

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

Speaker



Matia Rosa

Regional Sales Manager

Tinext

Tinext in a nutshell



CONSULTING



DELIVERY



OPERATIONS

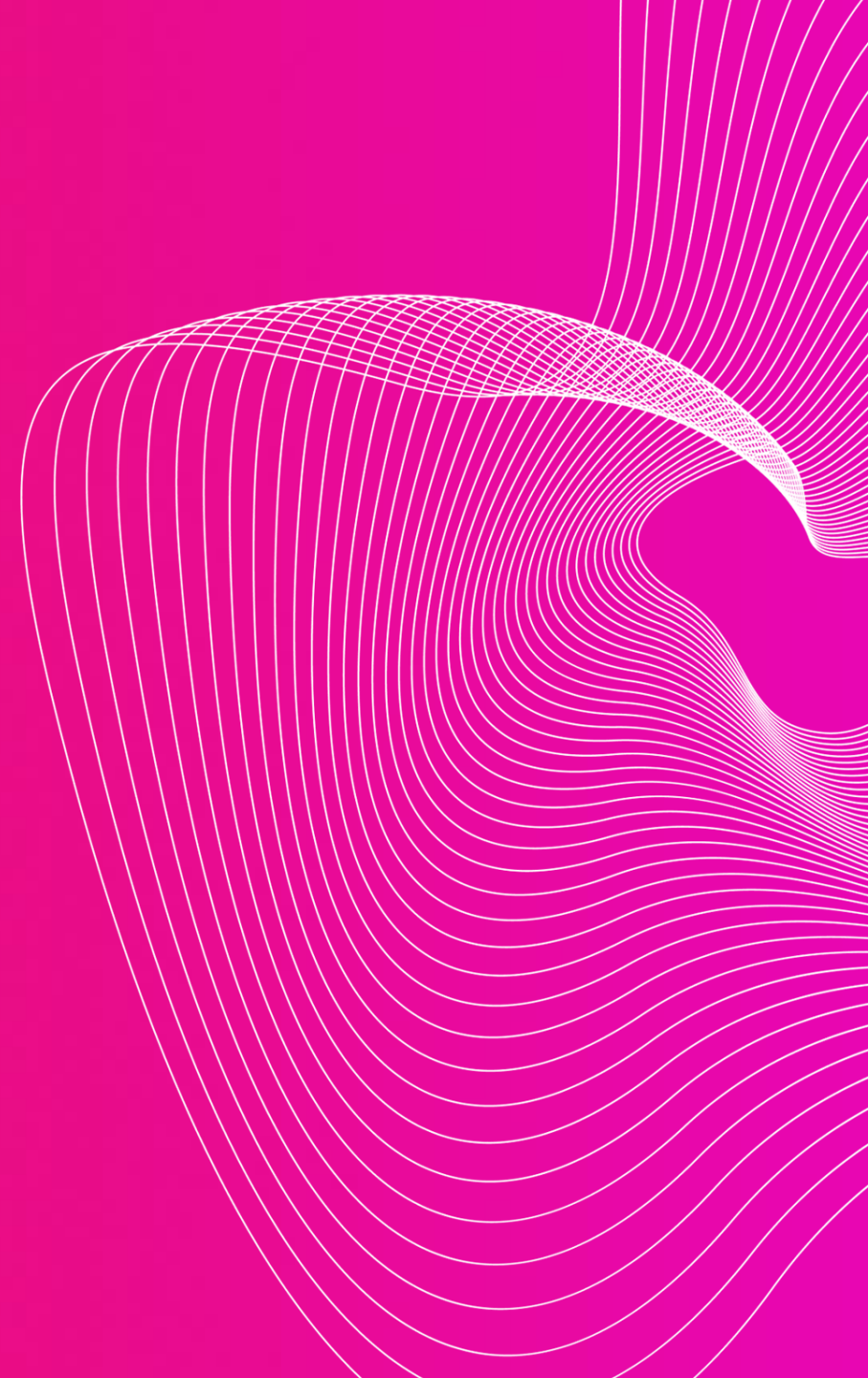
Clients

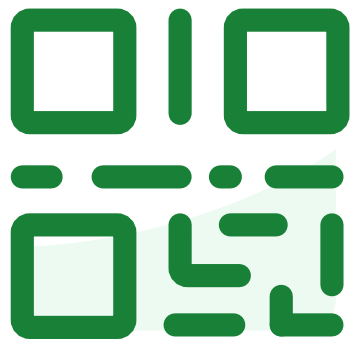


Partners



Live Poll





**Join at slido.com
#6204850**



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**

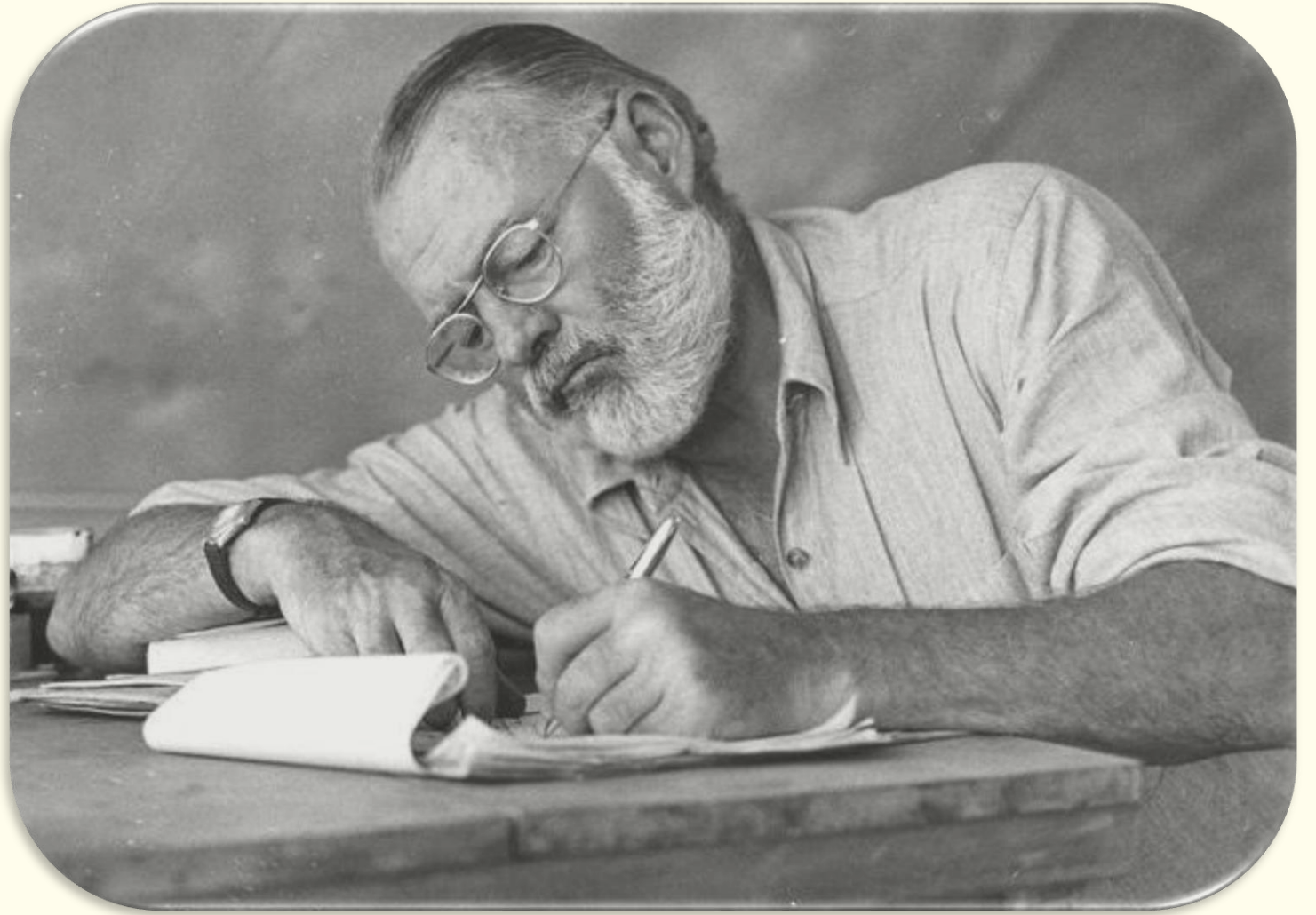
Speaker

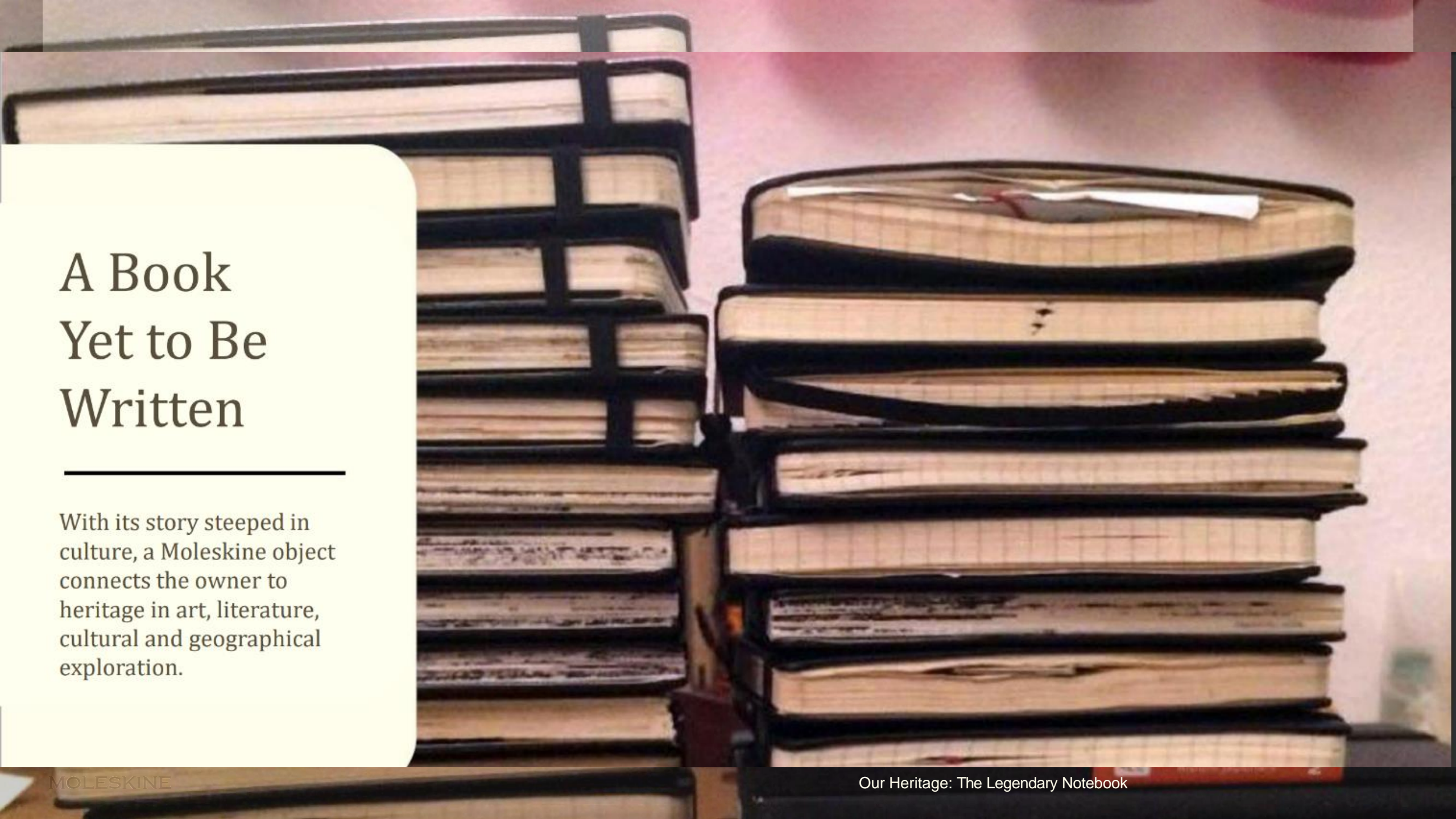


Giacomo Mapelli

Global Wholesale Director
Moleskine

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





A Book Yet to Be Written

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

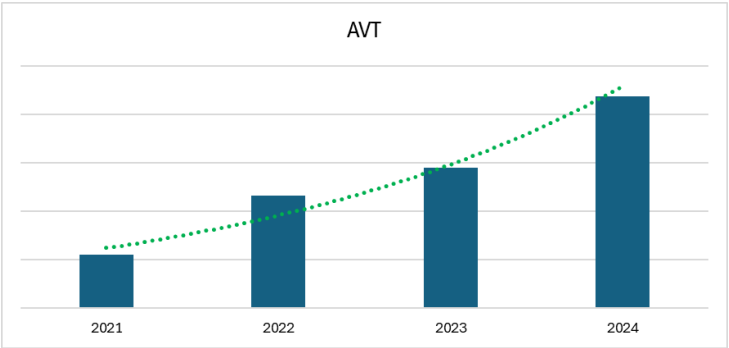
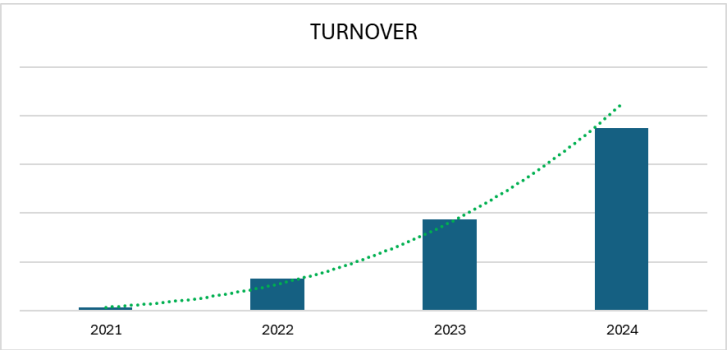


Sales

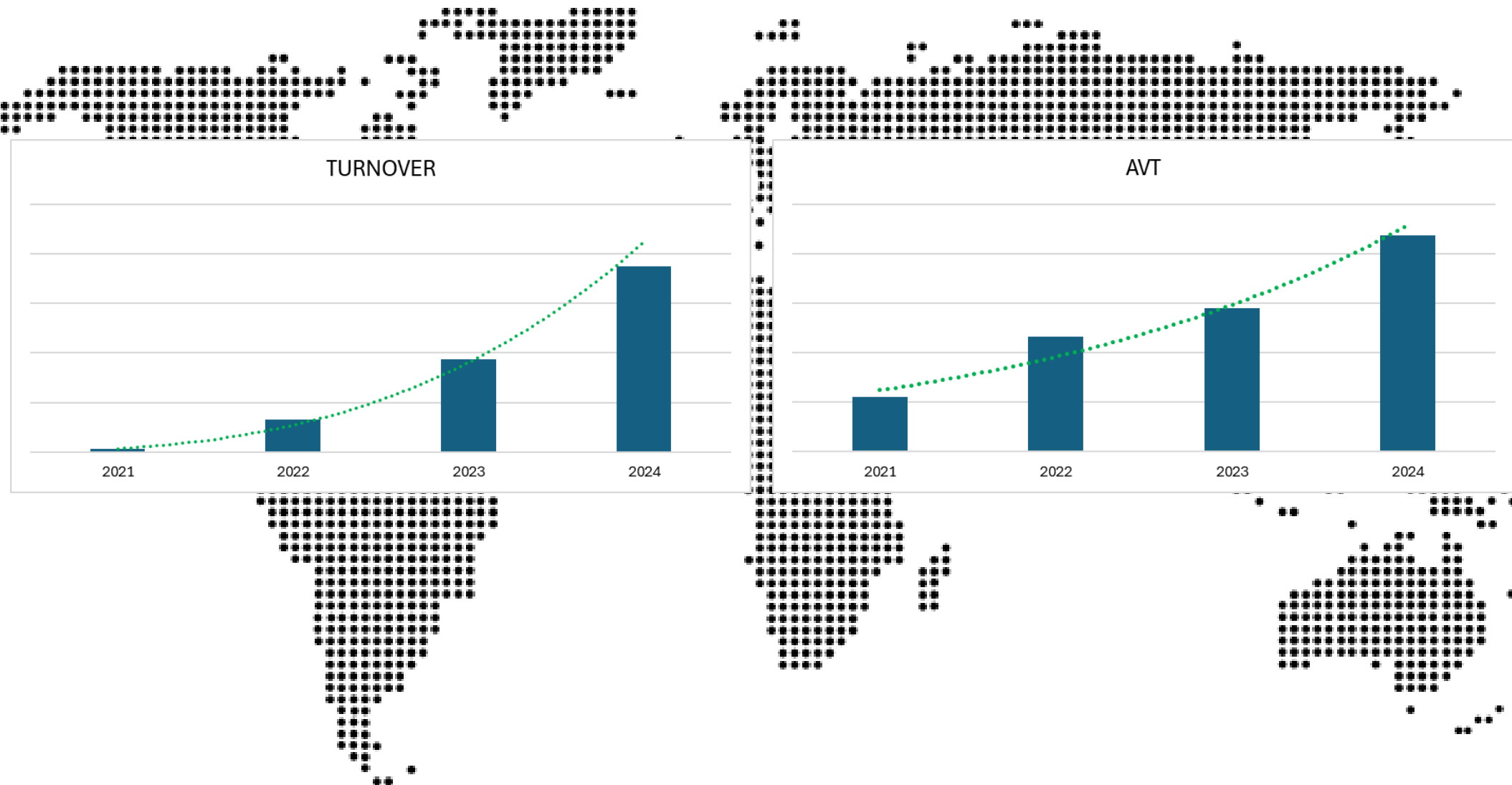
Increase the turnover generated by the ordering tool



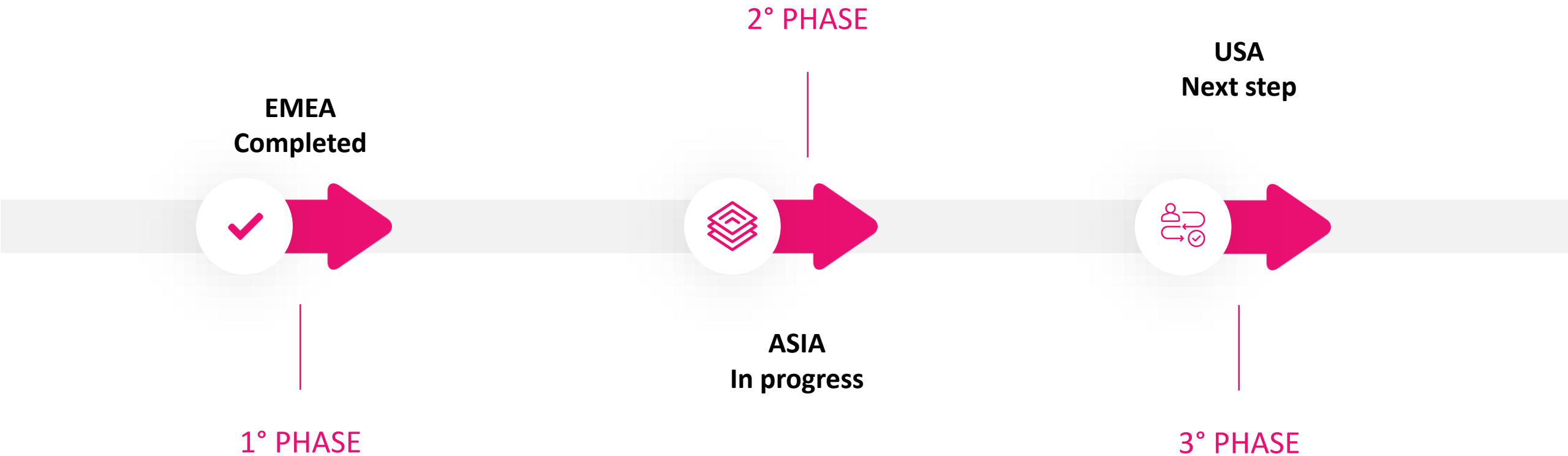
AVT



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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