

Make the complex simple

stichd as part of the PUMA-Group on the path to data-driven processes with the PitWall from Motion10



Motion10

stichd[®]

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“The reach and impact of the PitWall is even greater than we anticipated during the initial strategy sessions with Motion10,” says Marwin Slaats, Head of ICT at stichd, part of the PUMA-Group. The partnership between stichd and Motion10 began over a year and a half ago, and a lot has already been achieved. It is a good time to take stock.

PitWall is the Managed Cloud-approach of Motion10. With a well thought out approach, Motion10 provides stichd with a manageable cloud environment that adds value to the business.

“Within the IT department, we see that the PitWall has fully found its place as a data and integration platform,” says Marwin. “It is the new reality: we work from a disconnected application landscape with the PitWall as the central middleware platform. That means we are scalable in resources and in technology. That we are flexible and can pivot quickly. That we are strengthening IT further as stichd’s backbone and laying a solid data foundation, so our work can be even more data-driven in the near future. This is what we want from our digital strategy with the PitWall: to make sure the business can continue to innovate without being held back by IT.”

‘Make the complex simple’

And they love to innovate at stichd. As part of the PUMA-Group, in recent years stichd has grown as an international product specialist for brands such as Tommy Hilfiger, HEAD, PUMA, LEVI’S and Manchester City Football Club. For specialist items such as legwear, swimwear, bodywear, fanwear and lifestyle products, stichd takes care of the complete product design, marketing, sales, order processing and distribution for its licence partners. Marwin: “Make the

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Marwin Slaats, Head of ICT at stichd



complex simple - that’s what we stand for at stichd. The easier it is to integrate with stichd from outside, the more quickly we can bring brands, businesses, consumers and suppliers into our value chain. The PitWall definitely helps us achieve that goal.”

Ideas from within the business

Working with the PitWall and moving along the learning curve, the focus shifts, says Marwin. “In the beginning, we were completely focused on integrations and disconnected architecture. Now we see that disconnecting the data component from the current architecture and applications must be a truly embedded part of the strategy, and that we also need to communicate and implement this properly. That is why we will show what we are doing and what the PitWall can bring us even more clearly across the organisation. I want to get to a point as quickly as possible where we not only see initiatives from IT, but also people from the business coming to us with ideas on how we can use the platform. This is only possible if everyone knows and understands what the PitWall is. Then we can keep growing the impact together.”

Support from day one

According to Marwin, there is no lack of support among stakeholders, sponsors and licence holders. “They have every confidence in it, now we have to make it happen.” An important role is reserved for Maarten van Looij, IT Developer and Product Owner of PitWall at stichd, and his team of data and integration specialists. The experts at Motion10 work closely with stichd’s IT staff through the DevOps concept. Maarten: “We are using their technical knowledge and experience in the construction of the PitWall. Motion10 is also our partner when it comes to Managed Services and support so we can be confident that everything we make meets the standards and has sufficient quality to be put into operation. Every component we build is supported by Motion10 from day one. That brings peace of mind and avoids surprises.”

Data-driven work: a buzz word

The partnership with Motion10 forces Maarten and his team to look in the mirror and deepen their vision regularly. “Just think of a subject like data-driven work: it’s a buzzword that we mention regularly here, too, but it’s not always clear what we want to do with it. Motion10 then asks further: what exactly do you mean by that? How do you see it? How does it fit within stichd? Of course we talk about it internally, but it is very enlightening to have an outside view. Motion10 also brings up-to-date technical knowledge and the experiences of dozens of other customers, which we can sometimes apply to our own business models.”

“Motion10 is perfectly capable of showing us what we have already achieved and how we can use the PitWall to add even more value to the business in the coming period.”

Emiel Kool, Unit Manager Azure & Integration at Motion10



Adding value to the business

Marwin also sees Motion10 as a valuable strategic partner. “They support us in defining a vision: how are we going to use the PitWall now and in the future to support our business optimally? Motion10 is also the partner that is helping us to actually get there. They are always contributing ideas and are with us for the bumps in the road. From the standpoint of architecture and strategy, Motion10 is perfectly capable of showing us what we have already achieved and how we can use the PitWall to add even more value to the business in the coming period.”

For stichd, the PitWall paves the way for more speed and flexibility, better results and an optimal customer experience

Emiel Kool, Unit Manager Azure & Integratie at Motion10 says: “With the ambition to grow in new markets, new products, services and business models, plus a strong focus on customer experience, it is crucial for stichd to take steps towards data-driven process management. The foundation for this - data, integration and decoupling of the IT landscape - has been laid by setting up the PitWall. stichd can ultimately extract maximum value from all data, distributed across all applications, with the PitWall. This paves the way for more speed and flexibility, better results and an optimal customer experience. It is great for us as a strategic-technical partner to go down this road to success with stichd and to inspire each other, complement each other and keep each other on track.”

Click [here](#) to read more about the PitWall.