Supporting strategic decisions through Business Intelligence.

Elisabetta Franchi Case Study.
Speakers.

Christian Nucibella  
CEO and Founder FiloBlu S.p.A.

Luca Percuoco  
Digital Director Elisabetta Franchi
FiloBlu.
Who We Are.

filoblu.com

We are an international business accelerator for Brands and Retailers with an integrated omnichannel approach.
Awards.

No.63 (EU)  
No.5 (IT)  
Technology Fast 500 EMEA 2015

No.147 (EU)  
No.3 (IT)  
Technology Fast 500 EMEA 2015

No.103 (EU)  
No.5 (IT)  
Technology Fast 500 EMEA 2016

No.109 (EU)  
No.7 (IT)  
FT1000 Europe's Fastest Growing Companies 2017

No.154 (EU)  
No.6 (IT)  
FT1000 Europe's Fastest Growing Companies 2018

Italia Best Managed Companies 2017

Now Tech: Commerce Service Providers, Q2 2018 2018
+130 FiloBlu core team

+54% CAGR 2014 - 2018

+40% turnover from outside Italy in 2018

1m/year invested in Research & Development
FiloBlu.
Where We Are.
Where We Are.

- USA
- FiloBlu US HQ (USA) New York City
- Italy
- FiloBlu SpA HQ (ITA) Venice
- China
- FB AP Ltd HQ (APAC Area)
- Hong Kong
- FB Shanghai
- FiloBlu international HQ (GLOBAL)

- 8 Offices
- 5 Companies
- 4 Logistics | Warehouse
FiloBlu.
Our Methodology.
Our Methodology.

01. STRATEGY

02. RESTART
SET-UP E-COMMERCE

03. MANAGEMENT
SUPPORT
<table>
<thead>
<tr>
<th>12 Services</th>
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<tbody>
<tr>
<td><strong>Business Intelligence</strong></td>
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<tr>
<td><strong>Marketing &amp; Communication</strong></td>
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<td><strong>Retail &amp; Store Management</strong></td>
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<td><strong>Operations &amp; Logistics</strong></td>
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<td><strong>Strategy</strong></td>
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<td><strong>Creative &amp; UX</strong></td>
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<td><strong>Sales Assistance</strong></td>
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<td><strong>Accounting, Finance &amp; Controlling</strong></td>
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<td><strong>Internationalization</strong></td>
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<td><strong>Buying &amp; Merchandising</strong></td>
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<td><strong>Technology &amp; System Integration</strong></td>
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<td><strong>Legal Services for online sales</strong></td>
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Elisabetta Franchi. The Digital Project.
Elisabetta Franchi. Brand Profile.
Italian fashion label that was founded in 1998 by the designer Elisabetta Franchi and now has lines of womenswear, shoes, bags and accessories.
+300 core team
+100 million € 2017 turnover
+80 flagship store worldwide
+1,100 multi-brand stores worldwide
Elisabetta Franchi. Digital Project Timeline.
Timeline

2015 — START of the partnership between FiloBlu and Elisabetta Franchi

New Shopping Experience on Magento 1 EE.

Markets: focus on ITALY

2016 —

Markets: focus on EUROPE

2017 —

Focus on RETAIL development, starting with:
A new online business plan that is aligned with retail activities

Launch of a new online shop: Elisabetta Franchi Outlet

Multi-stock management for omnichannel sales.

Connecting the Commerce Intelligence suite and the e-commerce platform

Markets: focus on EASTERN EUROPE
Move to Magento 2 EE (scheduled to go live on 23.10.2018)

Development of omnichannel strategy

Clustering customers by integrating a direct marketing platform

Implementation of online - offline loyalty programs

Markets: focus on the UNITED STATES

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2018

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2019

Creation of a mobile APP with integration between e-commerce and brick-and-mortar stores

Development of a CRM system, with an integrated loyalty system

Offline digital store run directly from the online platform

Development of marketplace channels

Focus on: global distribution of the online brand
Elisabetta Franchi.
Results 2015 - 2018.
Results 2015 - 2018

2015 Online Sales Breakdown
100% Italy

2018 Online Sales Breakdown
65% Italy
35% Europe

2019 Forecast
55% Italy
35% Europe
10% International

+59% CAGR 2013 - 2018
Commerce Intelligence. What is it?
**What Is It?**

*Commerce Intelligence* is the name of FiloBlu’s Business Intelligence suite, which can be integrated with the **most significant corporate sources** in order to **monitor and analyse** the **performance of various international sales channels**.

What Is It?

1. This is a solution for integrated analysis of data from multiple sources.

1. Joint KPIs for offline and online channels.

1. Suite customized to suit individual company needs.

1. Suite produced by digital and retail professionals.

1. Cloud system based, accessible everywhere.
Commerce Intelligence. Strategic Approach.
Strategic Approach.

- Drawing up a strategic business and marketing plan.
- Establishing KPIs and targets to achieve in a set period of time.
- Implementing practical measures to achieve goals.
- Measure the effectiveness of marketing and business initiatives.

Commerce Intelligence

- Strategy
- Goals
- Planning
- Retail & Marketing Analysis
Commerce Intelligence.
Why Do You Need It?
Why Do You Need It?

- Compare key metrics (period on period or event on event) to analyse the performance of measures established in a business and marketing plan.
- Analyse customer buying habits and preferences.
- Measure the performance of product selections, hone buying procedures and provide input about collections.
- Predict and manage risks, such as products being out of stock.
Commerce Intelligence. How It Works?
How It Works?

Magento

ESB

Data Warehouse in Memory

Business Intelligence Interface

Reporting Management & Delivery

Analytics

Social Media

Direct Marketing Platforms

Loyalty Programs & CRM

External Data Sources

ERP

Online Ticketing Services
Commerce Intelligence.
Target Reports.
Customized reports based on the types of **Key Users** can be produced.

The dedicated reports will be **sent by email as frequently as required.**
What Does It Do?

The information about Elisabetta Franchi that are shown are not based on reality.
Commerce Intelligence.
Evolution Roadmap.
01. Consumer profiling based on their habits and what they buy:

- First from the e-commerce system with the data collected by Analytics (connected with the Business Intelligence platform)
- At points of sale with the Business Intelligence platform.

Objective. To optimize marketing and sales activities, boost customer loyalty, improve the customer experience, establish one-to-one measures and maximize ROI.
02. Integration of the Commerce Intelligence suite with the data from the brand’s brick-and-mortar stores.

**Objective.** Pool data from multi-channel sources to get a global, integrated vision of the business on a single Business Intelligence platform.
03. Not only presenting data in graphs, but also displaying information in forms that are as clearly comprehensible to the human mind as possible, thus aiding understanding and speeding up the decision-making process.

Objective. Not only collecting data, but also displaying it graphically.
04. What can we do with the data at our disposal? **Improve the customer experience** by **changing our approach to shopping** and developing a new business model.

**Objective.** Commerce Intelligence can be used as a **database from which thousands of different combinations of information** can be extracted in order to **create new models of products based on consumer habits and purchases.**
05. FiloBlu manages the online channels of more than 30 international brands offering various categories of products.

Objective. Thanks to our selection of data, we are able to compare the information collected and highlight:

- Best-in-Class and Best Practices in order to improve the performances of the brands in the portfolio.
- Recurring behaviour.
- Revenue trends.
Thank You.

Schedule a call for a Demo
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#MLEV