

Bolero Project at the Otto Group

Goodbye to paper

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The Virtual Box
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Hamburg, 18th September 2002



Summary

- History
- Otto Departments and Partners
- Benefits
- Challenges and Key Issues
- Vision

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1. History


Background

- About the Otto Group
- Why paperless trading?
- Why bolero.net?
- Target definition


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About the Otto Group




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About the Otto Group


- Employees in 2001 79.137 
- Turnover in 2001 22.988 m 
 - domestic as % 47 %
 - abroad as % 53 %
- Total imports 3.200 m 


Most important import markets:



China



Hong Kong


Taiwan



Korea


Indonesia


Vietnam


Japan

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1. History

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Why paperless?



1. History

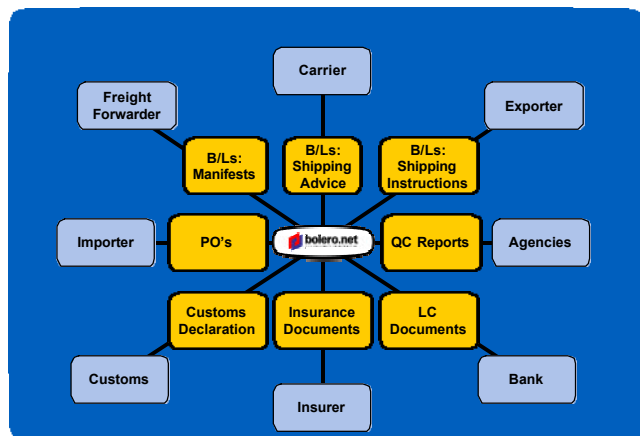
Background

- About the Otto Group
- Why paperless?
- **Why bolero.net?**
- Target definition



2. Concerned Departments and Partners

The Bolero Community



1. History

Background

- About the Otto Group
- Why paperless?
- Why Bolero?
- **Target definition**



1. History

The Project

- **The Project Team in Hamburg and Hong Kong**
- The initial companies Otto Germany and Otto UK
- Achievements up to now
- Partner Tradelink in Hong Kong



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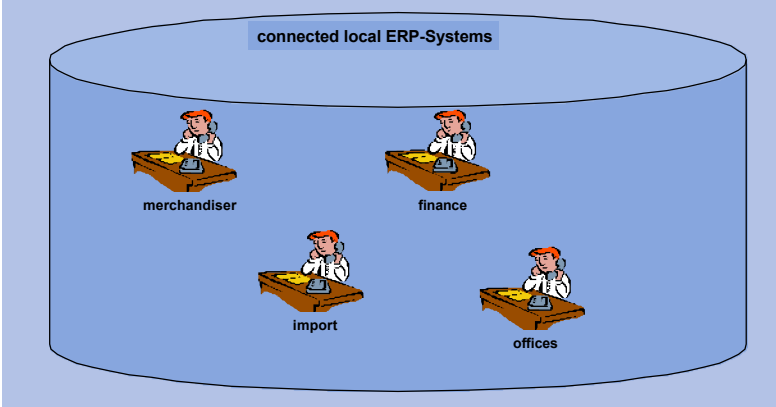
The Project

- The Project Team in Hamburg and Hong Kong
- The initial companies Otto Germany and Otto UK
- Achievements up to now
- **Partner Tradelink in Hong Kong**



2. Concerned Departments and Partners

Internal Departments



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Internal Departments

- **Buying/Merchandising Department**
- Local Buying Office/Agency
- Finance Department
- Import Department



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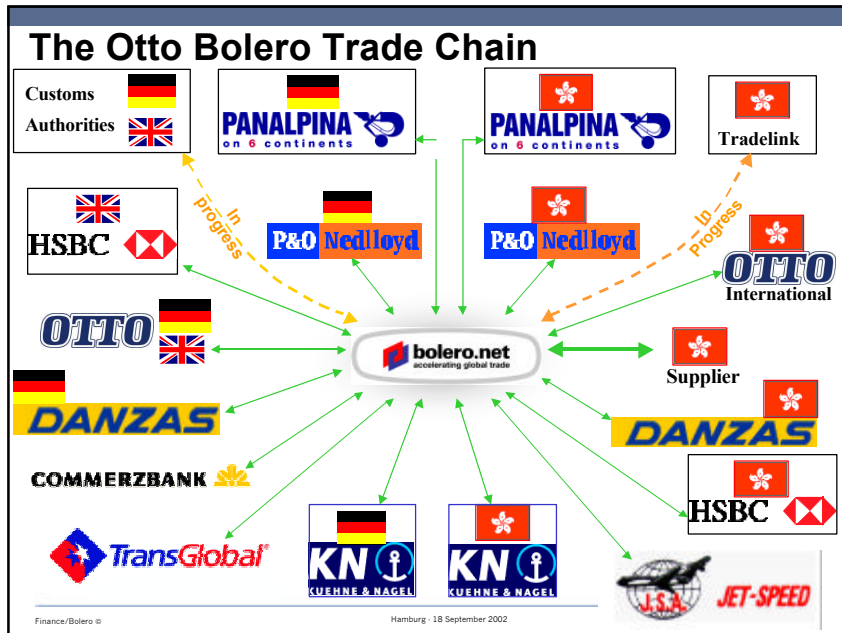
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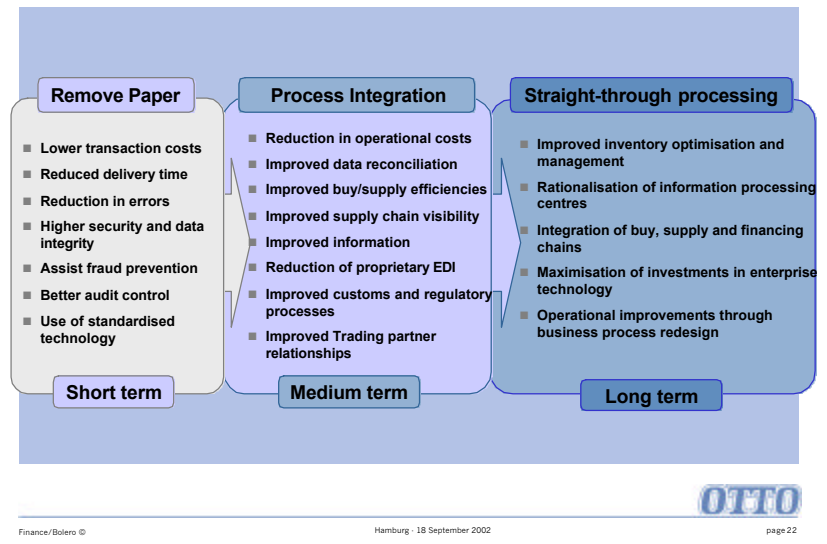


2. Concerned Departments and Partners

The Otto Bolero Trade Chain



3. Benefits



4. Challenges and Key Issues

Implementation

- Local special aspects
- Culture and language
- Partners
- Authorities



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4. Challenges and Key Issues

Software

- **Language**
- User Acceptance
- Local Support
- Costs



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Strategy

- Multi Channel
- Groupwide Rollout
- Alliances
- Encouraging of Partners



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- Multi Channel
- **Groupwide Rollout**
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Groupwide Rollout

Further subsidiaries



Further markets



Implementation into the complete Otto Group worldwide



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4. Challenges and Key Issues

Strategy

- Multi Channel
- Groupwide Rollout
- Alliances
- **Encouraging of Partners**



5. Vision

Bolero future in the Otto Group

- **Multi Channel Strategy**
- Fully automated information and data cycle
- Unified processes and standard documents
- One platform for all subsidiaries



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**Thank you
for your attention**

For further information please don't hesitate to contact me

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