



„Auch wir sehen einen enormen Nachholbedarf beim Thema digitale Strategie im gehobenen Mittelstand,“ erklärt Roland Fesenmayr, CEO von Oxid eSales. Als Hersteller von E-Commerce-Plattformen und Anbieter innovativer Shop-Software bietet er Onlinehändlern maßgeschneiderte Lösungen für den B2B- und B2C-Bereich.

DIGITALISIERUNG

Die Zukunft des Onlinehandels: Vernetzung über Plattformen

Von Wirtschaftsexperten über Politiker und Wissenschaftler bis hin zu Topmanagern und Fachmedien - wer die Entwicklungen zum Thema Digitalisierung in den letzten Monaten aufmerksam verfolgt hat, stellt fest: Das Tempo zieht an. Der Ton wird härter.

Die eindringliche Botschaft: Wer den digitalen Wandel verschläft, wird gnadenlos untergehen. „Offline und online wachsen immer mehr zusammen,“ weiß auch Roland Fesenmayr, CEO der Oxid eSales AG aus Freiburg. Als Hersteller von E-Commerce-Plattformen und -Lösungen gewährt er spannende Einblicke in die aktuellen Entwicklungen des Online-Business.

Wer im E-Commerce erfolgreich verkaufen will, muss vermehrt in Plattformen denken - darin sind sich alle wichtigen Ex-

perten ausnahmslos einig. Einzig und allein auf den eigenen Onlineshop zu setzen, ist mittlerweile zum Risiko geworden. Gut gefüllte Warenkörbe, attraktive Umsätze und die nötige Marketingreichweite lassen sich meist nur noch mit einem gelungenen Zusammenspiel aus eigener Präsenz und der Vermarktung über externe Verkaufsplattformen erzielen. Erfolgreiche Marketer feilen daher mit Nachdruck an ausgeklügelten Multi- und Omnichannel-Strategien und öffnen sich verschiedenen Marktplätzen. So präsentieren sich den Händlern ne-

ben großen Namen wie Amazon und eBay inzwischen auch zahlreiche andere (Nischen-)Plattformen als vielversprechende Vertriebskanäle.

Können Sie unseren Lesern zunächst einen kleinen Einblick in das Leistungsportfolio von Oxid eSales geben? Betreuen Sie auch Kunden aus den Bereichen Automotive?

Roland Fesenmayr: Oxid eSales ist ein E-Commerce-Plattform-Hersteller, der mit seiner Shopsoftware Oxid eShop E-Commerce-Kernfunktionalitäten sowie eine

Reihe ergänzender Tools und Services für das B2C- und B2B-Segment anbietet. Unser Portfolio reicht von einer Open Source bis hin zur Enterprise oder B2B Edition. Dazu bieten wir Herstellersupport, Schulungen und Professional Services für die Projektumsetzung. Oxid verfügt über ein großes Ökosystem aus Partnern rund um den Shop, mit dem wir gemeinsam digitale Lösungen für den Handel und das produzierende Gewerbe schaffen.

Die Software ist im Standard bereits ohne großen Aufwand einsetzbar und trotzdem sehr einfach anpassbar und flexibel. Das macht sie auch für komplizierte Enterprise-Projekte attraktiv. Auf technische Neuerungen oder den sich schnell ändernden Marktbedarf kann sehr schnell reagiert werden. Die vitale und große Open Source Community und die zahlreichen Partner haben mit unserer Lösung fast alle erdenklichen Szenarien umgesetzt, die im Rahmen der zunehmenden Digitalisierung entstehen können. Wir sprechen also von einer praxiserprobten und schnell implementierbaren Lösung, mit der man nach kurzer Zeit live gehen und diese dann sukzessive je nach Anforderungen anpassen kann.

Aus dem Bereich Automotive dürfen wir mittlerweile verschiedenste Unternehmen zu unseren Kunden zählen. Allen voran durchlief gerade der Mercedes Benz Gebrauchtteile Shop einen Relaunch. Als weitere Shops sind beispielsweise www.kupplung.de (Rameder Anhängerkupplungen), der ADAC-Shop oder www.bremsscheibe.de zu nennen.

Experten sagen einstimmig: Die Zukunft heißt „Vernetzung über Plattformen“. Wie stehen Sie dazu und wo liegen in diesem Zusammenhang die Potenziale von Oxid eSales?

Roland Fesenmayr: Das sehen wir ganz genauso. Offline und online wachsen immer mehr zusammen. Was Händler brauchen, sind hoch individuelle Lösungen und Geschäftsideen, die einen Mehrwert für den Kunden schaffen. Zum Beispiel in Form von digitalen Services oder einer emotionalen Ansprache durch exklusiven Content, Möglichkeiten der Interaktion und vieles mehr. Die Customer Journey muss dabei absolut stimmig sein und perfekt ins Geschäftsmodell passen. Das gelingt nur, wenn alle Kanäle, die ein Händler bespielen möchte, sauber vernetzt und in die Systemlandschaft integriert sind. Das kann bis hin zu Strukturen gehen, die für Industrie

4.0 typisch sind. Beispielsweise, indem durch einen Shop eine Bestellung ausgelöst wird, die direkt den Produktionsvorgang anstößt. Unsere Lösung bietet hier signifikante Vorteile, weil sie in ERP-, PIM-, CRM- und viele weitere Systeme aufgrund ihrer hohen Flexibilität und Anpassbarkeit nahtlos integriert werden kann. Wir verfügen außerdem über Produkt-Bundles für ERP-Schnittstellen, die es einem Händler möglich machen, sein ERP-System - möge es SAP, Microsoft Dynamics AX oder NAV sein - schnell in den Shop zu integrieren (und umgekehrt). Und genau das ist Grundvoraussetzung für eine gelungene Omnichannel-Strategie.

Laut Studien verfügt derzeit nur knapp die Hälfte aller Unternehmen über eine funktionierende Digitalstrategie. Wo wird die Reise in punkto vernetzte Online-Tools und -Services Ihrer Ansicht nach hingehen?

Roland Fesenmayr: Auch wir sehen einen enormen Nachholbedarf beim Thema digitale Strategie im gehobenen Mittelstand. Das sind Unternehmen, die teilweise seit Generationen gewachsen sind und etablierte Strukturen haben. Die meisten von ihnen fangen gerade erst an, digital zu denken und den E-Commerce als wichtigen Baustein für sich zu entdecken. Dementsprechend müssen viele Prozesse jetzt digitalisiert werden. Wir unterstützen diese Kunden mit Schnittstellen und Tools für Entwickler und Agenturen, mit denen sich Projekte schnell aufsetzen lassen. Allerdings haben diese Firmen bereits einen beträchtlichen Rückstand auf jene, die sich schon länger mit den zuvor erwähnten Strukturen für Industrie 4.0 auseinandersetzen. Ein genau auf einen einzelnen Kunden zugeschnittenes Produkt, das aus industrieller Sicht vollautomatisiert in Losgröße 1 produzierbar wird. Oder Maschinen, die online Verschleißteile oder Verbrauchsmaterial selbstständig nachbestellen. Das sind jetzt die Themen für die Zukunft, die ein hohes Potenzial für neue Geschäftsmodelle innehaben. Es wird nur derjenige im Rennen um Marktanteile mithalten können, der es schafft, sein Produkt durch digitale Services mit Mehrwert für den Verbraucher - oder im B2B-Bereich für den Geschäftskunden - zu erweitern.

Wo sehen Sie Ihre USPs im Vergleich zu unmittelbaren Wettbewerbern?

Roland Fesenmayr: Die Kombination aus der

guten Total Cost of Ownership, einer sehr kurzen Time to Market, der individuellen Anpassbarkeit, 14 Jahren Markterfahrung und Verlässlichkeit ergeben im Gesamtpaket den USP. Wenn ein Kunde für ein anspruchsvolles und individuelles Projekt besonderen Wert auf Verlässlichkeit, Bewährtheit und einen schnellen Marktstart legt, während die Kosten im überschaubaren Rahmen bleiben und sich die Investition schnell rechnen muss, dann ist Oxid eine hervorragende Wahl.

Was sind in der Regel die größten Herausforderungen bei der Schnittstellen-Anbindung?

Roland Fesenmayr: Die Integrationstiefe zwischen den Systemen und der nahtlose und verlustfreie Datenfluss sind die größten Herausforderungen in solchen Projekten. Ist das sauber gelöst, kommunizieren zum Beispiel ERP und Shop in Echtzeit miteinander und sämtliche für einen Onlinekauf transaktionsrelevanten Daten werden sicher übermittelt. Die Prozesse in einem Unternehmen können transparent und schlank gehalten werden und das System gewährleistet auch bei Lastspitzen eine gute Performance. Wichtig ist auch, dass im Hinblick auf die rasante technologische Entwicklung oder die eigenen Wachstumspläne gut nachgerüstet werden kann.

Können Sie uns abschließend noch kurz skizzieren, wie sich Ihr Konditionsmodell zusammensetzt?

Roland Fesenmayr: Die Oxid eShop Community Edition ist Open Source und somit kostenlos. Knapp 40.000 Entwickler aus den unterschiedlichsten Branchen sind Teil der Community. Die Oxid eShop Professional Edition, die alles mitbringt, was ein Shop können muss, gibt es für kleine Händler schon für wenig Geld. Dazu gehört ein Support- und Wartungsvertrag, für den ein überschaubarer monatlicher Betrag fällig wird. Ab der Enterprise Edition wird es komplexer. Hier kommt es ganz darauf an, welche Strukturen der Kunde hat, was genau er für eine Lösung benötigt, welche zusätzlichen Module implementiert oder Systeme integriert werden müssen. Einen Festpreis gibt es hier nicht, weil jedes Projekt und jede Lösung anders aussieht.

Das Interview mit Roland Fesenmayr führte Christine Winkler.



Peter Hülzer will be remembered in this way.

PETER HÜLZER

The creator of the tyre industry

We would like to give a short review of Peter Hülzer’s activities, as the Managing Chairman of the German Tyre Retailer and Vulcanization Trade Association (Bundesverbandes Reifenhandel und Vulkaniseur-Handwerk - BRV) retired.

There has seldom been a chairman of a professional association that left such a sustainable mark on it as Peter Hülzer did. In 1987, he took over the function of Managing Director of both associations the German Association of Tyre Retailer (Deutscher Reifenhändler Verband - DRV) and of the German Central Association of Vulcanization Trade (Zentralverband des Deutschen Vulkaniseurhandwerks - ZDV). Only a year later, he initiated the merger to set up today’s BRV because of his great skills.

As a consequence of his enormous commitment, the BRV has become an influential industry association and already in 1990, 85 per cent of West Germany’s tyre dealers and vulcanization companies were members. After the reunification, Peter Hülzer supported eastern German entrepreneurs by initiating and carrying out workshops on the topic “market economy and business administration”. Today, the BRV is not only well accepted but also the first communication partner whenever interests and developments of specialized tyre trade and vul-

canization companies are affected. Nonetheless, Peter Hülzer also worked as a volunteer in the committees of the German Road Safety Council (Deutschen Verkehrssicherheitsrates - DVR). There he had a significant impact on initiatives like “Tyre Check”, “Pro Winter Tyres” and “Tyre Quality”.

Moreover, he earned a great deal of credit when further developing the internationally leading trade fair “Reifen” in Essen. Since 1960, it has taken place in a biannual rhythm, but in 1988 it was even considered to cancel it permanently because of low numbers of exhibitors. Due to his relentless commitment and brilliant ideas, he succeeded in establishing the tyre trade fair with more than 600 exhibitors and about 20,000 visitors in 2016.

He touched a further far-sighted project when he did not extend the expiring contract of BRV as ideal sponsor with Messe Essen, and started together with Koelnmesse “The Tire Cologne” in 2018 instead. At the beginning of 2014, the board took the decision unanimously. Afterwards, Hülzer partly had to face harsh



Peter Hülzer at a younger age with Gerhard Ludwig from Rieger & Ludwig, President of the BRV.



Peter Hülzer was certainly in good contact with politicians: (f.l.) Richard von Weizsäcker, former Federal President, Dr. Hennecke, Renate and Peter Hülzer.



Jesco von Puttkamer (l.), Head of Distribution Trade Replacement Business Germany at Continental AG, exchanging experiences with Peter Hülzer.

personal criticism, which he accepted without any further complaints, as he was sure that this future-oriented concept was the best option for his specialized tyre trade.

He pushed further development of the tyre industry in a similarly persistent way. There are only a few associations putting as many highly qualified studies and explorations at their members’ disposal as the BRV. At the same time, Peter Hülzer always acted with political sensitivity and continuously held a mirror up to tyre trade and industry in a correct and respectful way.

Peter Hülzer left a sustainable mark on the BRV. His impulses for maintaining and further developing this industry, which is dominated by small and medium-sized enterprises, will have a long-lasting impact. What a pity that these decades of experience will not be used in any other form. A proverb describes status in a rather suitable way: “It does not make sense to close doors, if you can also leave them open.” (James William Fullbright, US-Democrat) **(oth)**



All-season tyres are always a compromise; nonetheless they offer good performance in all weather conditions.

ALL-SEASON TYRES

The unstoppable advance

During the past years, the segment of all-season tyres has extraordinarily been developing. As there are several reasons, the situation will not really be made easier for specialized tyre trade.

The last KÜS Trend Tacho from April this year revealed some exceptional results, as car drivers were questioned about their behaviour concerning buying, changing and storing tyres. All-season tyres are becoming more and more popular among car drivers. Already 28 per cent move their vehicles with them all year long. While 75 per cent of the car users still changed between summer and winter tyres in 2016, there have been only 72 per cent in 2017 so far.

Since 2016, all-season tyres have been listed separately from summer tyres in the statistics, which means that they appear in the segments of passenger cars, 4x4 and light trucks. The ERMIC figures from January to June list about 3.5 million all-season tyres (previous year: 2.43 million tyres) The number of sold summer tyres for the mentioned segments is also interesting, as it runs at 15.1 million tyres and 15.6 million in the year before. As a consequence, there is a plus of more than 500,000 tyres in the consumer segment of passenger cars, 4x4 and light trucks.

Professional consultation

Specialized tyre trade has still a sceptical attitude towards this growing market share. It is complaining about missing turnover from the service sector segment. From an objective perspective that is right, nonetheless customer wishes are more important than one's own sensitivities. Specialized tyre trade is supposed to make the best of this trend. A correct and professional consultation should help to explain the pros and cons to the customer in an objective way, as all-season tyres are certainly to be considered as an op-

tion. Nevertheless, they are not suitable for any use. Frequent drivers and commuters are always supposed to choose the optimum tyres, which means a combination of summer and winter tyres. The changeover ratio from summer to winter tyres, which was determined by KÜS, achieved an average of 72 per cent.

During customer consultations, specialized tyre trade is to refer to advantages and disadvantages of the different tyre options. Optimum areas of use for the all-season tyres can be found in urban regions like the Ruhr Area, or for less frequent drivers and above all for the second car.

It is rather easy to contradict the argumentation that all-season tyres are less expensive. Mostly, customers refer to decreasing costs because of storing and changing tyres and a probably necessary second set of rims. Moreover, costs for sensors of the tyre pressure monitoring systems (TPMS) necessary for the second set of tyres are mentioned too.

Nonetheless, the BRV offers a totally different calculation. Purchasing costs of all-season tyres are much higher than those of winter tyres. A further argument cannot be denied so far. All-season tyres have lower mileage and thus higher wear. When considering all these factors, costs for buying and

using all-season tyres are higher.

Nevertheless, one argument is unbeatable by any consultation. The car driver's comfort plays the main role. There will be no longer any changeover procedures happening twice a year with all-season tyres.

Storing

The storing of tyres has turned into a rather profitable business. The organization of experts found out that 66 per cent of motor vehicle owners store tyres at home. About 34 per cent make use of storing services of respective motor vehicle companies also carrying out the tyre change. Nearly a hundred per cent of the people changing tyres themselves also store them on their own.

Car dealerships achieve the highest level of customer loyalty when storing tyres. Whoever has them changed there, also has them stored there (69 per cent). About 51 per cent of drivers using specialized tyre trade for changeover, use its storing service. Free garages achieve customer loyalty of 44 cent and chains of garages of 33 per cent concerning their customers' use of this service. The study reveals that specialized tyre trade has not fully exploited the storing potential. Specialized tyre trade is supposed to make use of a clever marketing strategy in order to optimize the exploitation of this potential. (oth)



POINT S

Best result in history

This year's annual general meeting of the cooperation point S took place in a very harmonious way, just as it had been planned beforehand. According to the slogan "think globally, act locally", the participants were informed about current topics.

Several representatives of member companies of point S travelled to the congress centre located in Darmstadt. During the internal part of the meeting, Heinrich Steinmetz, spokesman of the advisory board, greeted the present trade colleagues. Then, a report about the previous year followed. According to information from Heinrich Steinmetz and Alfred Wolff, Managing Director at point S, the result in 2016 was "the best result in history".

During a conversation with editors of our specialist journal, both explained that the cooperation has increasingly been focusing on core tasks like e.g. purchasing and further brand building activities. Additionally, processes within the cooperation are to be optimized and networking is to be boosted. As a consequence, the future of the cooperation is supposed to be further

pushed and created. Continuous growth stands for the intended goal of the cooperation. Last year, the cooperation was able to welcome four new members with five branches. There was not any information on decreases.

According to the management, the shareholders benevolently approved the budget figures for the current business year and the management was ratified for the previous business year. Altogether, the cooperation was considered to be on a good way to create a partnership of trust with suppliers and shareholders. Moreover, the membership in the German Tyre Retailer and Vulcanization Trade Association (Bundesverband Reifenhandel und Vulkaniseur-Handwerk - BRV) was confirmed. "In our opinion, the BRV is the mouthpiece of the industry", Heinrich Steinmetz placed on record.

During the first day, two interesting presentations were on offer. The renowned futurologist, Matthias Horx, spoke about the future of the automobile. First of all, he explained some basic facts, like e.g. the HDI Index, which describes segments like life expectancy, nutrition, health, education and democracy in a global perspective. He thought that dramatizing and generalizing individual results were big problems. He made use of a mega trend map comparable to a schedule for busses or underground and described twelve international mega trends of our times. These never worked in a linear and one-dimensional way, but were multi-dimensional and always interconnected. Individual levels of a mega trend line, however, indicated its different dimensions, influencing factors and complexity.



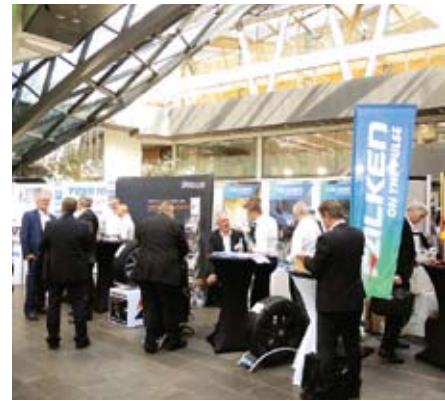
The annual general meeting of point S was well attended; among others the new BRV management was present with Yorick A. Lowin (front right) and Hans-Jürgen Drechsler (2. f. r.)



Alfred Wolff (l.), Managing Director at point S, and Heinrich Steinmetz, spokesman of the advisory board, in front of the first prize of the raffle, a Range Rover.



The wholesaler Reifen Gundlach presented the tyre brand Achilles apart from its rim program.



Several tyre manufacturers presented themselves with the mandatory 'mini stands' provided by the organizer.

Only in the last part of his presentation, Horx mentioned the four most important trends concerning cars. He explained key words like "carless citizens", which stood for young urban residents saying goodbye to owning a car. Depending on age, living situation and profession the demands on mobility would vary. Additionally, Horx forecasted that a car of one's own would lose its importance as a status symbol. Moreover, he clarified terms like electrification, autonomous driving and digitalization. At the moment, Germans asked about autonomous driving were still very sceptical. Nevertheless, a quote from Dieter Zetsche, CEO of Daimler AG, showed how the future could look like for car manufacturers. "In the next decade, we will watch luxury cars turning into 'cocoon on wheels', where human beings will be able to do exactly what they like – sleeping, working, using the internet, having conversations or just enjoying the seldom moments of being on their own." Whether this will also come true for the normal car driver remains to be seen.

The second presentation covered the topic of trust. The presenter, Leo Martin, studied criminal sciences and worked for the German secret service for 10 years. As an expert for unconscious thinking and behaving patterns, he made strangers trust him and cooperate with him on a long-term basis. The art of getting humans attached plays an important role for trade too and should not be underestimated. He made use of several examples in order to demonstrate some specific behaving patterns with the help of some participants.



There was good mood at the stand of Kumho.

Industry trade fair

The industry trade fair, which took place at the same time, was well represented with 28 partner suppliers. Nearly all the well-known tyre manufacturers were there. The big number shows that the cooperation has opened up for all the powerful partners without making any differences. As a consequence, competitive pressure will also be growing among them. Suppliers like Reifen Gundlach, the WM Group or suppliers of software solutions nearly had a unique selling proposition. The mood among the suppliers was extremely relaxed; nonetheless some of the suppliers did not consider the relatively small stands as an optimum solution. Apart from two beach flags and a small counter there was only room for one or two products.

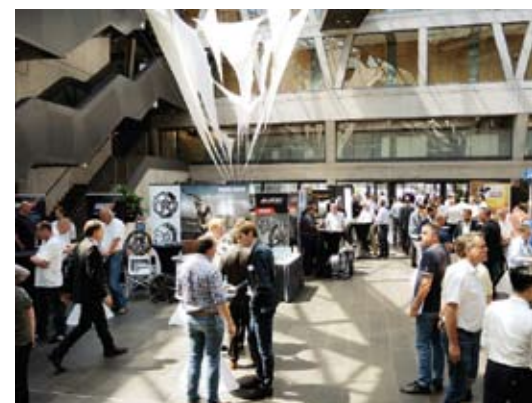
According to the agenda, the international Point S Development und point S France were meant to give a talk on the second day. Moreover, further presentations from suppliers were on the program. Finally, the annual general meeting took place in a rather harmonious way from our point of view. It will remain exciting how point S will continue to grow when competing with other cooperations. (oth)



Michael Zirzak is the new head of Sales Force Reifenhandel Nord at Pirelli



The new 4 Seasons was presented as private label of the cooperation at the stand of Continental.



A total of 28 partner suppliers were represented at the accompanying industry trade fair.



APOLLO VREDESTEIN

Best weather for Mallorca event

The sunshine island presented itself from its best side during the ApolloVredestein Event. Fantastic weather and a varied program guaranteed entertaining hours.



The daughter of the skipper's family showed her extraordinary skills in dizzy heights.

The team around Michael Lutz, Managing Director at Apollo Vredestein Deutschland - based in Vallendar - again pulled an amazing event out of its head. Altogether 65 tyre dealers were invited to experience themselves the advantages of the brand.

There was a show room in the hotel lobby, where the Inner Circle Concept of the tyre manufacturer was set up. The participating tyre dealers got enough time to be informed about the concept. Stefan Thoma and Shobhit Arora presented the individual modules of the concept. The partnership concept is based on three pillars. Apart from the striking and tasteful design, workshops and different types of training, as well as an attention-seeking online marketing campaign will support the partner. The key element will definitely be a joined market development. Vredestein would like to turn tyre purchases into a shopping experience.

After the first brand store was opened in March last year, a total of 16 stores have

been set up in Germany (refer to our report on the opening - issue 04/2016, pp. 78). Until 2018, the tyre manufacturer will open 40 brand stores in Germany.

Driving event

There were two groups to explore the island and finally there was a wonderful sailing tour on board of the oldest Spanish sailing boat. In the Bay of Palma the two siblings of the skipper's family presented acrobatic tricks on the spar of the sailing boat. The crystal clear water was an invitation to extensive swimming pleasure.

Several Mini convertibles waited for the group of test drivers. Many teams of two people practised the art of driving on the course described in full detail in the road book. Numerous questions about the island and its wonderful sights caused a lot of tension. When having 30 degree C in the shadow, airstream was a welcome distraction. The participants' skills were necessary at several checkpoints; some islanders admired above all the skills of



The ApolloVredestein team did a great job.

escapology of some teams of two. The sun cream available in all the vehicles was urgently needed and frequently used.

The participating tyre dealers appreciated the discreet choreography during

the three days, which went by in a flash. Some of the participants only noticed when flying home that the Vredestein team created a really pleasant and relaxing atmosphere. (oth)

Shobhit Arora and Stefan Thoma was available for questions concerning the Inner Circle Concept.



Elements from the Shopkonzept was places in the hotel lobby.



Michael Lutz, Managing Director at ApolloVredestein GmbH, was completely in his element during the "hot" test drives.



The 30-m-long sailing boat Rafael Verdera started its service in 1841 and is thus Spain's oldest sailing boat.



Several Mini convertibles were on offer for test drives in teams of two.



There was a high demand for shaded places on the Rafael Verdera.