesforce
MochaDocs
EDI
retailisation
SAP
ORP
WMS
LMS
Google BigQuery
Marketplace data
AFAS software
Supply Chain Portal
RFID Nedap
TRANSSMART
Stichd Managed
PitWall Managed

stichd®

Platform Strategy & Value Delivery

Create experiences that matter

Fast, flexible & deliver results

Old

SCP pragmatic solution

New

SCP in PitWall

Result

Stable integrations with ordered delivery (deliver results)

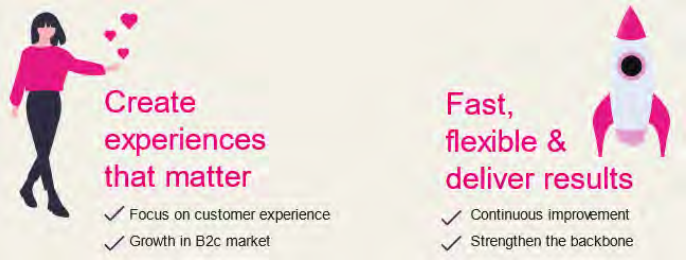
Managed solution (future proof)

Best practices and reusability improvement (flexible)

API instead of direct integration (flexible, future proof)

CI/CD for agile and consistent releases of changes or new functionalities (fast, deliver results)

Transferable solution instead of custom development with specific knowledge (flexible)



Old

ERP replica database is source for PLM & ERP data

New

PitWall consumes data directly from PLM & ERP in data fundament

Result

All data directly (fast) available for operations & analytics (flexible & deliver results)

Example: RRP per season instead of active RRP current season only (customer intimacy)

Make the complex simple

The easier it is to integrate with stichd (digital business technology platform), the faster brands, customers (B2B), consumers (B2C) and suppliers can be added in the value chain.