



#Demandware4ITstyle

Benvenuto

La rivoluzione dell'Omnichannel per lo stile italiano nel mondo



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Thanks to our community

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- Our customer speakers



- Our sponsors



- And you!

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Agenda

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17:00 – 17:45 i Trend dell'eCommerce per i brand italiani

Maurizio Capobianco, Sales Director di Demandware Italy

Giulio Finzi, Segretario Generale di Netcomm Consorzio

17:45 – 18:30 La crescita e la rivoluzione dell'eCommerce vissuta attraverso lo stile italiano

Moderatore : Marc Sondermann, CEO e Editor in Chief di Fashion Magazine

Tavola rotonda con

Alessio Rossi, VP, Direct To Consumer Retail & Marketing

Lisa Calatroni, eCommerce Customer Experience Manager di Timberland

Giuseppe Grandinetti, Global Digital Director di Vibram

18:30 – 20:30 Cena di networking & lancio ufficiale di Demandware

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eCommerce Trends in Italy

Giulio Finzi, Segretario Generale – Netcomm Consorzio



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Sigillo Netcomm

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Qualità, trasparenza e affidabilità per i consumatori e i merchant italiani

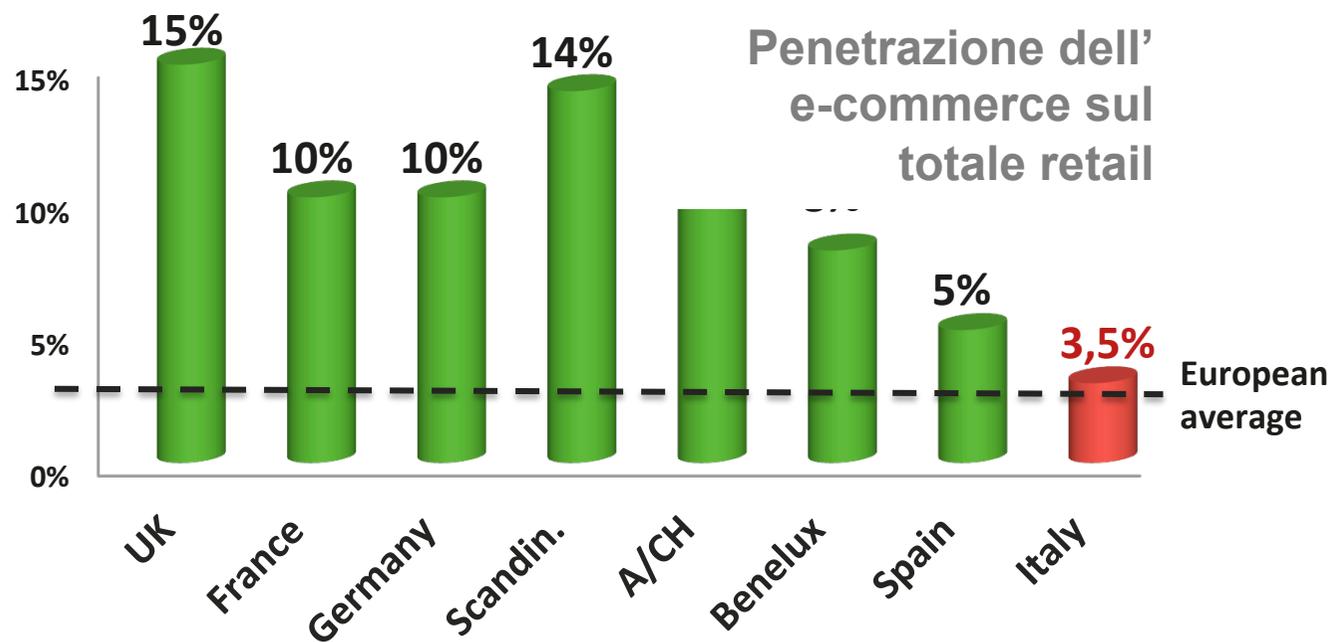


Rafforzato dall'importante accordo raggiunto con le 19 Associazioni dei Consumatori con la messa in opera dell'ADR – Alternative Dispute Resolution

Con il supporto di **CBM & PARTNERS**
STUDIO LEGALE

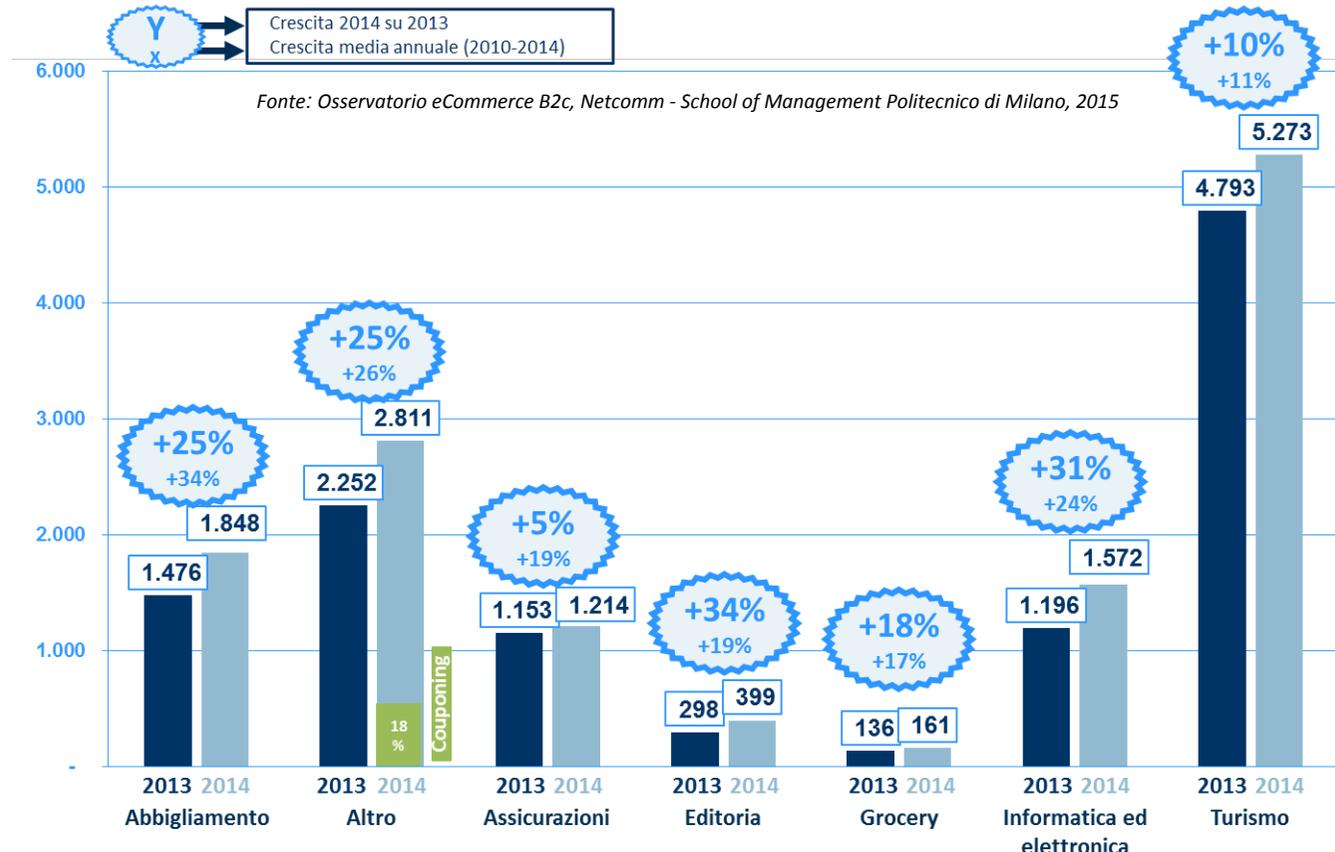


Scenario e-commerce: Europa

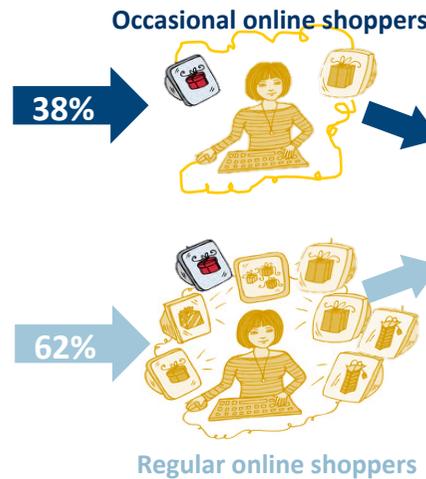
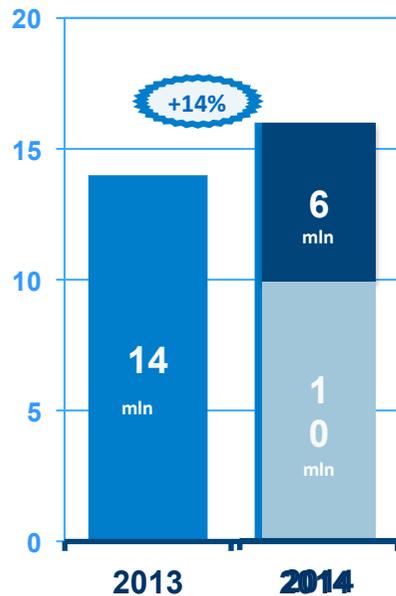


Fonte: Emota, European B2C Report 2015

Scenario e-commerce: Italia



In Italy regular buyers are worth 87% of the e-sales

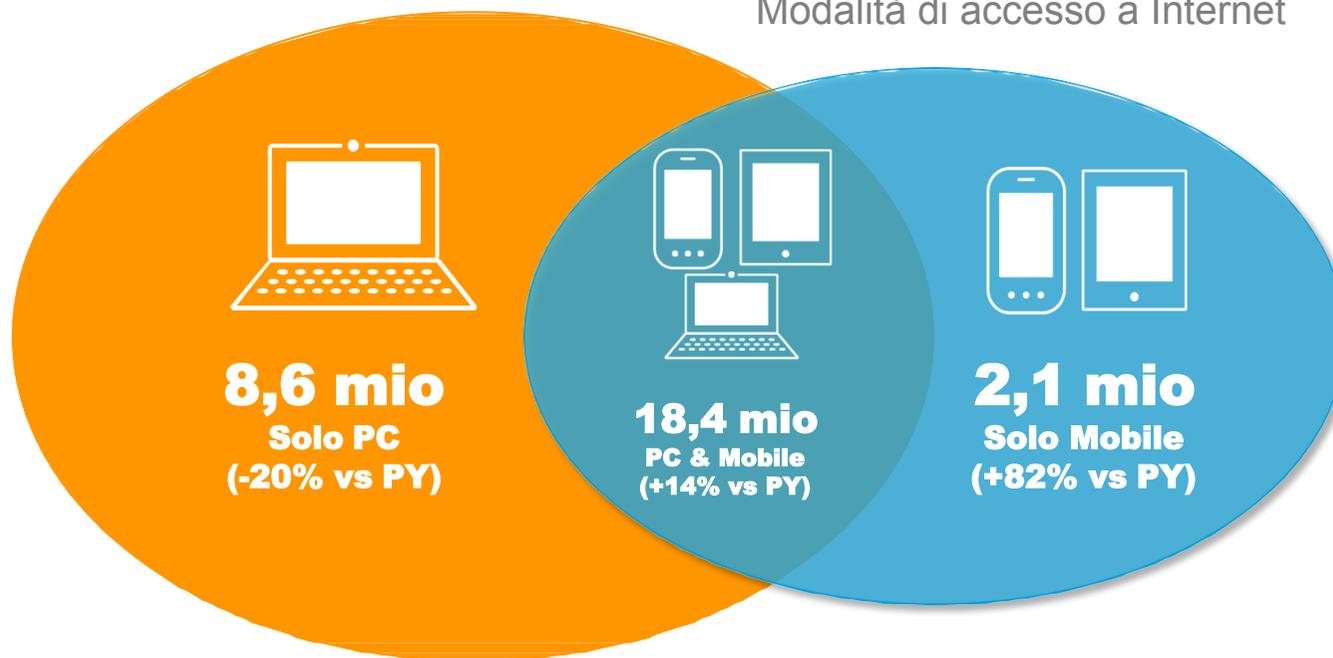


Fonte: Osservatorio Netcomm Politecnico di Milano 2015

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Scenario e-commerce: gli italiani

Modalità di accesso a Internet



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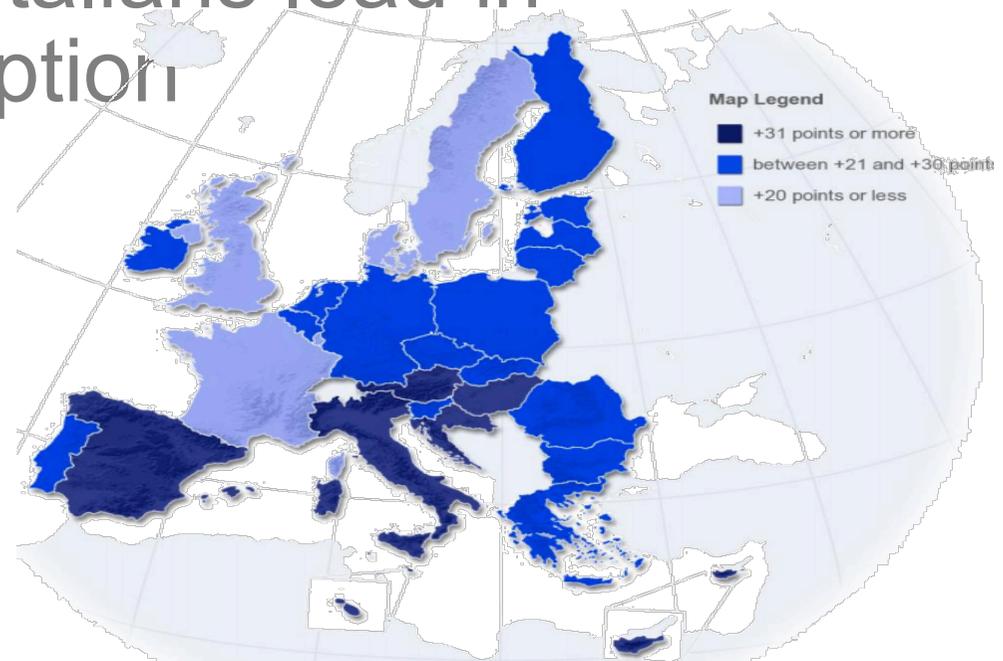
Fonte: Elaborazione Nielsen su dati Audiweb e Auditel powered by Nielsen, Giugno 2015

Across Europe, Italians lead in smartphone adoption

Smartphone use Growth rate (2014 vs 2013)

 IT	68%	+41%
 EU 28	61%	+26%

Fonte:
SPECIAL EUROBAROMETER 423, 2014 vs 2013

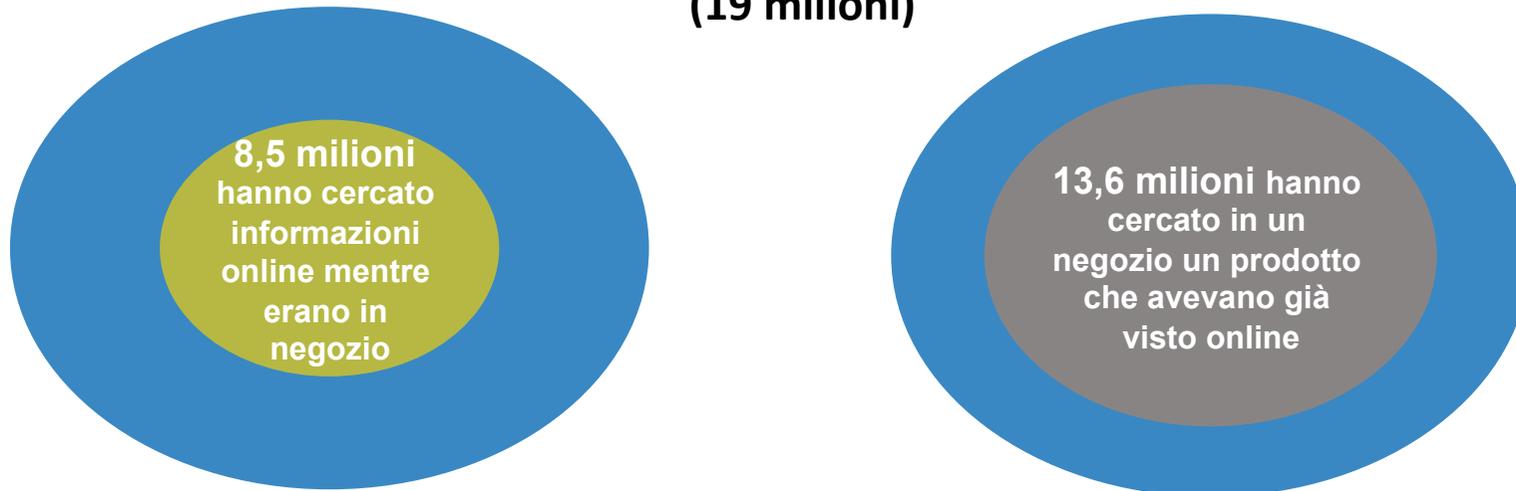


In Italy in 2014: e-sales by smartphone 9% - by tablet 11%

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Everywhere commerce in Italy #Demandware4ITstyle

Utenti Smartphone italiani connessi alla Rete (19 milioni)



Fonte: Net Retail Q1-2014 – Netcomm Human Highway

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Driving Digital Commerce Growth

Maurizio Capobianco, Director Sales Italy - Demandware



Increased traffic feeds digital commerce growth

The Demandware Shopping Index measures digital commerce growth and is based on an analysis of the shopping activity of over 200 million shoppers worldwide. This index considers shopper frequency, conversion, average order values and net change in shoppers.



The shopping index is not indicative of Demandware's operational performance or its reported financial metrics, including GMV growth and comparable GMV growth. The analysis reflects a comparison of digital commerce sites transacting in Q2 2015 and Q2 2014 and activity of registered users.

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Phones Fuel Growth

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- Phones are quickly becoming the device of choice for shopping. Here are some of the key metrics on the soon-to-be most popular shopping device.

*In the luxury:
24% of cross-device shopping*



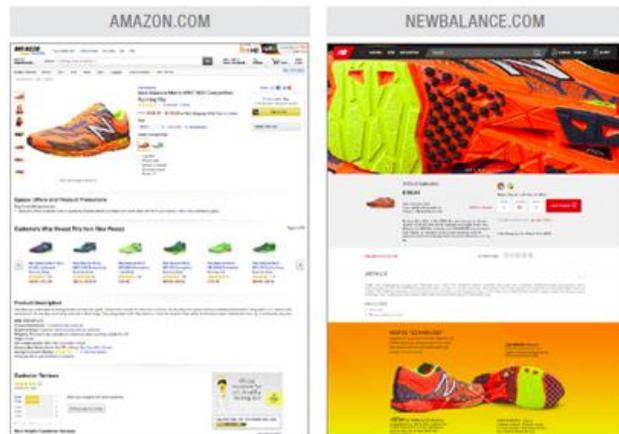
The analysis reflects a comparison of digital commerce sites transacting in Q2 2015 and Q2 2014.

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Engage with relevant & personalize offers

Competitive Edge

Even brands distributing officially through the Amazon platform, and making substantial investments in enhanced Amazon product detail pages, can offer a richer, more content-driven e-commerce experience on their own site. Most organizations find it impossible to compete head-to-head with Amazon on pricing or fulfillment. **However, content remains a domain where brands have the home field advantage, leveraging flexible platforms to support unique content/commerce integration.**



Brands that distribute officially through the Amazon platform still offer a far more compelling e-commerce experience via content-rich product pages on the official brand site.

4. "Content Shock: Why content marketing is not a sustainable strategy," Schaefer Marketing Solutions, January 6, 2014.

Source: L2 Content & Commerce 2014

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Build a full omni-channel experience



OVS



81% increase
in site traffic



44% increase
in conversion

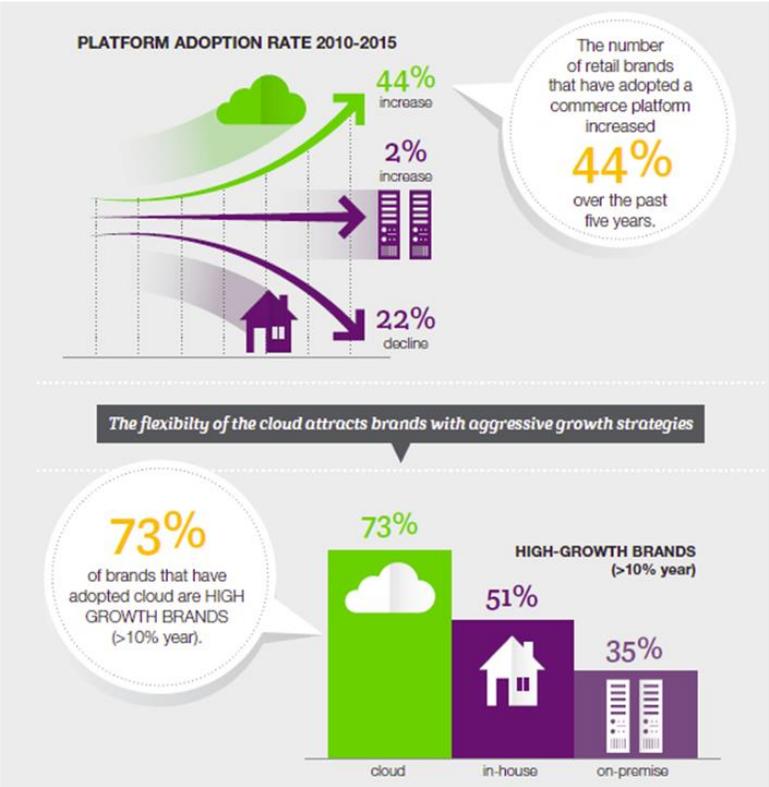


125k+ mobile
app downloads

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Gain in digital agility

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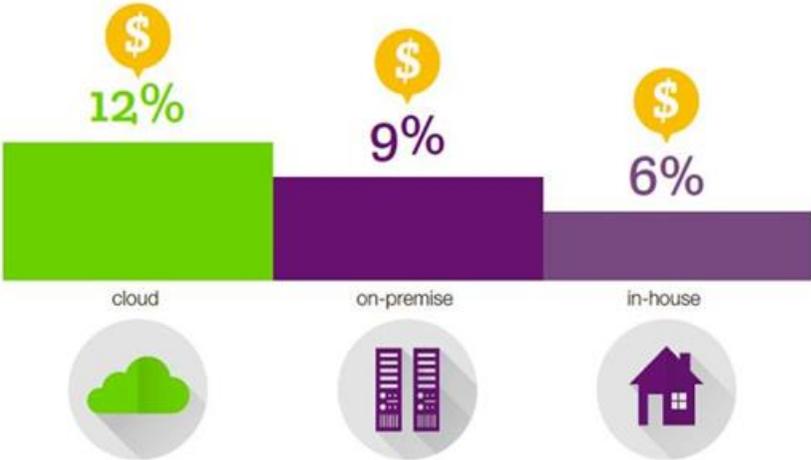


Source: L2 Value of Digital Agility 2015
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Cloud Outperforms Other Platforms

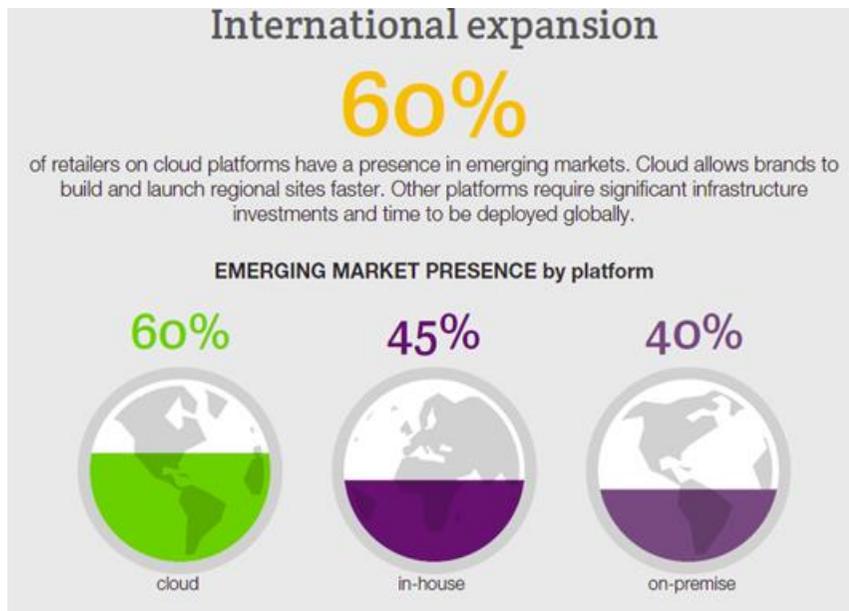
Sales performance

From 2009 to 2014, retailers on cloud platforms outperformed those on other platforms in sales, operating margins and earnings.



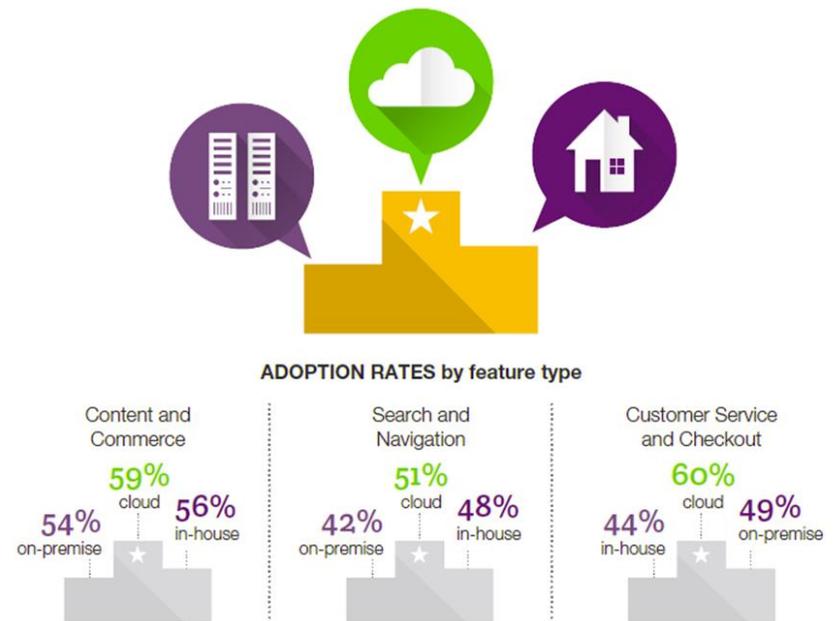
Gain in digital agility

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Innovation

Retailers on cloud platforms have a higher adoption rate of key site features.



Source: L2 Value of Digital Agility 2015

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La crescita e la rivoluzione dell'eCommerce vissuta attraverso lo stile italiano



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**Marc
Sondermann**
*Direttore & A.D. di
Fashion Magazine*
**Fashion
Magazine**



**Alessio
Rossi**
*VP, Direct To
Consumer Retail &
Marketing*

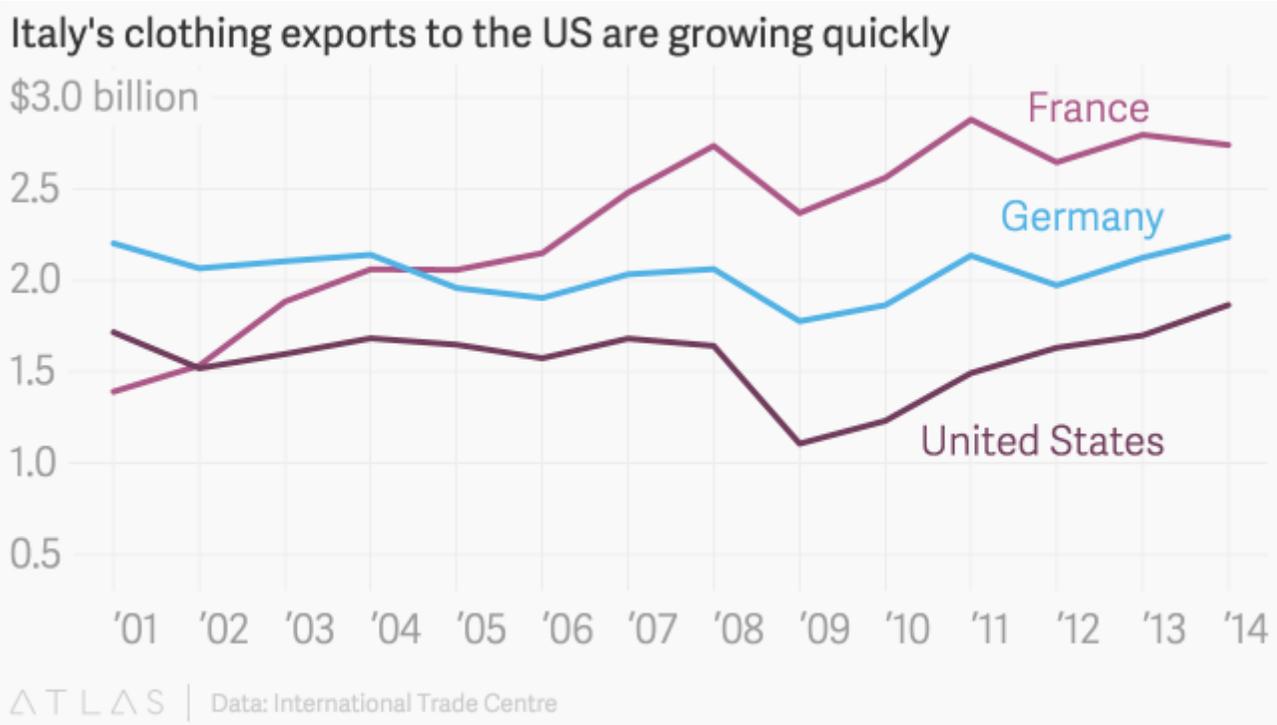


**Lisa
Calatroni**
Group IT Director
Timberland



**Giuseppe
Grandinetti**
*Global Digital
Director*
Vibram

International expansion



Vibram



The image shows a YouTube video player interface. At the top left is the YouTube logo. A search bar is located at the top right. The video content features a laptop displaying the Vibram website. The website's main headline reads "MOVE THE WAY NATURE INTENDED." Below this is a large image of a shoe with a distinctive yellow and purple pattern. Underneath the shoe image, the text says "FIVEFINGERS: THE SHOE THAT STARTED A REVOLUTION." At the bottom of the website display, there are two buttons: "MAKE FIVEFINGERS YOURS" and "WATCH THE VIDEO". Below the laptop, the text "INTRODUCING THE NEW VIBRAM.COM" is displayed in large, bold, black letters. The video player controls at the bottom show a play button, a progress bar at 0:32 / 1:51, and icons for settings, full screen, and share.

A brand new vibram.com

Omni-consumer



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Questions?

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Thank You

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