



**blue-tomato.com**  
SNOW | SURF | SKATE

**SAP Professional Day**  
**Bulgaria, Oct 5 / 2017**

# // Agenda

- ▶ Blue Tomato – Company Overview ([Intro Video](#))
  - ▶ Omni-Channel @ Blue Tomato
  - ▶ Characteristics of the Blue Tomato Core Markets and Customers..
  - ▶ Key Drivers
    - ▶ Mobile
    - ▶ Performance
    - ▶ Payment
    - ▶ Shipment
    - ▶ Convenience
  - ▶ Trends / Studies / ....
  - ▶ Key Features
  - ▶ eCommerce System Overview
- 

## THE BLUE TOMATO PHILOSOPHY

your ride. our mission.  
work hard. ride harder.

Blue Tomato stands for team spirit and professionalism. Our passion for snowboarding, freeskiing, skateboarding & surfing is the basis of our success.

We live and breathe our business, our sports and our lifestyle. We share our spirit and enthusiasm with our customers and colleagues.

We are first movers - we transform visions into reality with courage and creativity. Blue Tomato stands for quality and expertise.



Teamrider: Clemens Millauer

© Patrick Steiner



Teamrider: Philipp Freitag, Daniel Moder

© Patrick Steiner



Teamrider: Jonas Bachan

© Alex Papis



Teamrider: Julia Brückler

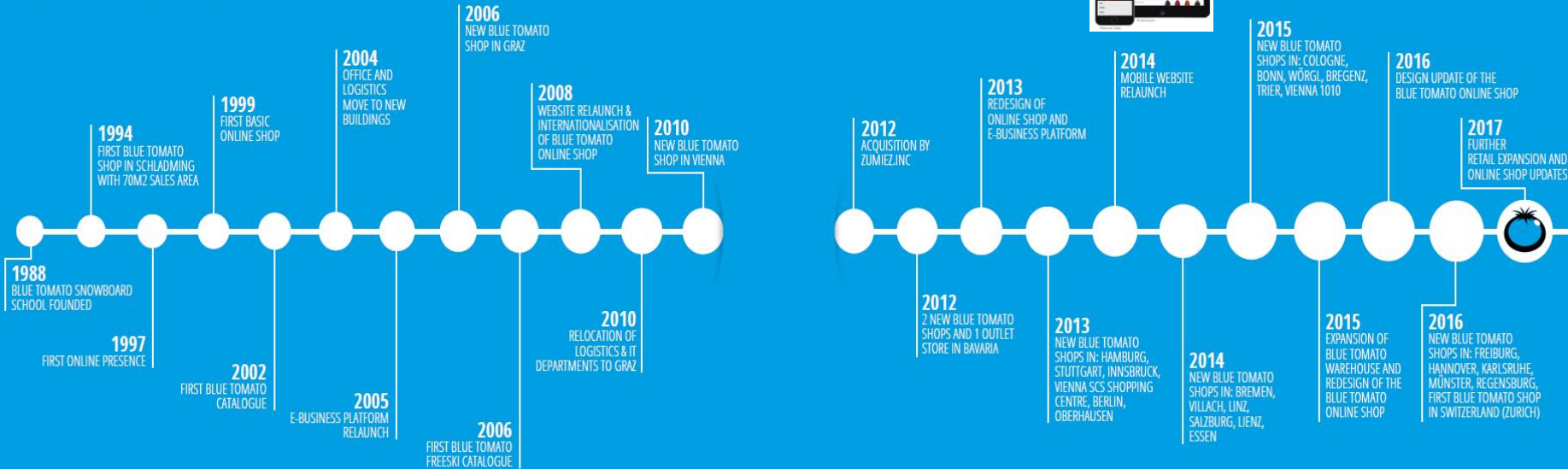
© Hannes Mautner

## THE BLUE TOMATO VISION 2020

Blue Tomato is Europe's leading omni-channel retailer for snowboard, freeski, skate and surf.



# THE BLUE TOMATO TIMELINE



## BLUE TOMATO DISTRIBUTION CENTER & PHOTO STUDIO

All Blue Tomato orders are dispatched from the company's very own 5,000 m<sup>2</sup> distribution center in Graz.

As well as countless rows of shelves, high-racks and picking stations, the large warehouse is also home to the returns and complaints department. Our in-house photo and video studio is also located here, providing specialised product photography and product videos that act as promotional sales material.

Shop re-stocking is also co-ordinated by the logistics department in Graz. Deliveries represent an attractive opportunity to deliver tailored, location-specific information and product samples directly to customers.

We are happy to provide individual quotes for delivery supplements.



Distribution Center Graz



Distribution Center Graz



Photo & video studio Graz



Headquarter Schladming



Office Schladming



Customer Service

## THE BLUE TOMATO HEADQUARTER

Blue Tomato's headquarter which is based in Schladming is a modern and open office space. The following departments are spread across three floors:

- Finance
- Human Resources
- Product Data Management
- Buying
- Brand Marketing
- Online Marketing
- Customer Service
- Retail & Retail Operations

In Graz at the distribution center is also another office located. It is the home of:

- Webshop Development
- IT Development
- Supply Chain Management
- Customer Service



# // The first Blue Tomato Store / Webshop

1. SHOP IN SCHLADMING



1994



1999

1. BLUE TOMATO ONLINE SHOP

# // From 2002 to 2007

**blue-tomato.at**

Wähle eine Kategorie | Go! | Wähle eine Marke | Go! | Suchen | Shopping bag

Home | Shop | Magazin | Forum | Info | Mein Konto

**All Rossignol Products**

Rossignol Scope 149 + Bdg. Snowpro

Freestyle+Freerideboards  
Freestyle+Freeride GIRLS  
Freestyle+Freeride Sets  
Test Freestyle+Freeride

statt 399,- C  
**319,20 C**  
(Währung)

Erhältlich in Farbe  
...

Erhältlich in Größe  
Uni

**Lieferzeit**  
Versandfertig  
in 24  
Stunden

1 Stk.

zurück | in den Shoppingbag

**Beschreibung**

Einfach und Weich zu fahren für Rider, die carven und Airls balancieren wollen. Welcher Flex, man braucht also kein Technik-Spezialist zu sein. Sie sind spielerisch zu fahren und quasi der Aufzug zum höheren Niveau.

**Board**

Länge	149
Effektive Kantenlänge	113,0
Schneefeldbreite	28,82
Mittelbreite	24,2
Heckbreite	28,67
Kurvenradius	7,1
Kern	Wood Core
	Easy Base
Konstruktionstyp	Progressive Sidecut, mittlere Belag Struktur.

**Binding**

Empf. Stance	40-56
--------------	-------

**Rider**

Zielgruppe (kg)	40-60
-----------------	-------

**blue-tomato.at**  
SNOW & SURF

Boots | Wähle eine Marke | Wähle einen Guide | Suche

Shop | Magazin | Info | School | Travel | Warenkorb | Mein Konto

**DEELUXE ID SCL CF 07/08**

Shop / Boots / Snowboards / DEELUXE

Freestyle  
Freeride  
Alpin (Carve / Slalom)  
BigMountain / Backcountry

Boot ist für...  
Men / Uni  
Women  
Kids & Youth

Welche Marken bevorzugst du?  
32  
Atomic  
Burton  
DC  
DEELUXE  
Flow  
Forum

Farben:  
braun  
schwarz  
blau  
grün  
grau  
pink  
rot

**DEELUXE ID SCL CF 07/08**  
Artikel: 33333  
**NEU INGETROFFEN!**  
Farbauswahl:  
Größenauswahl: (Größentabelle)

€ 139,96  
statt 199,96 €  
-30%  
biller!  
Versandfertig: 1-2 Tage

Produkt empfohlen  
auf meine Wunschliste  
Produkt vergleichen  
Mit wem? Produkt verfügbar

Menge: (Verfügbarkeit) 1  
Artikel bewerten

**SPECS/TECHNO/DETAILS**

Größe: 26.5 US Men  
Aussenschale: Dual Cut Schale  
Innenschuh: neue Quad-Sohle, PU Air  
Dämpfung: 3D gelumpte Zunge inkl. TPS-Shield  
Lasche: Climate Insole  
Fußbett:

**BESCHREIBUNG**

Inspired von Stanley Kubricks „A Clockwork Orange“ präsentieren wir dir dieses ultraleichte Freestyle Board, das dich zu demjenigen machen wird, der die Massstäbe setzt egal in welchem Terrain.

Flexible genug um ein wahrer Park- und Street Rail Killer zu sein - aber genau mit der richtigen extra Steife, die du für hartes und schnelles Terrain benötigst.

Es spielt keine Rolle, ob du dich auf den Pisten oder im Backcountry vergnügst und nur so nebenbei wir empfehlen dir Deeluxes Neunte auf deinem Ipod während du das Golath fährst.

- Verbesserte Dynamik
- Einfacheres Manövrieren
- Sichereres Landen
- Höhere Geschwindigkeit
- Bessere Sicherheit

Reviews: Was haltet ihr davon?  
Bewertung von Harald Merschalk aus Langen ★★★★★  
Ich suche die Hose in L., wo bekomme ich die, bzw. kann ich die bei Ihnen bestellen?  
Review schreiben >

Noch mehr Style: Das könnte dir auch gefallen:

- Vans Encore 07/08 wms 139,26 € statt 199,95 €
- DEELUXE Encore Lite SCL CF wms 07/08 174,96 € statt 249,95 €
- Salomon Kiara wms 07/08 199,96 € statt 249,95 €
- DEELUXE Ray Lava Box CF wms 07/08 139,96 € statt 199,95 €

**Magazin-Stories zum Produkt:**

- Down to the Hill 16. Februar 2008 in Longleypark Oberbaum 16.02.2008
- Absolut Cast Episode 2 Der Park 16.01.2008

Info und Hilfe  
Alle Infos  
Tel: +43-3687-3423-33  
Fax: +43-3687-24 22 355  
Email: info@blue-tomato.at  
 skype: blue-tomato  
 sitemaps

Info und Hilfe  
**GRATIS VERSAND**  
**BESTPREIS GARANTIE**

Service und Sicherheit  
Servicegarantie  
Bestpreisgarantie  
Rückkaufrecht  
kostenloser Versand  
Nr. 1 in Qualität  
Große Auswahl  
Online Bestellungen  
Reklamationsbearbeitung  
Tastaturlieferung  
Sicherheit  
Datenschutz  
SSL - Secure Socket Layer  
Cookies

FAQ  
• Snowboards  
• Boots  
• Bindungen  
• Bezahlung  
• Versand  
• Widerrufsrecht und Rückgabe  
• Größenstabellen

# // From 2008 to 2013



blue-tomato.com  
Hotline: +43-3687-24223-33 | info@blue-tomato.com | Info & Hilfe | Language | Wunschliste | Mein Konto

Warenkorb 1 Item | 234,34 €

KATEGORIEN » BRANDS » GUIDES » DEPARTMENTS » MAG » WIN »  
Community » School » Travel »

Suche / Artikein. Suchen

NEWBILLABONGBONG  
GIRLS MEN

DIRTY DEAL  
ONE PRODUCT ONE WEEK -50%

INSIGHT  
Dead Set  
34,95 €  
statt 34,95 €

SPRINGTIME!  
Alle Windbreaker für den Frühling

new eyewear collection  
take a look!  
sun of a itch

SALES  
Boots up to -40%

Check unsere Styles 2008  
Flash-Kataloge  
Surf » Snow » Freeski »

Du willst lieber reden?  
Unsere Hotline:  
+43-3687-24223-33

Umsonst telefonieren?  
Skype blue-tomato:

Fragen über Fragen?  
Antworten:  
Unsere FAQs findest Du hier.

Alle News und Infos per Mail  
Für Newsletter anmelden:  
Deine Emailadresse

Home | Warenkorb | Mein Konto | Kontakt | Impressum | © Snowboard Dachstein Tauern GmbH, Hochstrasse 626, A-6970 Schladming

blue-tomato.com  
Hotline: +43-3687-24223-33 | Sprache

Deine Suche Suchen Warenkorb 15 Mein Konto

KATEGORIEN » BRANDS » GUIDES » DEPARTMENTS »  
Snowboard / Freeski / Surf/Summer / Streetwear / Snowwear / Shoes / Woman / Sale / Magazine - Community - School - Travel - Win - Info & Hilfe

zurück zur Übersicht Shop: Freeski-Freerideboards / Freestyle-Freeride Wets / Atomic (288 Produkte)

Atomic  
Fallen Angel 148 wms 07/08

Wähle Deine Farbe: Pink/Black

Wähle Deine Größe:  
148 152 156

Anzahl: 1

Versandfertig: 1-2 Tage

29,95 €  
inkl. 32,65 €

W DEN WARENKORB

Durchschnittliche Kundenbewertung:  
5,0 (47 Kundenrezensionen)  
Alle Bewertungen lesen

Produktbeschreibung

Nach mehr Style: Das könnte dir auch gefallen!

Buton XS 150 07/08 265,95 €  
Nico Mide 156 S 07/08 265,95 €  
Sohn Hawk TT 150 105 265,95 €  
ETWO Ripcord 156 07/08 265,95 €  
Santa Cruz Bloom Boom Rang 1 265,95 €

Check unsere Styles 2008  
Flash-Kataloge:  
Surf » Snow » Freeski »

Du willst lieber reden?  
Unsere Hotline:  
+43-3687-24223-33

Fragen über Fragen?  
Antworten:  
Unsere FAQs findest Du hier

Umsonst telefonieren?  
Skype blue-tomato:

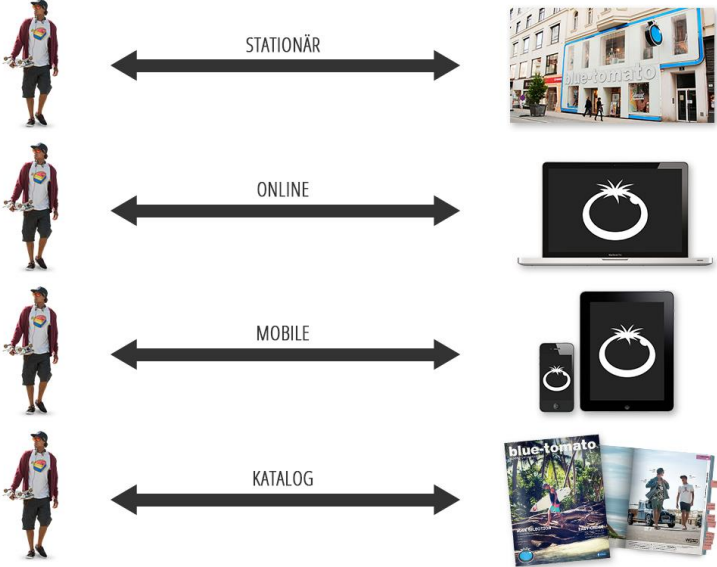
Alle News und Infos per Mail  
Für Newsletter anmelden:  
Deine Emailadresse

Home | Warenkorb | Mein Konto | Kontakt | Impressum | © Snowboard Dachstein Tauern GmbH, Hochstrasse 626, A-6970 Schladming



# // Multi-Channel vs Omni-Channel

## MULTI-CHANNEL RETAILING



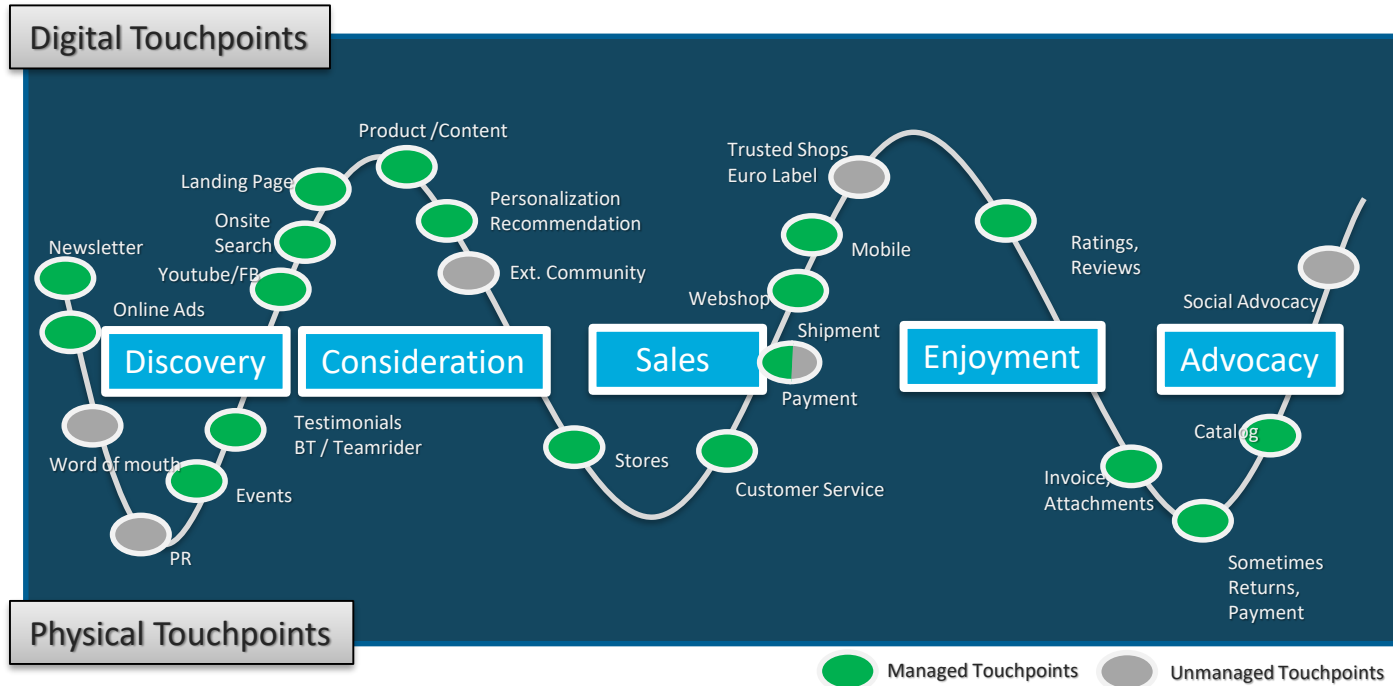
## OMNI-CHANNEL RETAILING



# // Customer Journey @ Blue-Tomato

## „via Managed & Unmanaged Touchpoints“

Omni Channel is a channel integrated approach to focus on customer journey. To maximize our major advantage of strength in both channels, it is important we manage the right combination of digital and physical touch-points to create an integrated brand experience.

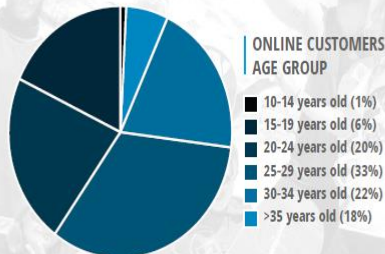
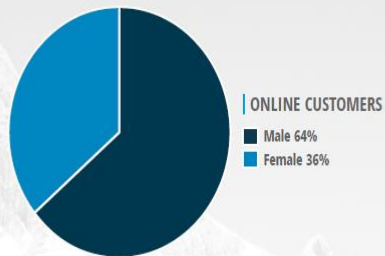
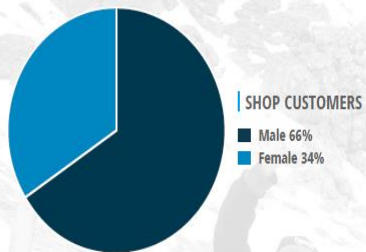


# // Customer Journey @ Blue-Tomato

„level of human touch“

Good omnichannel customer experience combines the elements of digital and physical touchpoints to highlight opportunities for engagement and level of human touch.

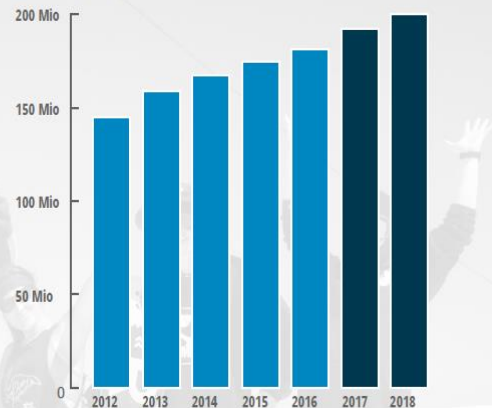




### ONLINE SHOP PAGE IMPRESSIONS

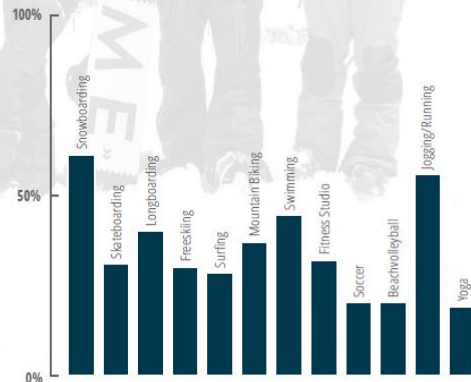
■ 2012-2016

■ Forecast 2017-2018



### SPORTS

(based on a customer survey from May 2016)



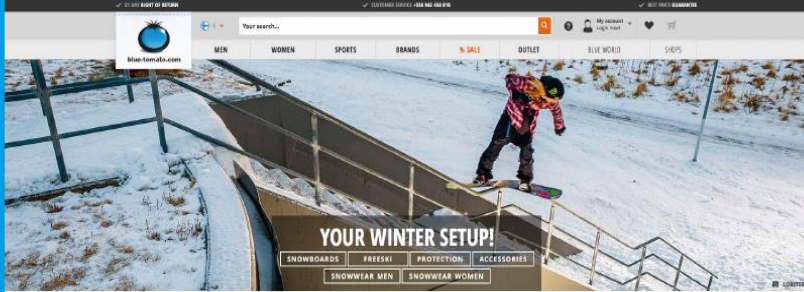
## BLUE TOMATO CUSTOMER STRUCTURE

Blue Tomato's target group is made up of snowboarders, freeskiers, surfers, skaters and lifestyle-orientated young adults. The target audience is very brand-conscious with high levels of consumption. The main online target group is between 20-29 years old and shop customers are mainly between 20 and 24 years old.

Many of these adolescents and young adults are considered to be peer groups and opinion leaders or trend setters. 60% of the older age group have a university degree or Abitur/Matura (A-level equivalent) qualification.

- 90,000 daily visitors
- More than 450,000 products online
- Newsletter with 700,000 subscribers





TOP MARKEN



# THE BLUE TOMATO ONLINE SHOP

The Blue Tomato online shop was completely relaunched in 2013 and has been continuously updated with new features and improvements throughout 2016.

Blue-tomato.com underwent further technical and visual redesigns, oriented towards steadily increasing visitor numbers. The Online Shop receives ten thousands of visitors daily from across the world and is available in 14 languages. It is of great importance that we guarantee a satisfying shopping experience and that we customize and improve the online shop design and usability.

More than 450,000 products are available online, covering snowboards, freeski, skate, surf, streetwear and accessories.

**"As the central sales platform we want our web shop to be at the cutting edge of technology and have therefore decided to completely relaunch it"**

**"The new blue-tomato.com website offers our customers a number of improvements in the navigation and product search functions."**

All product images and videos are always displayed at the optimal resolution whether the customer is surfing from a PC, tablet or smartphone. 45% of page visits come from mobile devices and this figure is on the rise. Furthermore, the site was adapted for better integration of social media channels.

**"Users can now log in directly from their Facebook account, while new payment and delivery options further improve the shopping experience."**

**"In the new 'Blue World' section, readers can find clear and compact information about the team, snow parks, shops, competitions and much more."**

# BLUE TOMATO SOCIAL MEDIA

Blue Tomato has a presence on all relevant social media platforms with continual growth predicted in all channels.

Whether Facebook, Instagram, Twitter, Snapchat, YouTube, Vimeo, Pinterest or Google+, all channels are constantly updated, providing the community with up-to-date content.

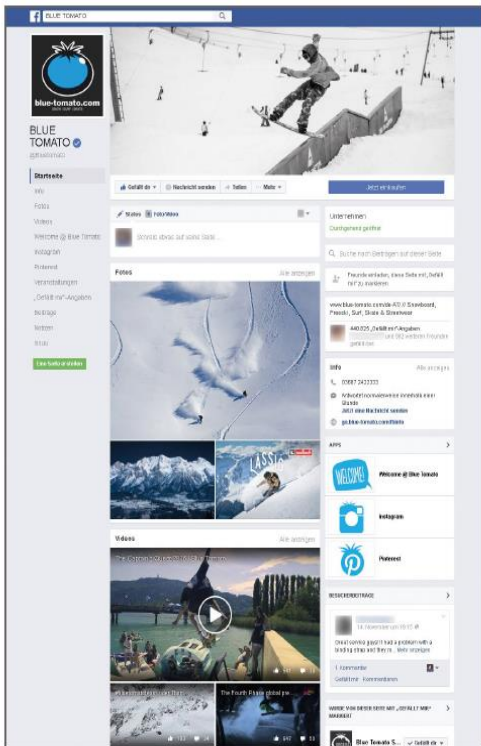
Close and direct contact with customers and target groups is particularly important to us!

On Facebook, our fans are constantly involved in an active exchange with Blue Tomato and one another, creating a large, loyal community that is continually growing and that rapidly spreads news.

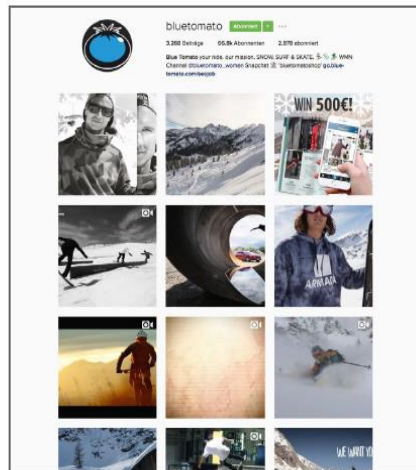
Facebook: +440,000 fans  
(as of winter 2016)

Instagram: +68,000 followers  
(as of winter 2016)

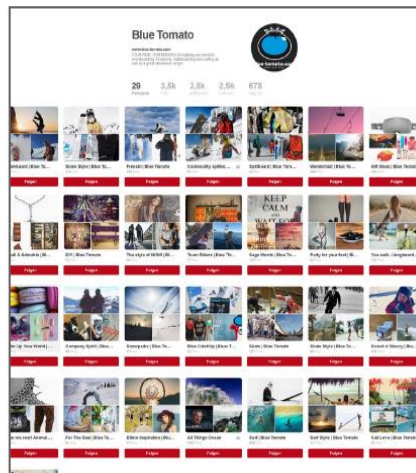
...and steadily increasing.



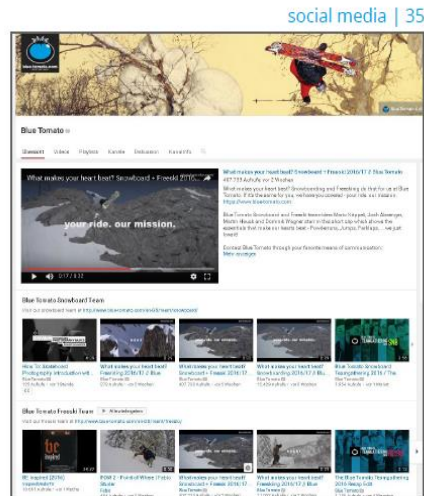
Facebook



Instagram



Pinterest



YouTube



Twitter

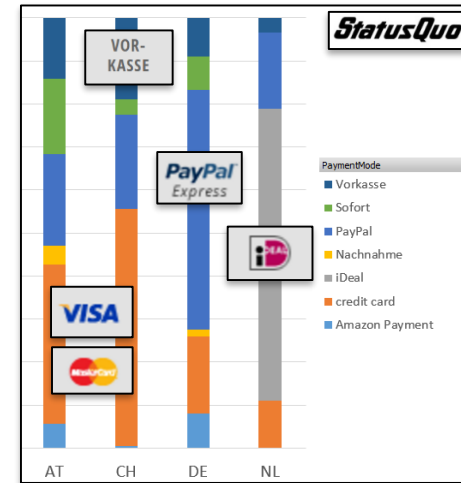
## Key Drivers

- **Payment**
- **Mobile**
- **Performance**
- **Shipment**
- **Convenience**



# // Payment is one key to customer experience.

Consumer preferences vary by demographic, country and product category. Understanding local preferences is key to increasing conversion by country. New mobile payment methods and wallets are the game changer in the medium term.

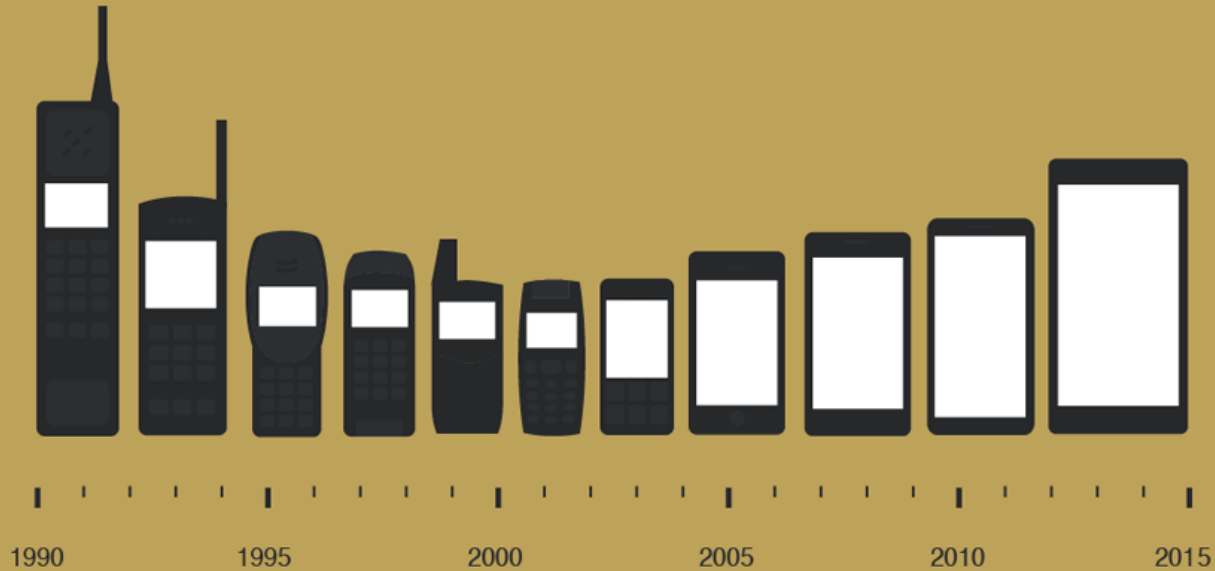


„Kauf auf Rechnung – Pay by Invoice - Pay Later“ is still one of the must popular payment methods in the DACH – Region. Nearly 50% of online shoppers abandon their carts during the checkout if the preferred payment method is not available.

**outlook** Blue Tomato will introduce „Kauf auf Rechnung“ in 2017.



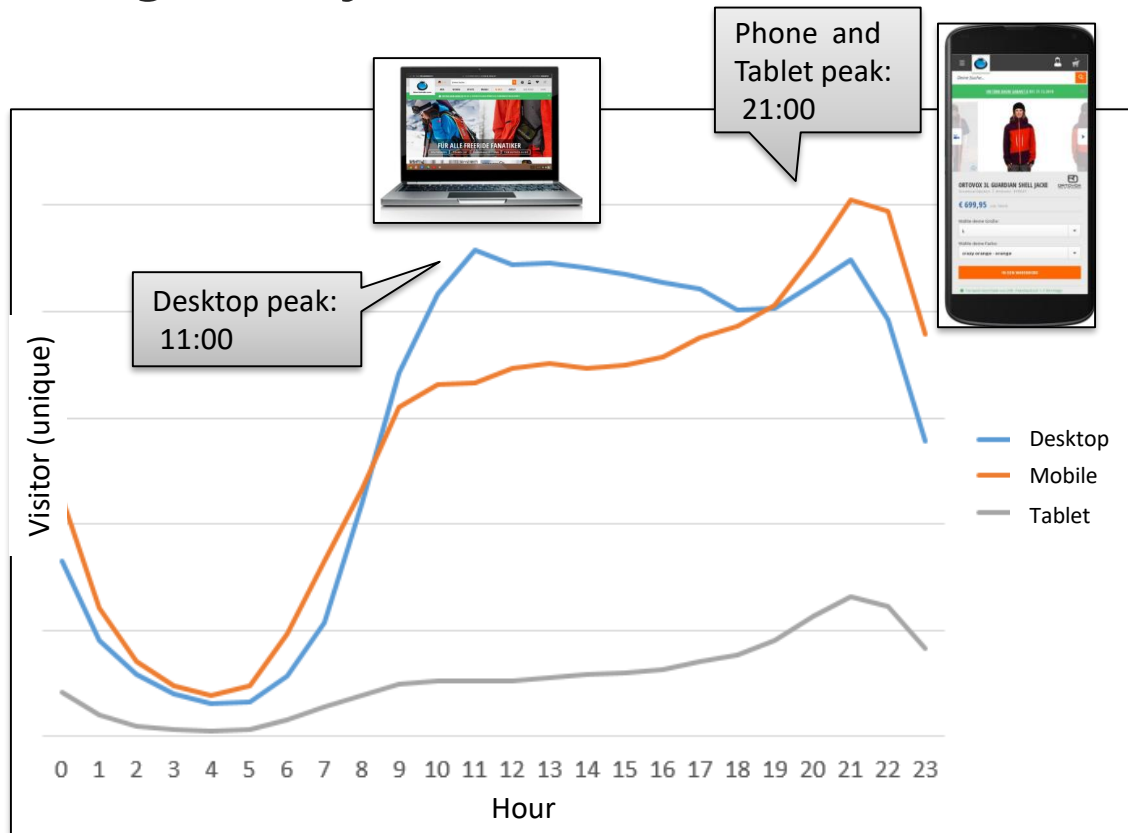
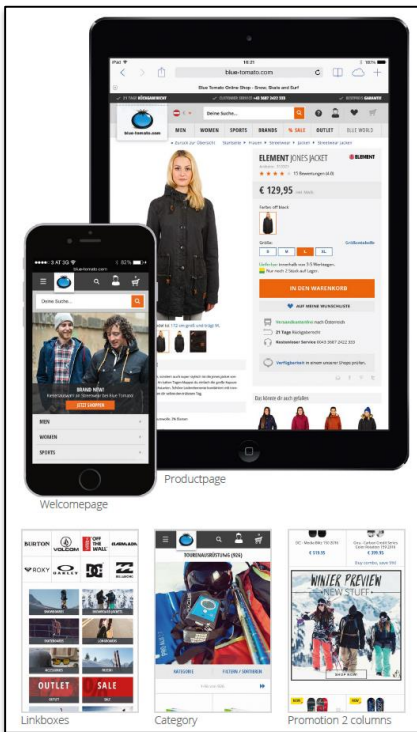
Key Driver: Mobile Usability / Good News are...



**Mobile phones have evolved** to include all the technology a consumer could find on their computer.

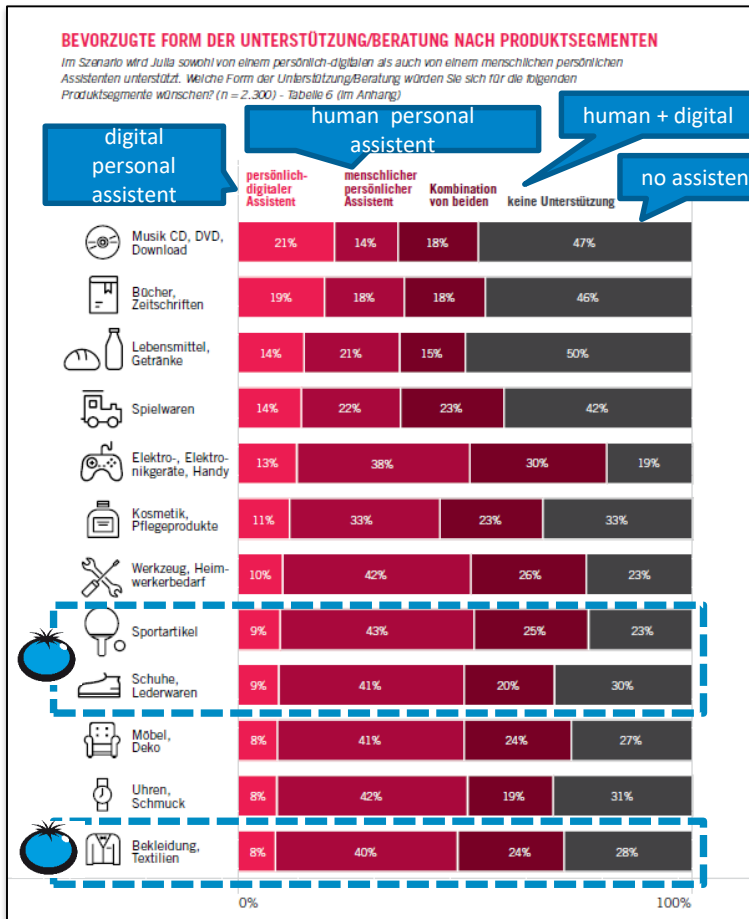
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# Mobile / Desktop / Tablet Usage (visitors) during the day



Visits by device during the day, May – June 2017

# // Importance of personal advice/assistance



According to the Handelsverband study "Future Commerce", personal advice will be a prime importance for the product category of **sporting goods and clothing**.

*„Ein Computer wird auch nicht mit den Augen zwinkern und uns versichern, mit dem Produkt gute Erfahrungen gemacht zu haben.“*

Dr. Stephan Mayer-Heinisch, Präsident des Österreichischen Handelsverbandes und Obmann des ACSC (Austrian Council of Shopping Centers)

Future Commerce  
Handel 2025

WE WIRD DER HANDEL IN DER ZUKUNFT AUSSEHEN?



HANDELSVERBAND

<https://www.handelsverband.at/publikationen/studien/future-commerce-handel-2025/>

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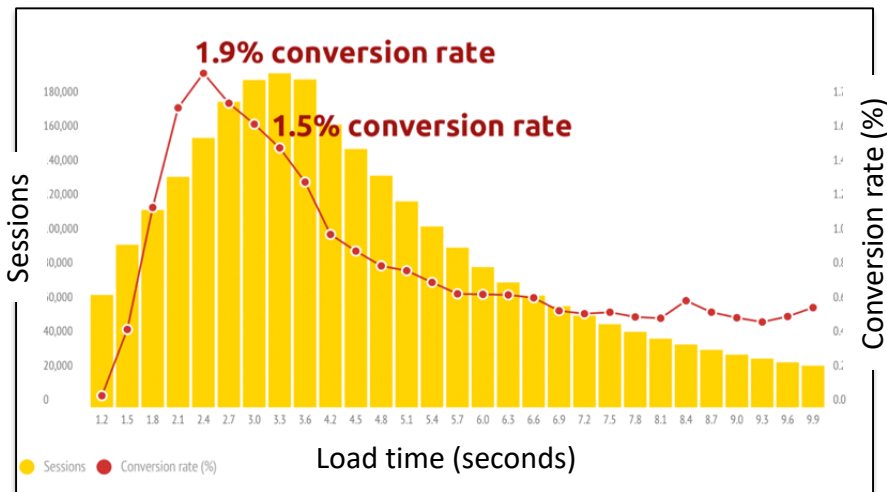
The **Heavy Buyer segment** attach great importance to convenience and shipment. The cheapest price is not the #1 reason for buying online for those with heavy online buying habits.



//

## A requirement of good customer experience is fast page load time.

A Soasta Study shows that mobile pages that are 1 second faster experience up to 27% increase in conversion rate.



Blue Tomato initiatives to provide a high performance customer experience are:

- ✓ DDOS Protection and Content Delivery Network
- ✓ Multiple layers of cache
- ✓ Asynchronous page reload

Our average backend speed is between 300 and 400 ms per request.



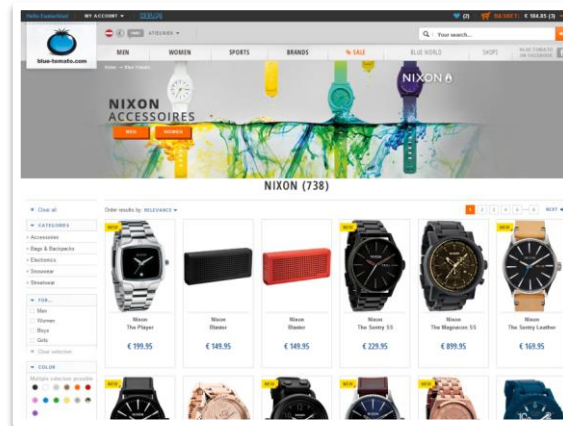


## Key Features

# // Webshop Basic Features

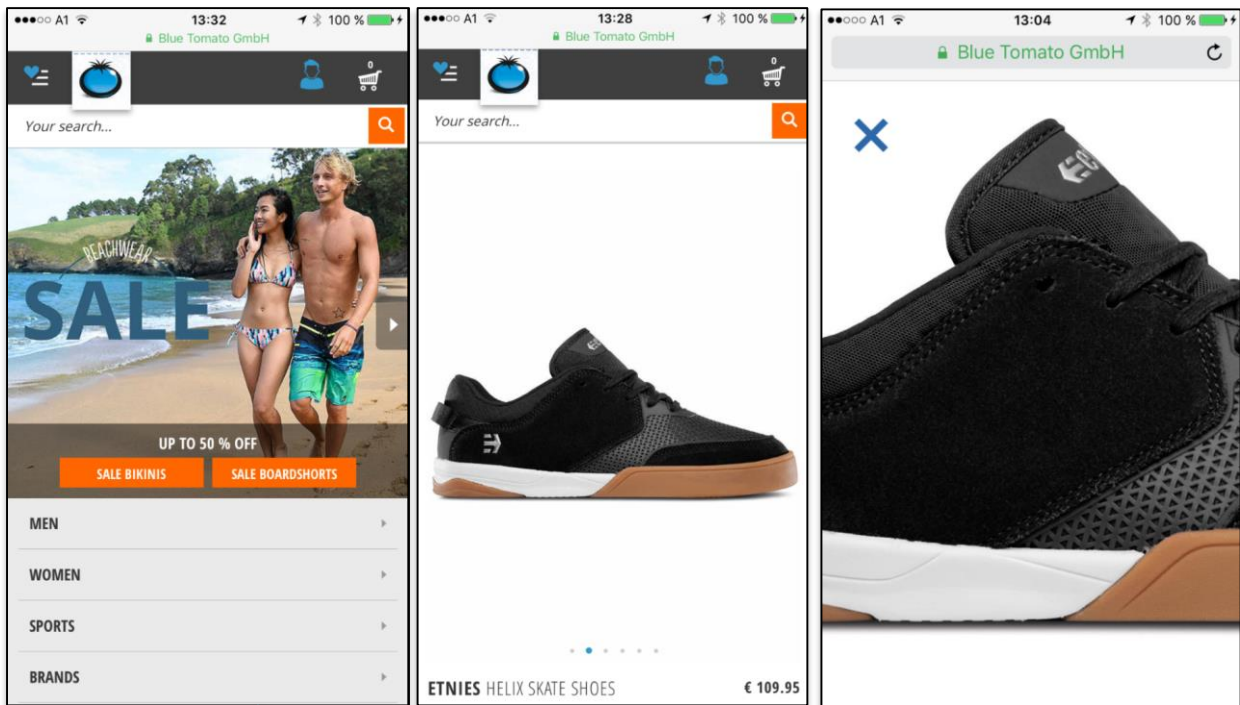
## Overview... (Relaunch 2013)

- Responsive Design (2 / 4 / 5 / 6 and 7 columns)
- Mobile Version
- Adobe Scene7 picture integration, Super-zoom
- search suggests
- url-structure for languages and countries
- product sizes Database / shoe size change-over functionality
- new rating approach
- more product data (info about the model / sizes in use on the pic)
- product Wall (promotions by category, brand, product...)
- product families / x-tags
- dynamic promotions within the listerpage
- promotions / sets / x for y / goodies ...
- mini-basket
- login and register / connect with facebook; paypal express
- single page checkout, guest orders
- payment methods by country, customer





# Examples of some features to improve the customer experience



Mobile optimized: Usability, clear and reduced Content-Concept, Performance...



# // Product Instore Availability


21 TAGE RÜCKGABERECHT | CUSTOMER SERVICE +43 3687 2422 339 | BESTPREIS GARANTIE

Deine Suche...

MEN | WOMEN | SPORTS | BRANDS | % SALE | OUTLET | BLUE WORLD | SHOPS

Zurück zur Übersicht | Startseite > Schuhe > Sneakers

**NEU**



**VANS**  
OLD SKOOL SNEAKERS

€ 84,95  
inkl. MwSt. zzgl. Versand

Sei der Erste, der dieses Produkt bewertet!

FARBE: (RETRO SPORT) SEA SPRAY/T

EU Size | Wähle deine Größe

Finde meine Größe




**IN DEN WARENKORB**

- ✓ Lieferzeit nur 1 bis 3 Werktage
- ✓ Versandkostenfrei nach Österreich
- ✓ Vorrätig im Shop Wien Neubaugasse

### SHOPVERFÜGBARKEIT

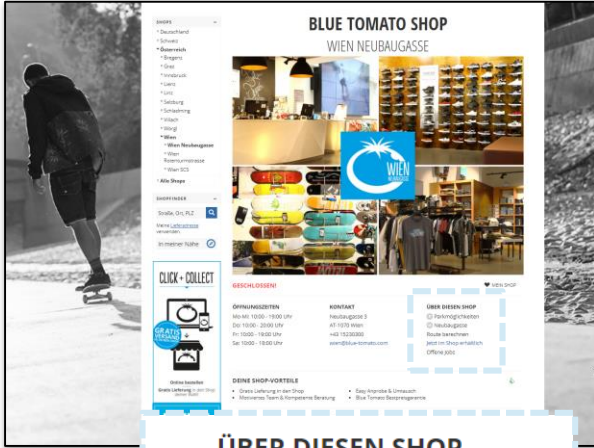
Nach Straße, Ort, PLZ suchen... | Aktuellen Standort verwenden

Hallo Eustachius, die Entfernung ergibt sich aus deiner Lieferadresse Albersdorfstraße 13, 8062-Kumberg | [ändern](#)

	Blue Tomato Shop <b>GRAZ</b> Murgasse 11, 8010 Graz Mein Shop   14km	Leider nicht auf Lager
	Blue Tomato Shop <b>WIEN SCS</b> SCS Vosendorf Allee 350, 2334 Vosendorf Mein Shop   120km	Auf Lager
	Blue Tomato Shop <b>WIEN NEUBAUGASSE</b> Neubaugasse 3, 1070 Wien Mein Shop   130km	Auf Lager

**MEHR SHOPS ANZEIGEN**

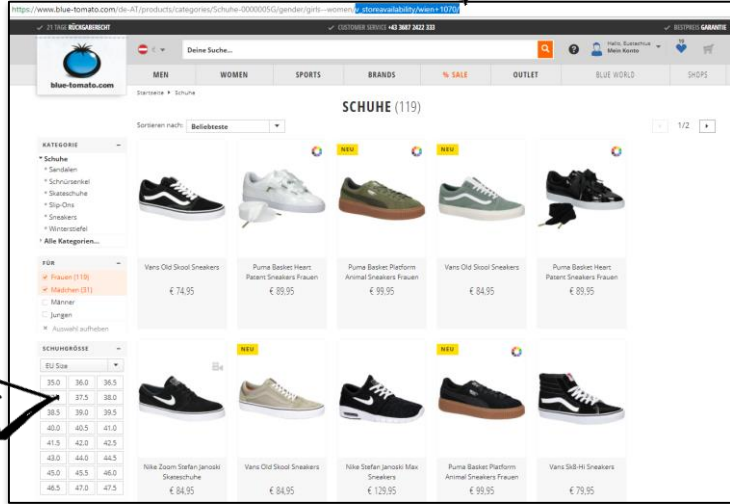
# // Instore Availability on Listerpage and Category Level



**ÜBER DIESEN SHOP**

- P** Parkmöglichkeiten
- H** Neubaugasse
- Route berechnen
- Jetzt im Shop erhältlich
- Offene Jobs

products/v\_storeavailability/wien+1070/



# // Model Size / Fit Finder


21-DAY RIGHT OF RETURN | CUSTOMER SERVICE +433687


blue-tomato.com

Search: Your search...

MEN | WOMEN | SPORTS | BRANDS

Home > Women > Surf > Wetsuits





**INFORMATION ABOUT THE MODEL** ✕


Leyla wears 06.

Body height	172 cm	Chest girth	89 cm
Arm length	61 cm	Waist girth	71 cm
Inside leg length	84 cm	Hip girth	96 cm

Fit: The model is 172 tall and wears 06.

Customer service: +

**FARBE: DARK BLUE**



**GRÖSSE:**

XS | S | M | L | XL

**Your measurements**

Find the size that fits you best based on people just like you:

HEIGHT: 5 ft 7 in  cm

WEIGHT: 145 lbs  kg

[Finde meine Größe](#)

**Body shape**

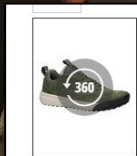
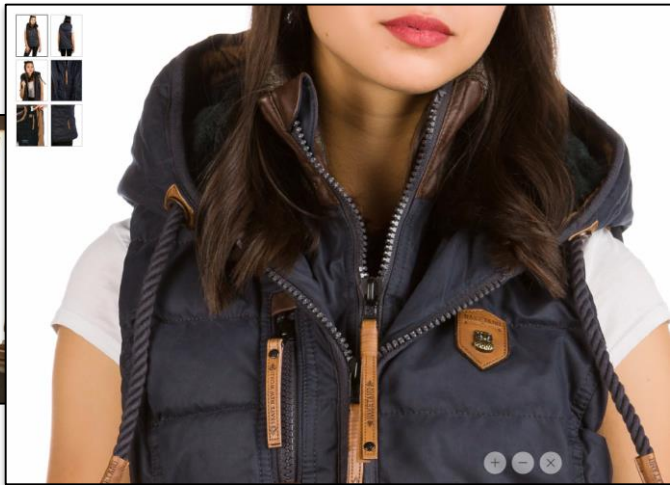
your height & weight:

Flatter | Average / I don't know | Curvier

**FIT FINDER**

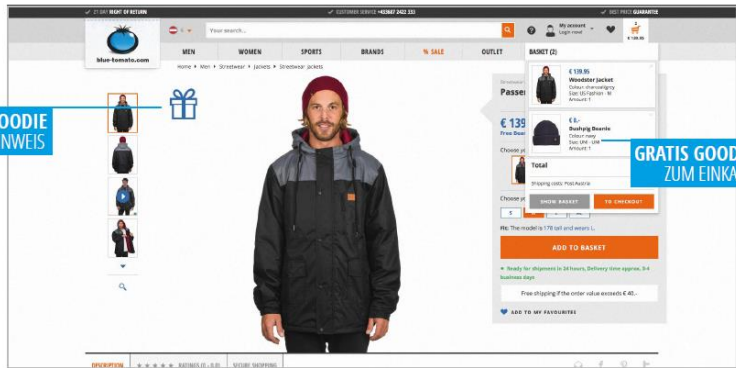
32 scheint Ihre Größe zu sein. Noch 3 Fragen...

# // 360 Spin-Pics / SuperZoom





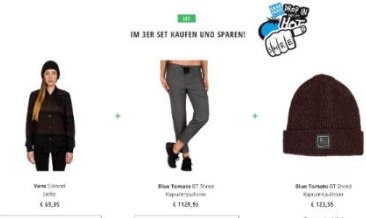
# Promos (Set...)



Produktdetailseite mit Goodie

**SET**

IM 3ER SET KAUFEN UND SPAREN!



Vans Comfort Schuhe € 69,95  
 Blue Tomato BT Street Regenerationshose € 1129,95  
 Blue Tomato BT Street Regenerationshose € 1129,95  
 Herganey | Uni

**Im Set nur € 259,85 - Du sparst € 40!**


**ALLE 3 IN EINEM KORBWECHSELN**

Alle Sets für Culture Wear Wintersportartikel anzeigen

Set-Offer / Sizes

**SET**

IM 7ER SET KAUFEN UND SPAREN!



Primitive Riggs-Hotwheels 8.125" Deck € 79,95  
 Tamar-Axle-Kit Switch 5.20" Achse € 1129,95  
 Mini-Gel C-Gel 101A 53mm Rollen € 113,95

**Im Set nur € 259,85 - Du sparst € 40!**

**JETZT SET KONFIGURIEREN**

Alle Sets für Culture Wear Wintersportartikel anzeigen

Skate-Set


**DIE PRODUKTE ZUSAMMEN MONTIEREN**

**MONTAGE**

**MONTAGEPUNKT**  
 Bitte wähle im Folgenden den für dich gewünschten Montagepunkt der Skibindung aus. Wähle zwischen "Empfohlen" und "Individuell".  
 Bitte beachte, dass vornehmender 3x-Setz eine Anpassung der Produkte an deine persönlichen Bedürfnisse darstellt und daher von der Rückgabe ausgeschlossen sind.

**EMPFOHLEN** +

**INDIVIDUELL** - 0 cm ✓

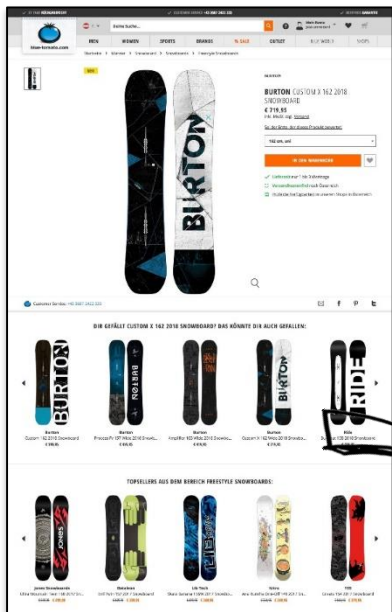


Alle Angaben in cm

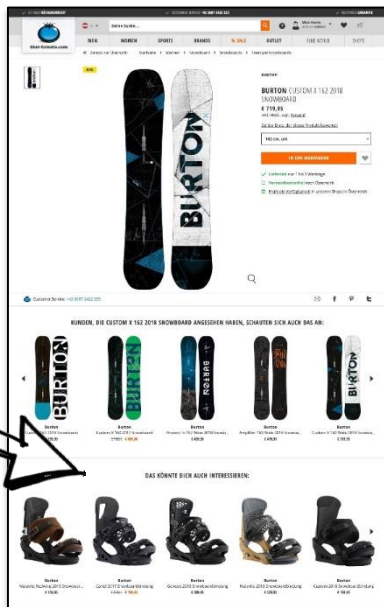
Selbstes du eine genaue Vorstellung davon haben, wie deine Skibindung montiert werden soll, kannst du uns auch einen Wert von -1 cm bis +7 cm angeben. Wir montieren deine Skibindung dann an exakt dieser Stelle. Beachte bitte, dass je höher der Wert ausfällt, desto weiter nach hinten versetzt wird die Bindung von uns montiert.

SKI-Montage

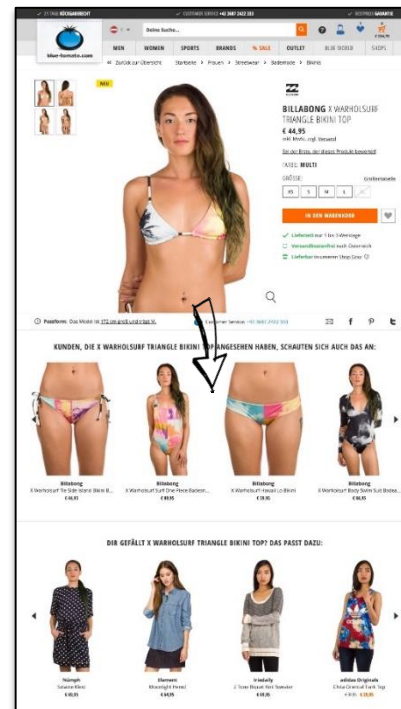
# // Product Recommendations



First View



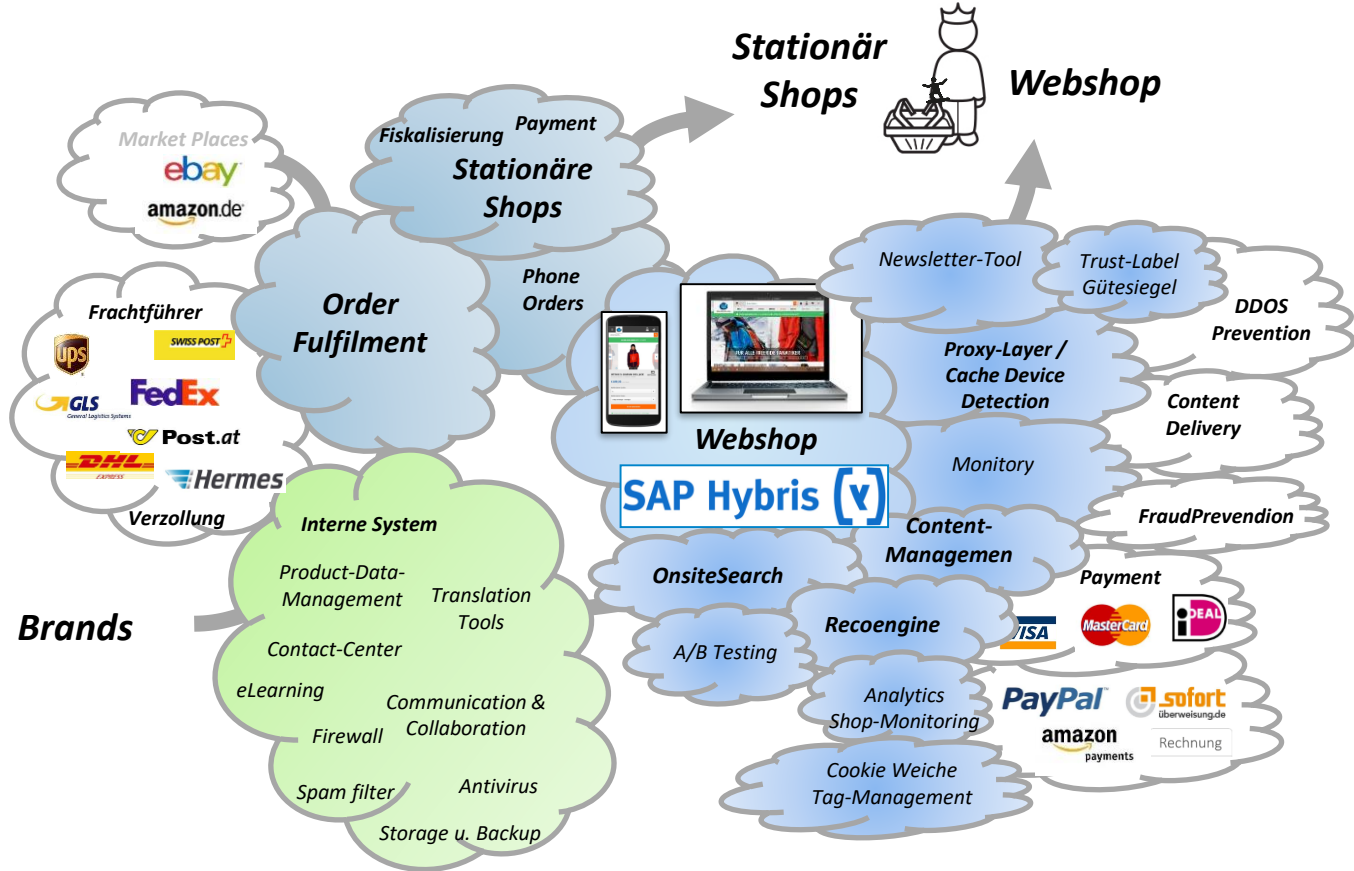
Additional Product / Placement



Additional Product

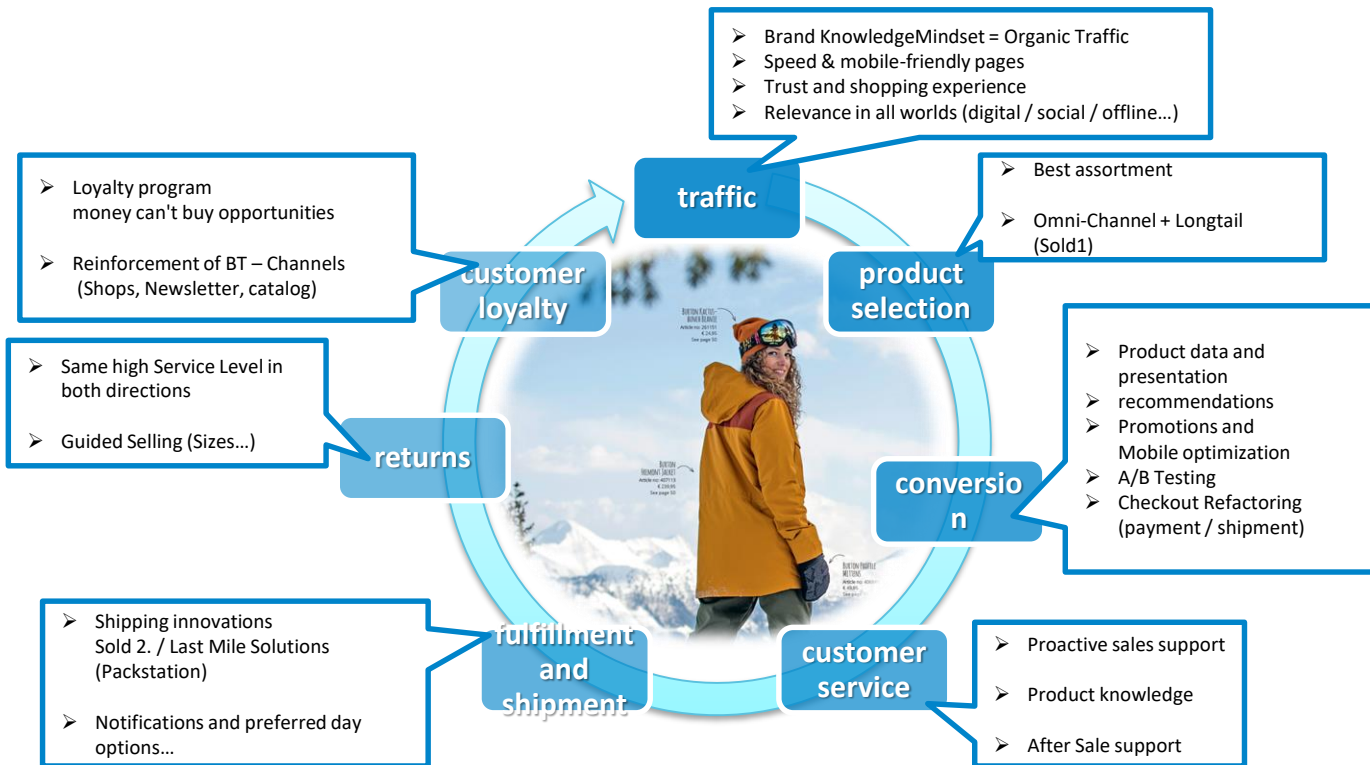


# // System Overview





# // The Blue Tomato Holistic Customer Experience Circle





your ride. our mission.



blue-tomato.com

Hope to see you soon @

Launch the Future of Your Business Today at  
**SAP Hybris LIVE: Global Summit**

October 17-19, 2017 | Barcelona, Spain