

# From Vision to Execution: Moleskine's Journey Toward a Global B2B Commerce

# Speaker



**Matia Rosa**

Regional Sales Manager

*Tinext*

# Tinext in a nutshell



## Clients



CONSULTING



DELIVERY

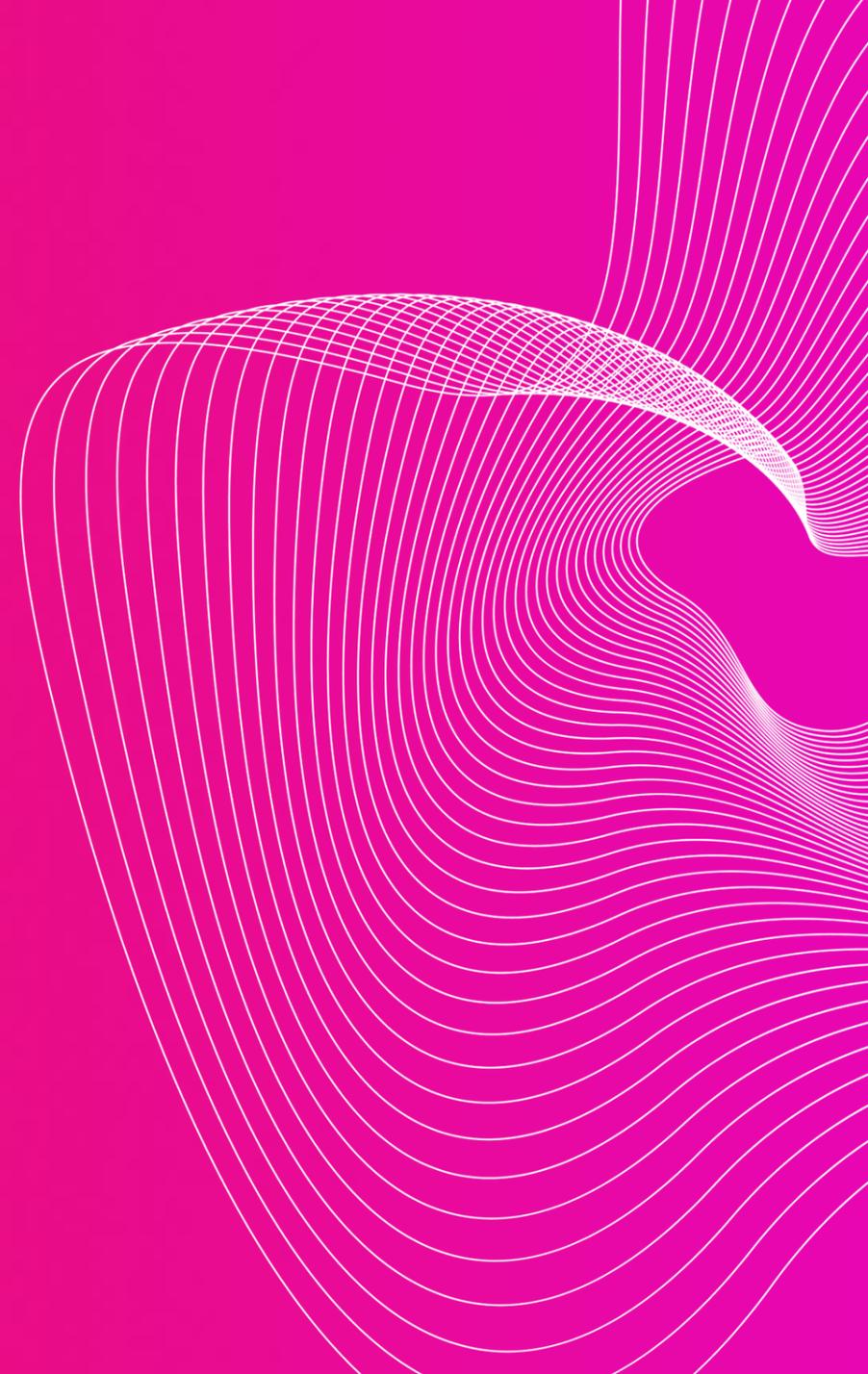


OPERATIONS

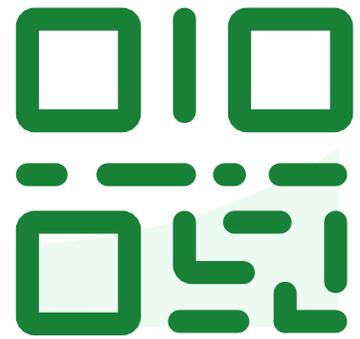
## Partners



**Live Poll**



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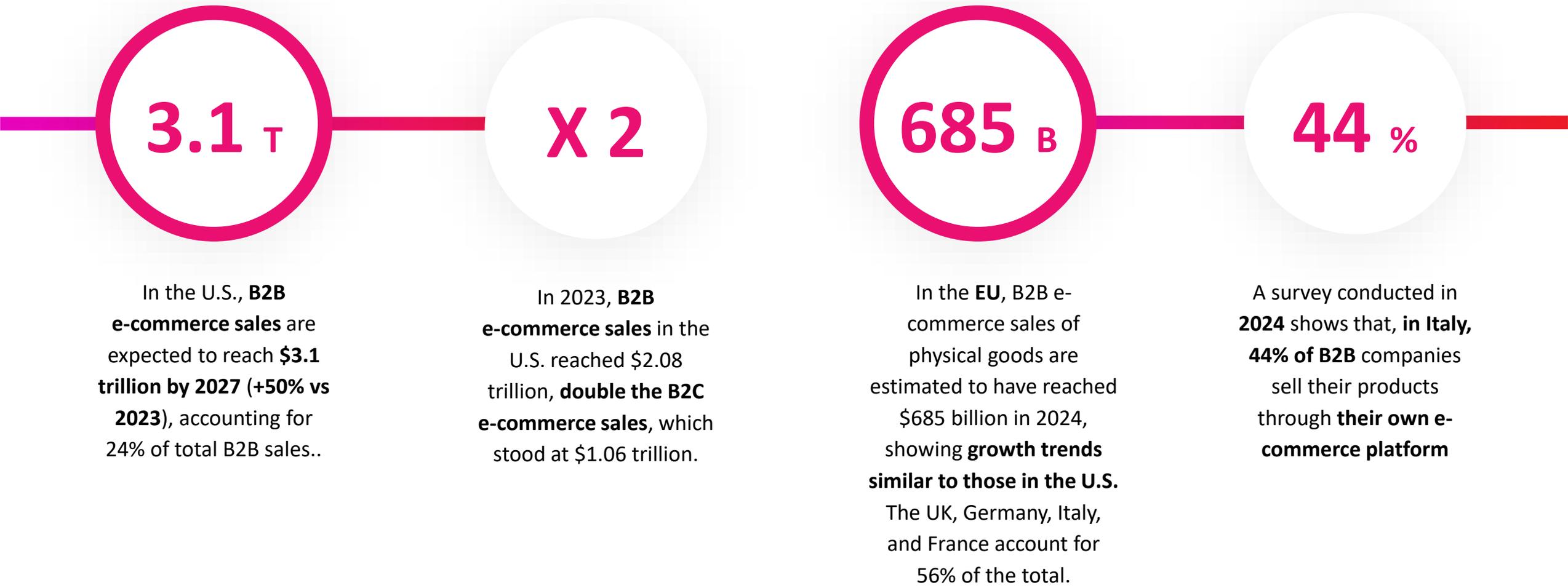
**Does your company use a B2B e-commerce platform for order management?**



**What are the main operational challenges your company faces when using B2B e-commerce?**

# B2B sales are moving online

By 2025, over 50% of B2B companies' revenue will come from digital channels. This represents a leap of more than 20 percentage points compared to the figures recorded in 2021.



**3.1 T**

In the U.S., **B2B e-commerce sales** are expected to reach **\$3.1 trillion by 2027 (+50% vs 2023)**, accounting for 24% of total B2B sales..

**X 2**

In 2023, **B2B e-commerce sales** in the U.S. reached \$2.08 trillion, **double the B2C e-commerce sales**, which stood at \$1.06 trillion.

**685 B**

In the **EU**, B2B e-commerce sales of physical goods are estimated to have reached \$685 billion in 2024, showing **growth trends similar to those in the U.S.** The UK, Germany, Italy, and France account for 56% of the total.

**44 %**

A survey conducted in **2024** shows that, **in Italy**, **44% of B2B** companies sell their products through **their own e-commerce platform**

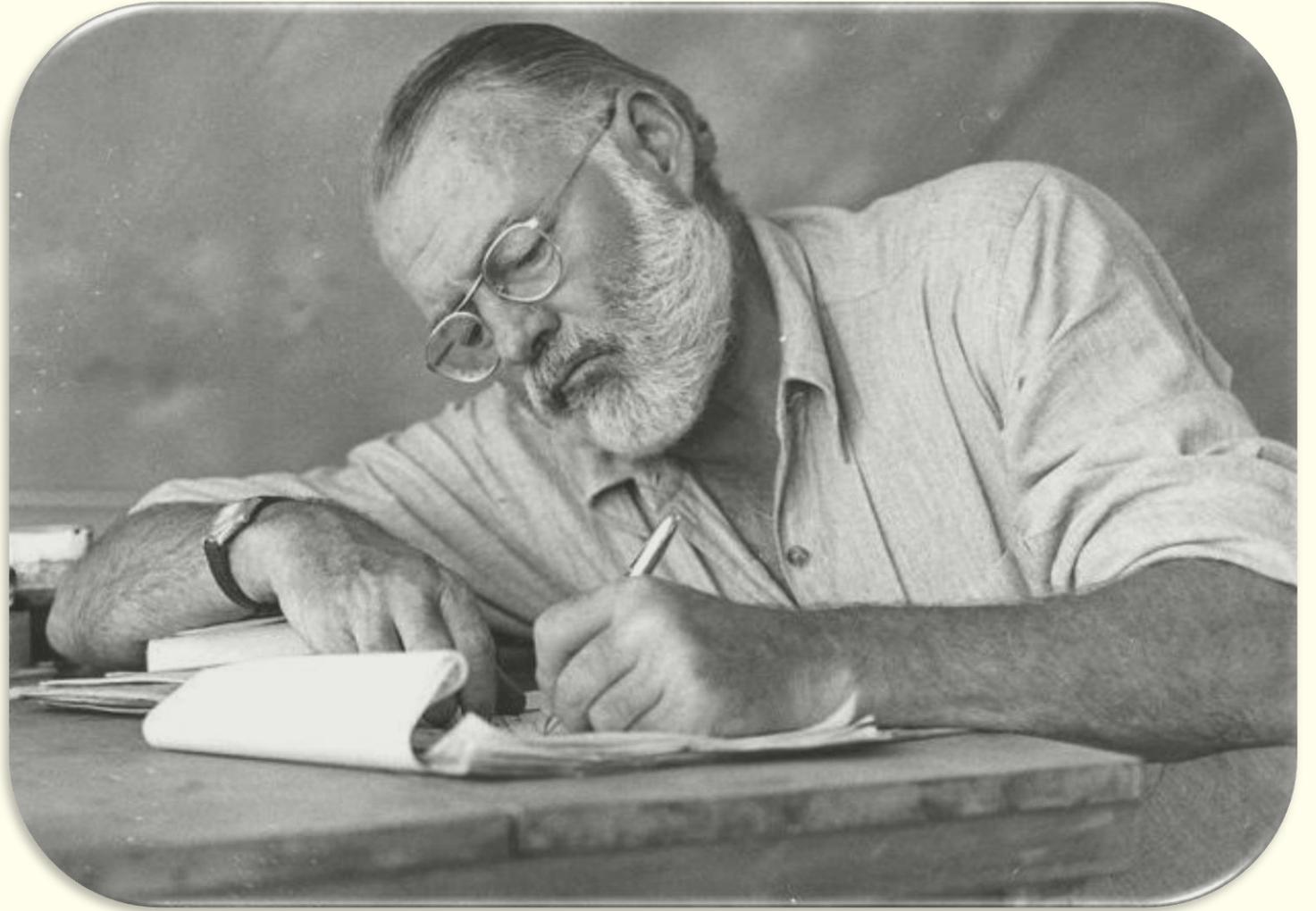
# Speaker

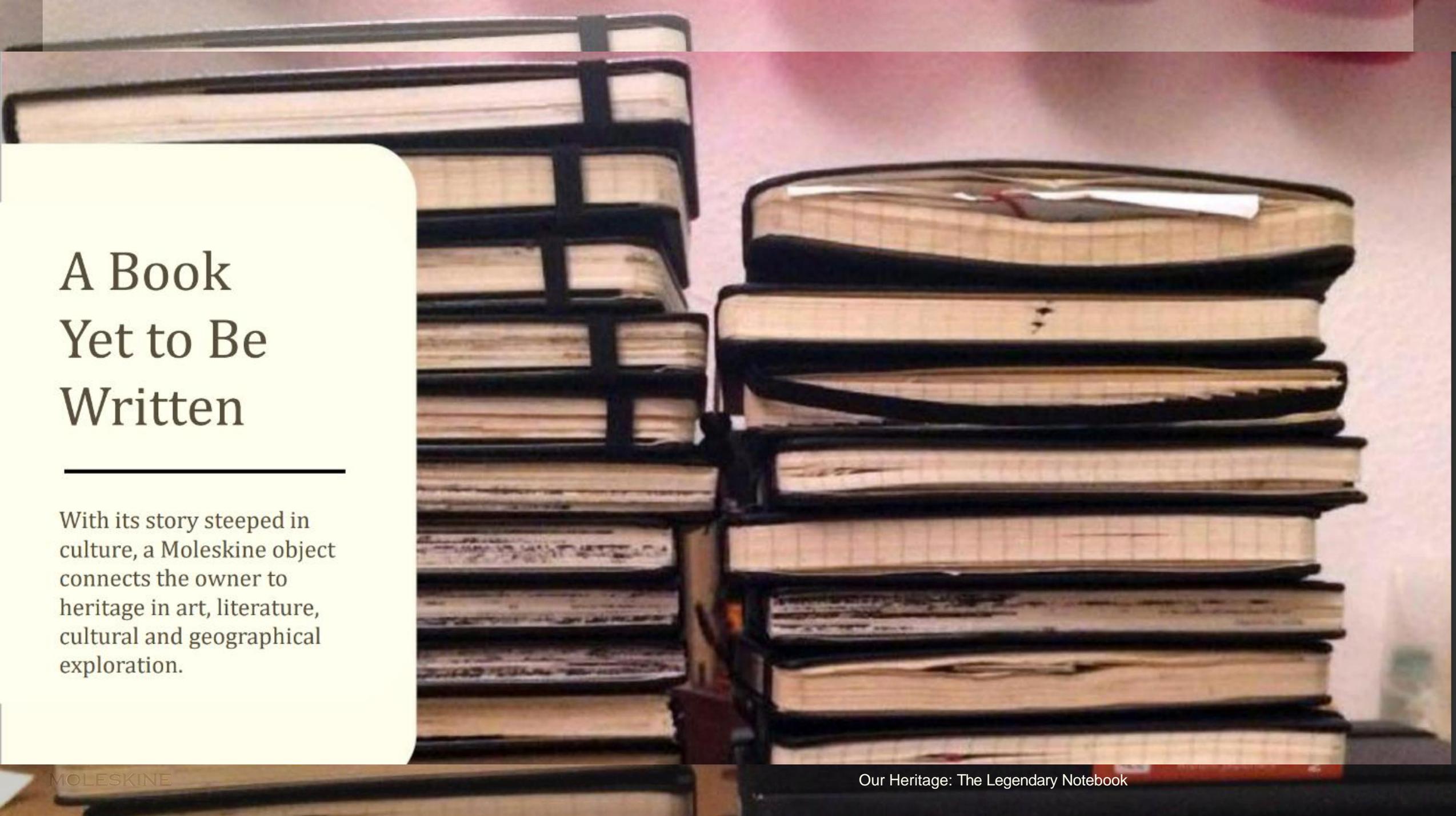


**Giacomo Mapelli**

Global Wholesale Director  
*Moleskine*

***Our Heritage:  
The legendary  
notebook***





# A Book Yet to Be Written

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With its story steeped in culture, a Moleskine object connects the owner to heritage in art, literature, cultural and geographical exploration.



A CULTURAL ICON



A SYMBOL OF CREATIVITY



A PLATFORM FOR EXPRESSION



A TOOL FOR IDENTIFICATION



# Strategic Drivers for the digitalization of B2B Channel



**Create a system for  
order collection  
available 24/7**



**Activating new  
markets**



**Improving the Brand  
Experience**



**Digitization of order  
management and  
collection processes**



**Optimize the  
replenishment  
process**



**Customize the  
customer journey**

# Key Challenges



**Autonomous use by customers**



**Sales force tool**



**Ad Hoc Catalogue**



**Customized commercial terms**

**MOLESKINE**



# Strategic Focus: Three Core Pillars



## Adoption

Create a network of independent customers

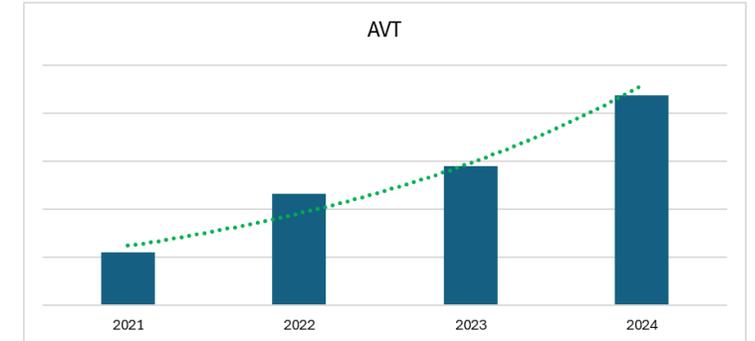
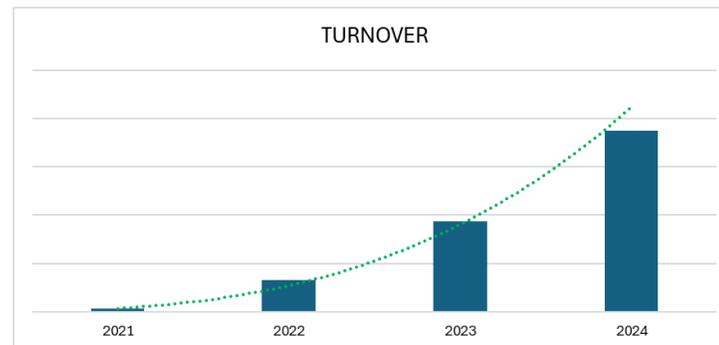


## Sales

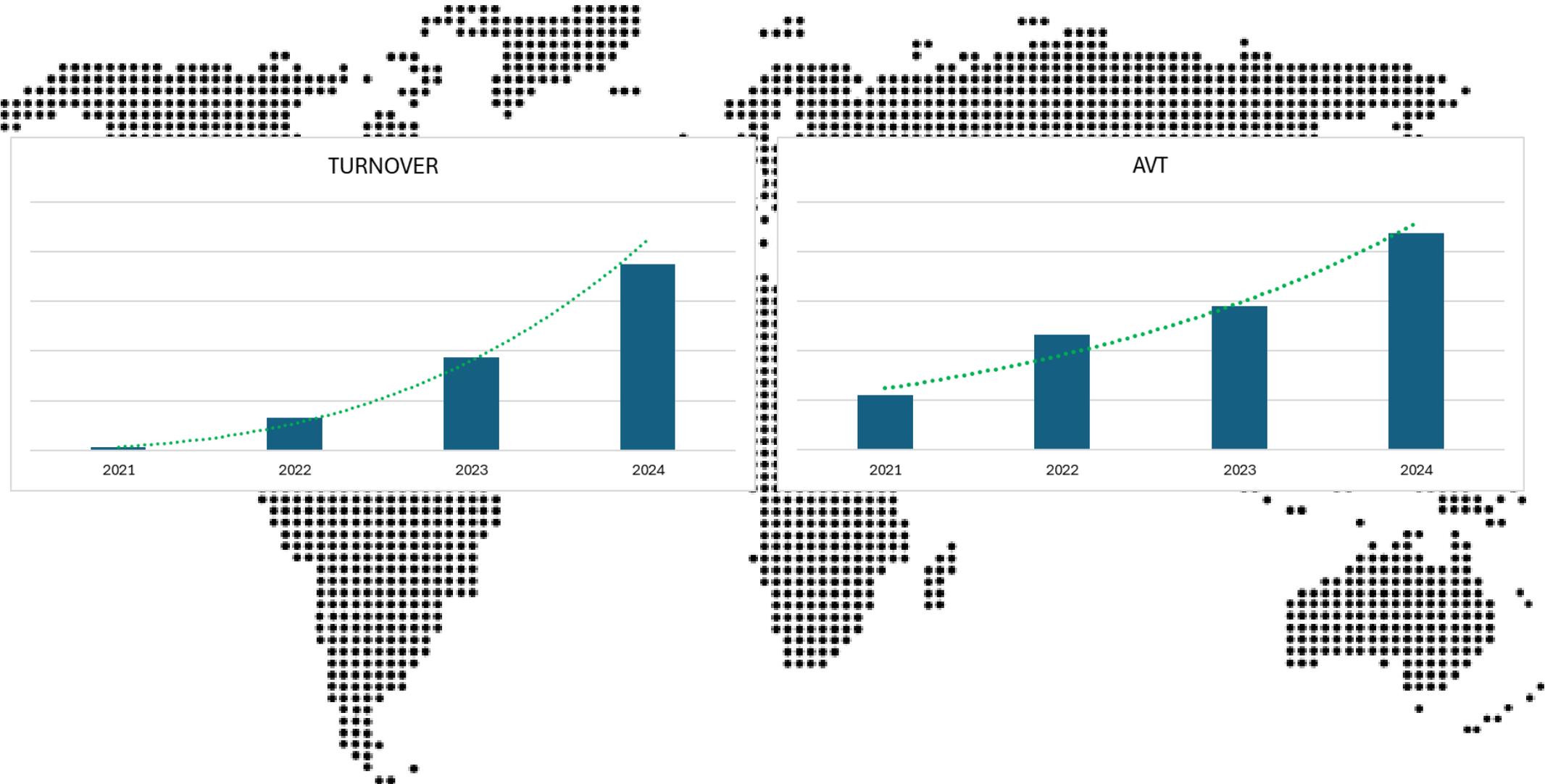
Increase the turnover generated by the ordering tool



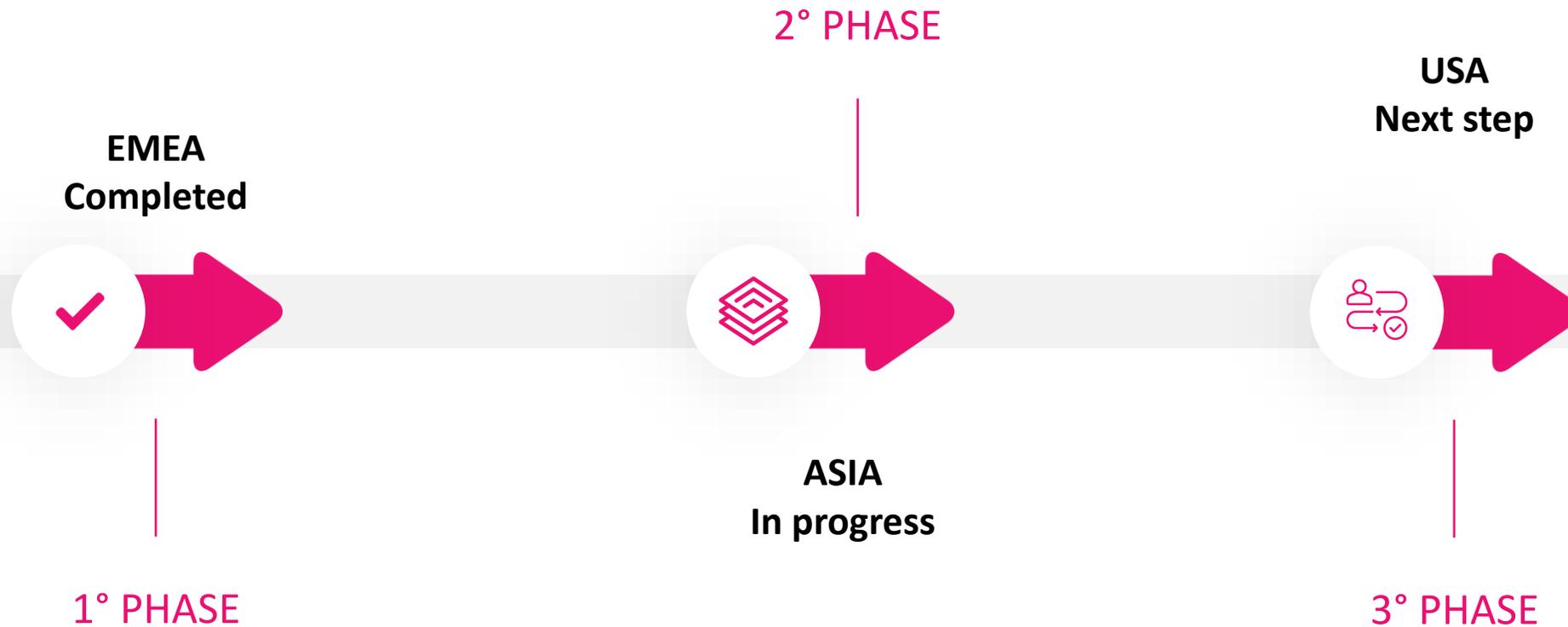
## AVT



# Platform performance results (2021–2024)



# Global Expansion: A Three-Phase Rollout



# More than an order Platform

**A single  
touchpoint for  
Engagement &  
Experience**



**Greater service,** a tool built to satisfy the needs of different regions and customers and increase turnover



**Global platform,** capable of supporting all the ROM and Local Heroes customers



**Lifestyle blog,** thanks to CRM campaigns to speak directly with the clients



**Data driven,** thanks to the reporting system of Salesforce



**Enlargement** of MSK footprint and loyal customers

# Thank you for your attention

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**Tinext SA**  
Lugano – Svizzera

[info@tinext.com](mailto:info@tinext.com)



**Tinext SA**  
Geneva - Svizzera

[geneva@tinext.com](mailto:geneva@tinext.com)



**Tinext Italia**  
Milano - Italy

[italy@tinext.com](mailto:italy@tinext.com)



**Tinext Middle East**  
Dubai - UAE

[me@tinext.com](mailto:me@tinext.com)



**Tinext Middle East**  
Kuwait City - Kuwait

[me@tinext.com](mailto:me@tinext.com)