



Data-driven on All Channels:

INTERSPORT Relies on minubo – and Sets new Standards for the Industry

Since its founding in 1956, INTERSPORT has established itself as the most successful medium-sized trade association in sports retailing. More than 900 INTERSPORT dealers in Germany today make almost € 3 billion on sporting goods – a strong foundation. Nevertheless, the entire industry is currently facing many challenges, driven above all by increasing competition and rapid market changes. Topics like digitization and intelligent data use are moving into focus. At the beginning of 2017, INTERSPORT consolidated all digital activities with the founding of INTERSPORT Digital GmbH.

In addition, the INTERSPORT trade association is relying on a partnership with minubo to make the key steps of digital transformation as efficient and productive as possible. In this WhitePaper, we provide an overview of how minubo is driving the topic of data analysis within the trade association and enabling digitization at the point of sale.

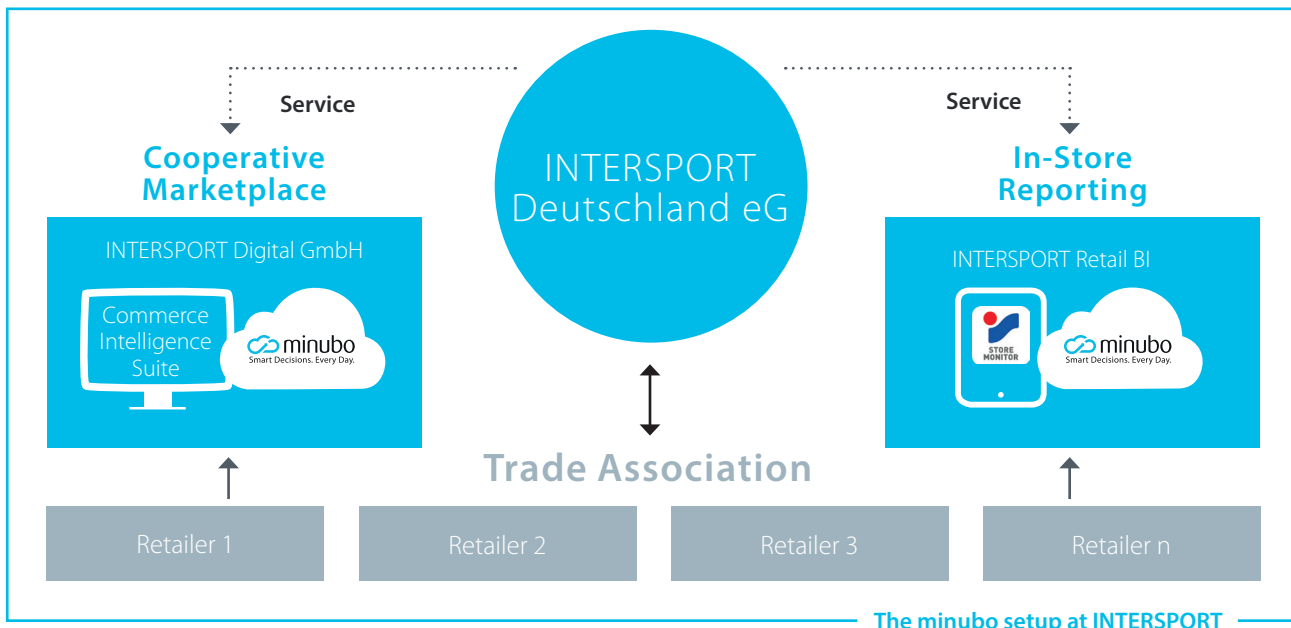
INTERSPORT sets new Standards for the Digital Sports Specialist Trade Industry

The challenge for a group such as the INTERSPORT trade association is to tackle digitization together with the individual independent retailer. Digitization means bringing INTERSPORT members closer to each other through new, digitally-based structures, even more intensive collaboration with partners and suppliers through faster information flows, and greater use of their own performance-enhancing data.



Hannes Rumer, board member INTERSPORT Deutschland eG:

"Our data is important capital for us, and we want to make it more usable in our network. minubo enables us to do just that: Both at the INTERSPORT headquarters and at our retailers, we are establishing better, data-driven processes for our employees through simple data access. "



Cooperative Dealer Platform: Data-driven Control in the Head Office

INTERSPORT Digital GmbH as a Driver of Digitization

The 100% subsidiary INTERSPORT Digital GmbH, founded at the beginning of 2017, acts as the central service partner for all retailers within the network. The key component of their work is the establishment of a cooperative marketplace – an open distribution platform on which INTERSPORT retailers can independently offer their goods. This has replaced the old system of the closed online shop and it has enabled better integration of the online and offline areas. Superordinately, INTERSPORT Digital GmbH provides retailers with information and assistance in order to enable them to make the shopping experience even better for their customers. The deciding factor in this calculation: data.

INTERSPORT Digital GmbH and minubo

In order to efficiently analyze the data within the network, INTERSPORT Digital GmbH relies on a partnership with minubo. With the minubo Commerce Intelligence Suite, retailer performance within the cooperative marketplace is always transparent and can be regularly analyzed through easy-to-use tools to derive targeted recommendations for retailers. INTERSPORT Digital GmbH always keeps an eye on opportunities and risks in this way and can purposefully promote the performance of the marketplace.



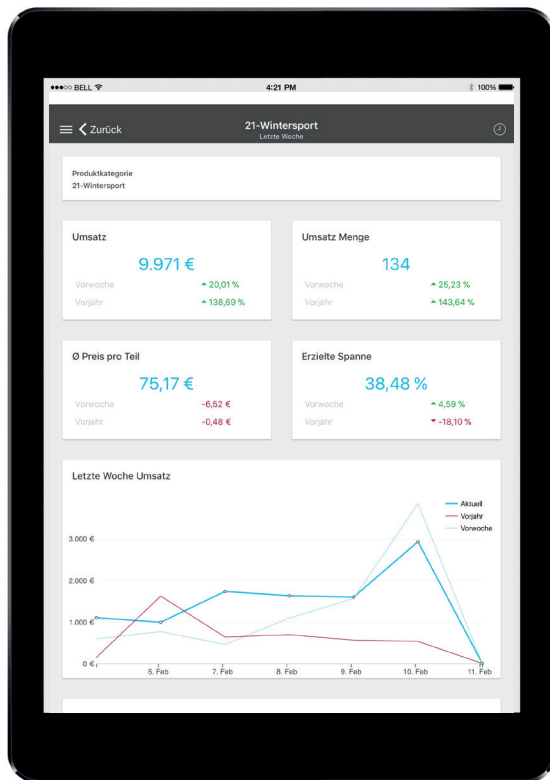
Commerce Intelligence Suite

The only enterprise BI Solution as Out-Of-The-Box concept – especially for brands and retailers. It enables companies to make their data usable, and thus establish a sustainable, data-driven work culture.

- Data Insights für all roles, whether analyst, operational specialist or strategic decision-maker
- As a single point of truth, minubo delivers uniform data for all tools
- The unique best-practice data model is a perfect fit, for any retail organization, no matter from which industry
- The fully scalable cloud BI architecture provides a highly efficient data processing and enables real-time queries

This is how the Data-Driven Control of the INTERSPORT Marketplace Works:

The minubo Commerce Intelligence Suite provides INTERSPORT Digital GmbH with important information about the performance of the cooperative marketplace. It is a central analysis tool that makes it possible to optimally control the platform – for example, by constant monitoring of the order processes, processing times, cancellations and incoming returns, which enables quick intervention and continuous optimization of the processes together with the retailer. Also, the basic performance of the retailer can be increased by various adjustment levers: If, for example, for a retailer, an increase of the return rate is observed, headquarters can give important suggestions to support them in optimally positioning themselves on the platform.



INTERSPORT Store Monitor: In-Store Insights for INTERSPORT Retailers

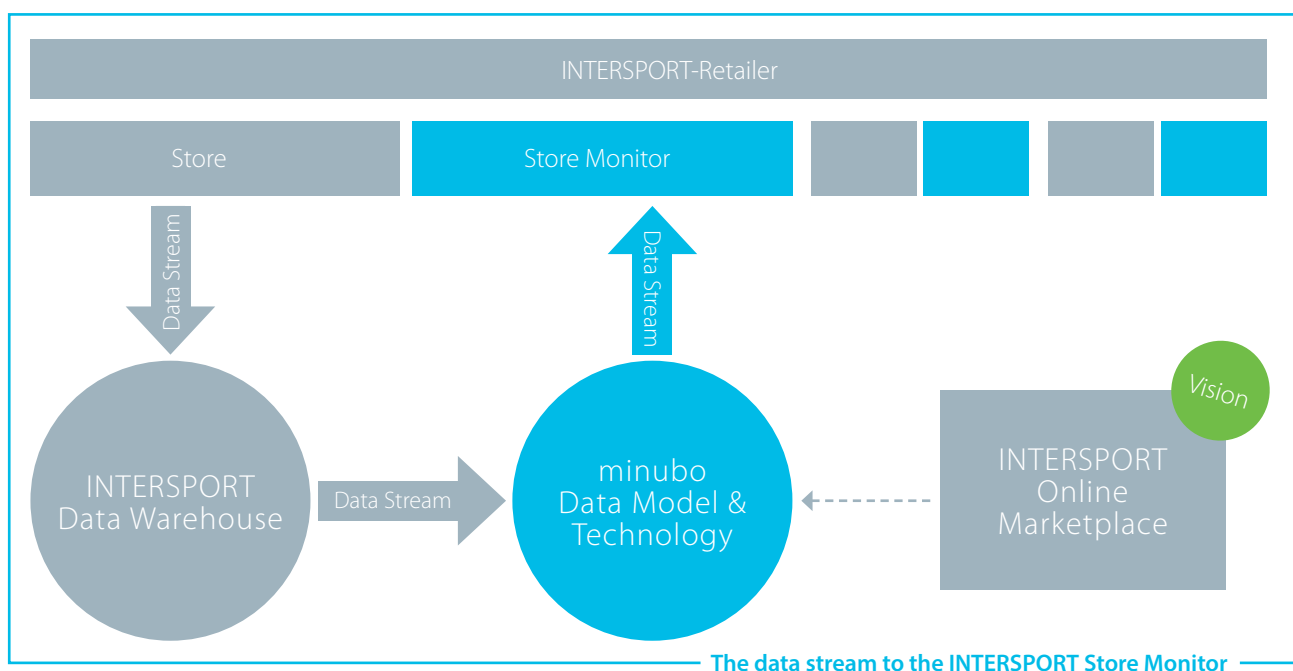
Data-Driven Point of Sale – an Initiative of INTERSPORT Deutschland eG and minubo

INTERSPORT Deutschland eG wants to support its retailers in the reorganization of the online business, as well as in the sale of products at the point of sale, and also wants to offer assistance in designing a fulfilling shopping experience for the customer. This led to the idea to work with minubo, the analytics partner of INTERSPORT Digital GmbH, to develop a tool that quickly and intuitively provides INTERSPORT retailers and their employees with data insights via tablets or smartphones, which puts them in a position to proactively contribute to increasing sales with the right measures.

The focus is therefore on the vision of empowering all employees through simplified access to action-guiding data. With close cooperation between INTERSPORT Deutschland eG and minubo, this idea gave rise to the INTERSPORT Store Monitor, which is now available to the retailers of the INTERSPORT trade association.

How Does the INTERSPORT Store Monitor Work?

One of the major challenges in the implementation of the INTERSPORT Store Monitor was setting up the data supply for the data of the retailer. The retailers of INTERSPORT Deutschland eG work with independent ERP systems and accordingly store their data locally. To be able to use the INTERSPORT Store Monitor, the retailers send their data to the central database of INTERSPORT Deutschland eG. From there, the supply to the minubo Data Warehouse is controlled, where the data is integrated, modeled and made available to the Store Monitor. By means of a sophisticated rights system, decentralized distributions are again made to the retailers, who can use their data and aggregated benchmarks in this way for their daily work. In addition, the integration of data from the cooperative dealer platform is planned for the future.



The data stream to the INTERSPORT Store Monitor

This is What Data-Driven Work in an INTERSPORT Business Looks Like:

1. Sales Reporting

In order to optimally plan a sales day, information about sales per store, brand and the product categories are valuable anchor points – for example, they form the basis for decision-making for repeat orders and sales promotions. With this knowledge, retailers are able to take immediate action to further support particularly positive developments (for example, through special promotion placement in the store) and to counteract undesirable developments of individual stores, brands and the product categories in good time (for example, by purchasing stops on certain products).

2. Barcode Scanner

Retrieving the performance data of individual products ad hoc using a barcode scanner enables employees in the store to make decisions directly. Scan barcodes get product sales data at a glance and take action – products with declining sales but high stock can, for example, immediately be placed in a better spot for promotion, long before the season comes to an end. Data insights can thus be translated into direct sales promotion measures at the point of sale.

3. Internal Benchmarking

Using performance data from other locations, retailers can get important inspiration and look for new ways to think ahead and leverage sales potential. For example, a high average turnover of a product category may be an indication of strong demand for higher price levels in the field.



Philip Gerlach, Project Manager, Retailreporting:

"The INTERSPORT Store Monitor not only gives our merchants a comprehensive view of key data, but encourages each individual to become more involved with the retail process and to use the data to decide what they can do to complete their sales and to make their customers happy. "

VISION

The INTERSPORT Store Monitor is the analytical competence center at the digital POS. It enables merchants and their employees to proactively take the right actions and better advise customers, by making it easy and comfortable to work with data.

This is how retailers improve their results at the POS!