





# First steps into e-commerce

Implementing a D2C  
(direct to consumer)  
business model





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MagentoLive

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# About symmetric

- Symmetrics – first European Magento Partner
- > 50 Magento projects for B2C, B2B, D2C
- Acquired by CGI – 5<sup>th</sup> largest IT integrator
- Global Enterprise Level Full Service Provider

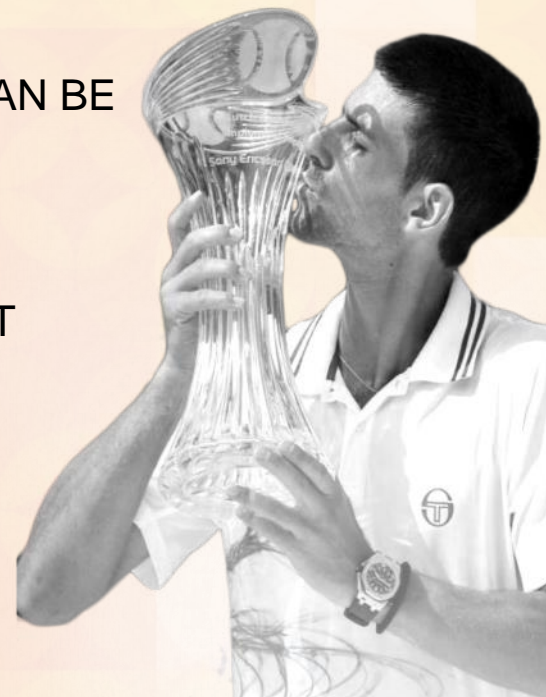


# HEAD IS AN ATHLETE

HEAD MARKETS **HIGH QUALITY,**  
**INNOVATIVE PERFORMANCE PRODUCTS**  
ENABLING EVERY ATHLETE TO BE THE BEST HE/SHE CAN BE

HEAD ENABLES ATHLETES TO **EXPRESS**  
**THE PERSONALITY** THEY DESIRE TO REPRESENT

HEAD PRODUCTS ARE ENDORSED BY THE  
**BEST ATHLETES** TO CREDIBLY SUPPORT THE  
BRAND POSITIONING



# About HEAD

- Divisions

## RACQUET SPORTS



## WINTER SPORTS



## DIVING



**HEAD**

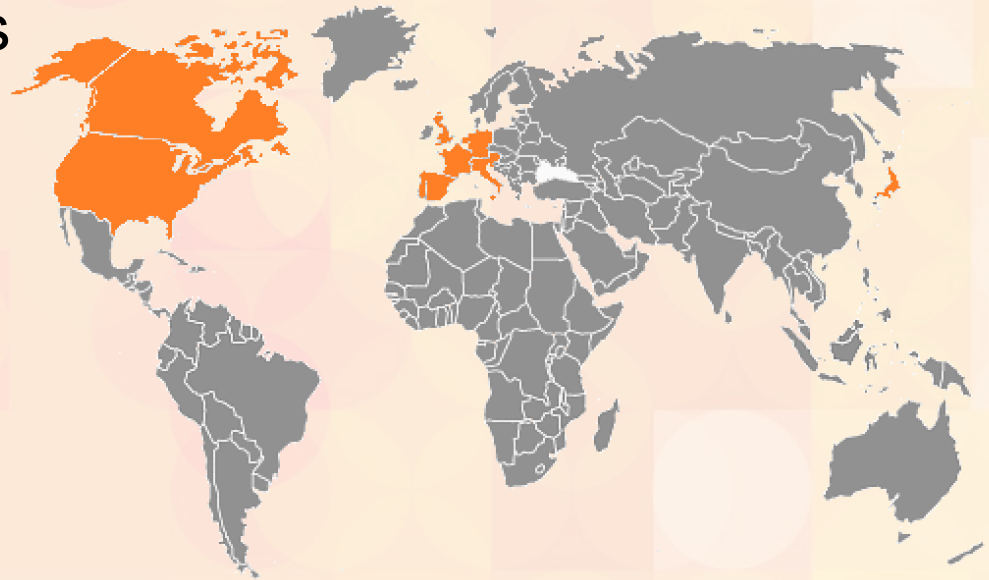
***penn***

**TYROLIA**

**mares**

# About HEAD

- Revenue approx. € 370 Mio.
- 30.000+ Retailer in more than 85 countries
- 11 own subsidiaries
- 2000 employees



# Why D2C?

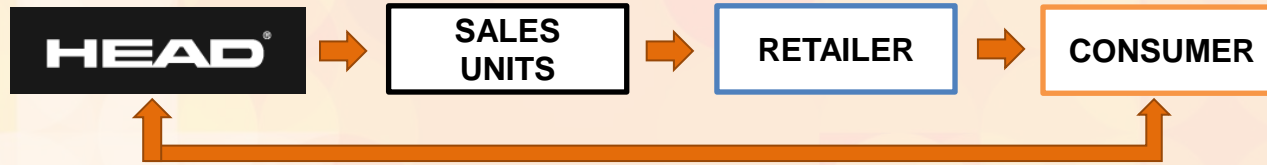
- It is a global trend
- Direct contact to consumer
- Two-Way communication
- Unique user experience
- Differentiation from competitors
- Special product range
- New markets

**→ MAIN FOCUS ON IMAGE – NOT SALES**



# D2C – Challenge & goals HEAD

- D2C for HEAD:



- Challenges:



# HEAD – first step D2C




# HEAD - Custom Made



- Unique Opportunity to customize your own Racquet
- Service only Pro Player had access to
- Racquet Configurator
- Enhanced user experience
- Understand customers needs
- Magento D2C shop

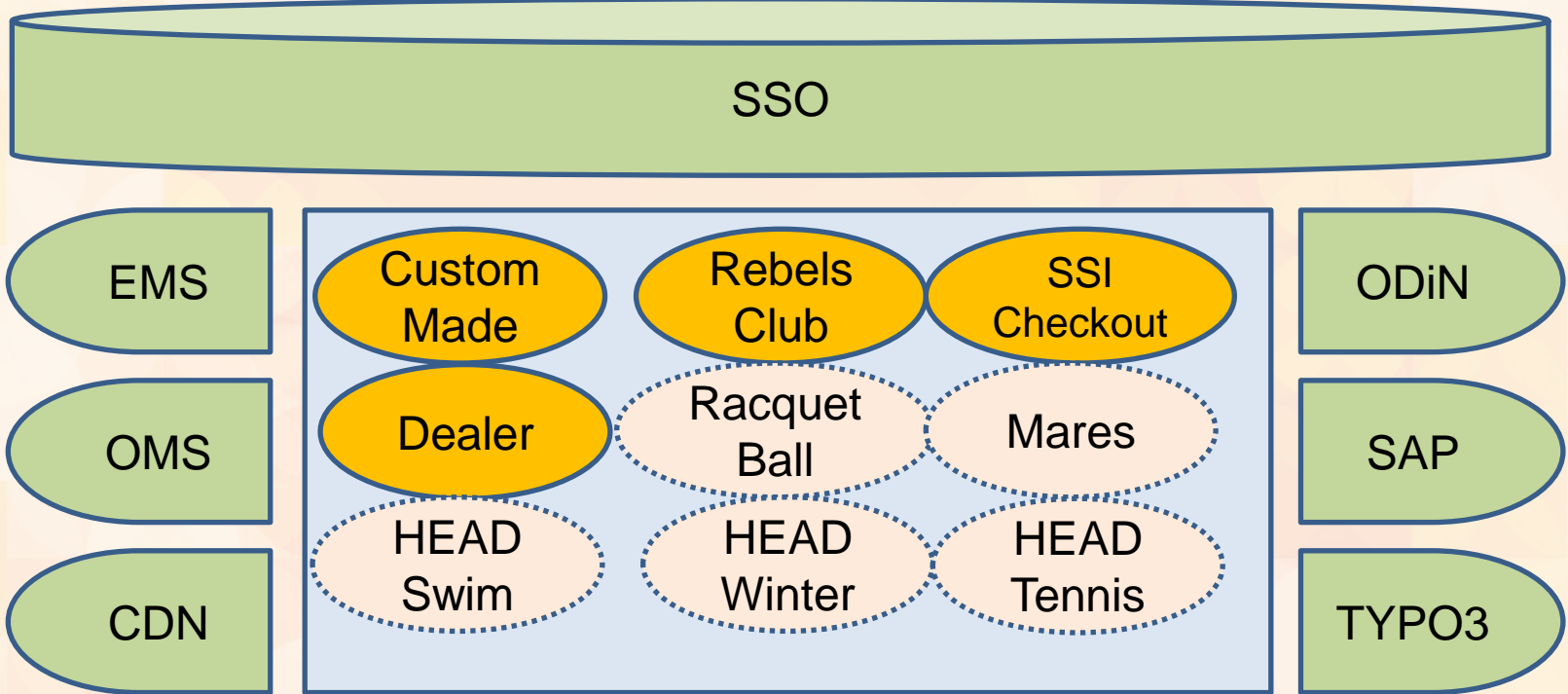
# How to deal with the Challenges?

RETAILER + SALES UNITS	PRICING	CHANGE MGMT	CONSUMER RELATIONS	SHOP SYSTEM +PAYMENT
<p>Communication!!</p> <p>Start: High level Product</p> <p>Service no retailer can make</p> 	<p>Suggested Retail Price</p> <p>No fights in Pricing!</p>	<p>New Job Positions</p> <ul style="list-style-type: none"><li>- E-Commerce</li><li>- Online Marketing</li><li>- Customer Service</li></ul>	<p>Change of Communication Strategy</p> <p>Learning process</p> <p>What they want next?</p>	<p>Magento D2C Shop</p> <p>Support of CGI</p>

# head.com/CustomMade

- Realized in < 4 month, 16 countries + ROW
  - International team, 10 members
  - Magento EE 1.13 based, Responsive UX coming
  - Multiple complex integrations (ERP, SSO, CMS, ...)
- Solid Magento architecture as foundation for further E-Commerce initiatives

# Platform concept



# D2C foundation

- Centralized platform approach (reusability)
- Further divisions & integrations currently rolling out
- “Learn – grow, learn - grow” approach
- Consolidation of relevant information (customers, products, reports...)
- Co-development to share knowledge

# D2C principals

- Solid technical foundation (modular, configurable, ready for internationalization)
- Technology is only 20% of the challenge
- Master Data enrichment is key
  
- Content enrichment has to be learned
- Fulfillment / Service / Payment
- “Whats next”? How to leverage customers & channels



# Resume & Outlook

- Project in time
- Planned budget not exceeded
- Symmetrics support on all levels
  
- Good reception by customers
- Insights used for further product development & communication
- Next Steps: Planned to expand D2C to other divisions

**Thank You !!!**



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