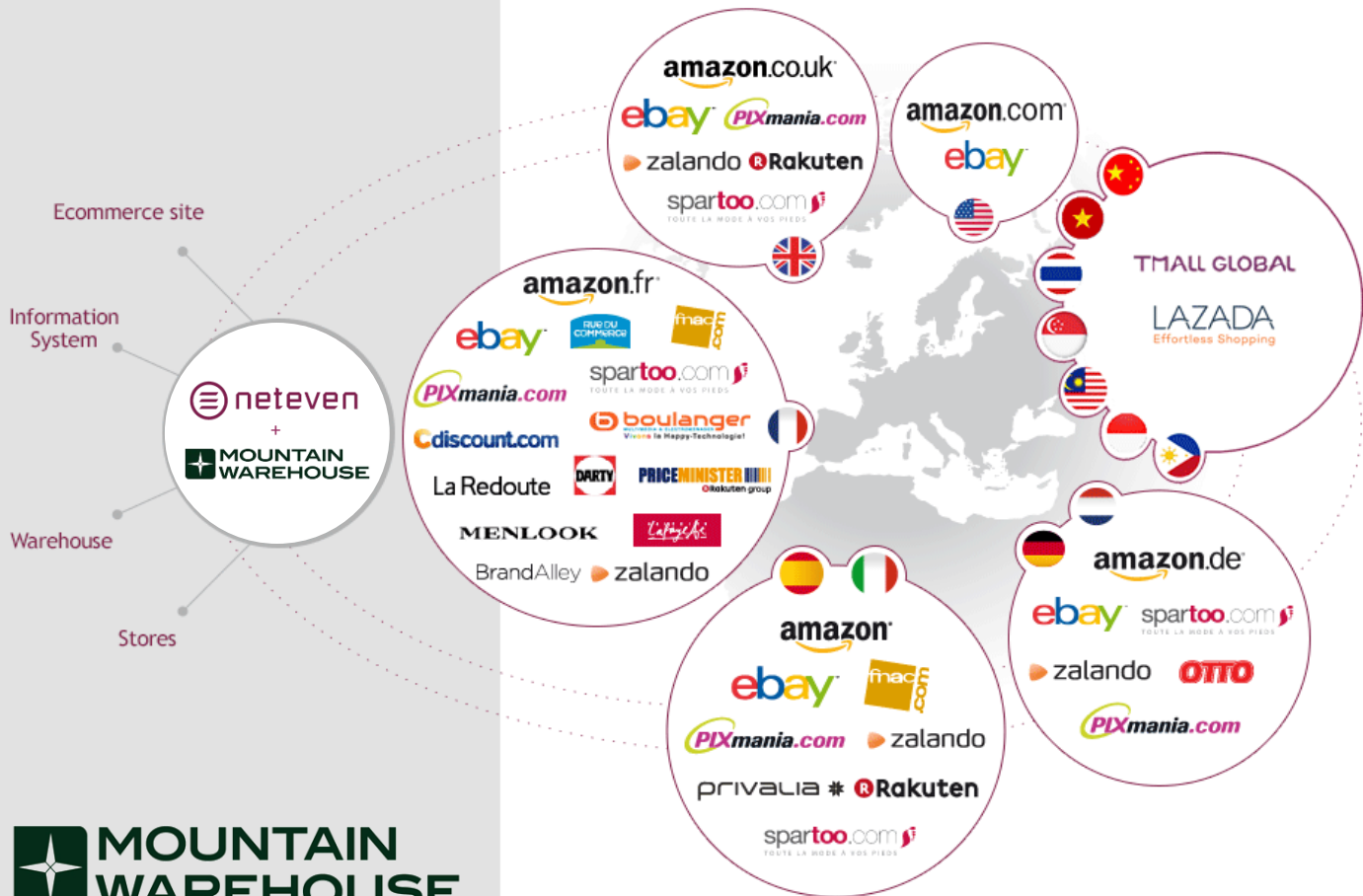


neteven case study



MOUNTAIN WAREHOUSE



Background

Mountain Warehouse is a leading UK outdoor clothing and equipment brand. Having started in 1997 with a single shop, Mountain Warehouse now has over 200 physical stores and distributes products online through its ecommerce website and on leading marketplaces (Amazon UK, DE, FR, ES, IT, US, eBay UK, DE, ES, IT, AU, FR, Tesco).

As part of its development strategy, Mountain Warehouse decided to increase its presence and optimise its distribution on international marketplaces, which only represented 5% of its total turnover at that time.



Goals

- ≡ Improve technical management of eBay stores
- ≡ Allow future expansion of marketplaces without internal development resources
- ≡ Launch on Tmall Global ahead of competitors

Overview

Mountain Warehouse was looking for improvements in efficiency and automation in order and listing management on the marketplaces they were present on and wanted to meet with customer expectations by expanding its online distribution. The company needed a significant development resource to maintain marketplace links and manage marketplace feeds to build business cases to trial and launch on new online sales channels. Therefore, Mountain Warehouse chose the online distribution expert Neteven to manage its marketplace activity.

Solution provided by Neteven

Neteven met Mountain Warehouse's requirements by providing them with personalised advice from the Neteven support staff coupled with a robust technical solution. This support, combined with Neteven's powerful software helped Mountain Warehouse to integrate, to automate, to centralise and simplify their full sales cycle.

In a short period of time, Neteven deployed their activity on Cdiscount, the third largest ecommerce player in France. Mountain Warehouse next wanted to reach the vast Chinese consumer market via marketplaces with Neteven's support. Neteven was already connected with the Alibaba Group's B2C entity, Tmall Global since the company already had launched several of its clients in this market. Neteven's relationship with Alibaba opened the doors for Mountain Warehouse to access Tmall Global marketplace.

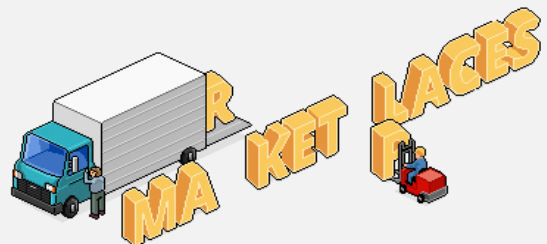
Implementation

Duration: 1 month for Cdiscount (France)
3 months for Tmall (China)

Technical development: yes

Teams deployed: Account Management, Technical, Sales and Support teams

Marketplaces integrated: Cdiscount and Tmall Global



Results

Business improvements

- ≡ Increase of the number of marketplace sales channels in Europe and Asia with limited human and financial investment
- ≡ Marketplaces were central to a cross border trade strategy that now represents a higher rate of Mountain Warehouse's activity
- ≡ The automation of many tasks and the quick adaptation to the unique aspects of each marketplace enabled Mountain Warehouse to improve efficiencies
- ≡ Optimisation marketplace management, including inventory updates, promotions, order processing, listings publication and initiation of business rules by platform

Technical improvements

- ≡ Automation of many tasks : catalogue publication, automated price adjustment on competition, stock updates, order management, customer communication, access to a 'reports' suite, etc.
- ≡ Quick and efficient improvement in feeds to eBay UK, Germany and France
- ≡ Deep integration with the Mountain Warehouse information system (ERP and WMS) linking to Neteven and the marketplaces via APIs
- ≡ Synchronisation of inventory updates across all marketplaces
- ≡ Provision of an available and responsive technical support

Today Mountain Warehouse continues its international expansion through a large number of marketplaces, with Neteven's support. Their dedicated Account and Project Manager resolved their feeds problems and enabled Mountain Warehouse to launch in China with minimal investment. Mountain Warehouse have seen significant increase in marketplace revenue thanks to their participation at the 11.11 Global Shopping Festival (Singles Day). This end-to-end project involved systems integrations, account set up, store design, translation, fulfilment and customer service. Thanks to Neteven's team, Mountain Warehouse is now trading on the largest marketplace in the world: <https://mountainwarehouse.tmall.hk/>

The number of marketplaces available is always increasing, and integration with Neteven has allowed for a straightforward entry onto new lucrative marketplaces as Mountain Warehouse looks to benefit from these new opportunities.

Testimonies



Mark Neale, Mountain Warehouse's founder and chief executive: "We chose Neteven as we wanted to build and sustain the multiple and constantly changing integrations of all these sales channels. By working with Neteven, we have been able to increase the number of marketplace sales channels in Europe and Asia with limited human and financial investment. We chose to work with Neteven because of their unrivalled technical and commercial relationships with the world's leading marketplaces."

About Mountain Warehouse:

Mountain Warehouse has 18 years' experience developing the very best outdoor gear for all the family. Having started with a single shop in Swindon, the company now has over 200 stores and employs more than 1,500 people. Mountain Warehouse sells more than 12 million items a year, from jackets and fleeces to rucksacks and sleeping bags. It also sells items for running and cycling. What sets it apart from competitors is that almost all its stock is exclusive to Mountain Warehouse. By designing its own top-quality products, and having them made to exacting standards, it cuts out the middleman. That means customers get top-quality products at lower prices.

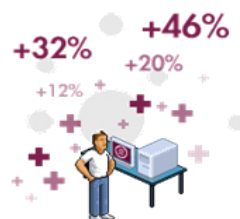
Greg ZEMOR, Co-founder & Marketing Director of Neteven:

"We're thrilled to help Mountain Warehouse increase exposure and grow its business via the top marketplaces. Neteven already had experience with the marketplaces aligned with Mountain Warehouse's brand strategy, and we had already launched several of our clients in China. The fit was great. We are delighted to be part of Mountain Warehouse's online success and are currently working on additional expansion."



About Neteven:

Founded in 2005 by former eBay employees and internet technology experts, Neteven is the leading marketplace trading platform optimised to deliver incremental revenue to retailers, brands and manufacturers through cross border trade. Using Neteven's proprietary cloud based software and bespoke services, retailers can gain maximum exposure of their entire product catalogue to large sales platforms operating in Europe's key markets. Neteven is the preferred marketplace trading partner in Europe and is proud to work with a number of blue chip international retail businesses.



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Contact: +44 (0) 203 356 2722 - contact@neteven.com - www.neteven.co.uk