



GLOBAL PRODUCT
CHANNEL

THE EXAMPLE OF MATTEOGRASSI – MOROSO – DEPADOVA:
EMBRACEMENT OF INNOVATION

Matteograssi was born in 1880.

It is one of the most prestigious names in the firmament of the design of Italian furniture.

It exports rigorously designed, high quality furniture all over the world. Its' furniture is renowned because of the attention to detail, craftsmanship and materials.

In 1999 Matteograssi decided to implement a sales network management system.

What Matteograssi requested us at GPC do was, above all, to eliminate the inefficiencies linked to the traditional methods of sharing information about the products.

The final goal of the company was to adapt its level of customer service (whether reseller or final customer) to the high quality level of the products offered.



"Now that we have implemented Arena Furniture, the number of phone calls to request clarifications of order details has been drastically reduced.- It is impossible to forget or make a mistake with this system.

Now our job is no longer that of correcting errors, instead we can finally optimize the Order management service and dedicate more time to our customers."

*Massimo Grassi
(Commercial Director)*



ARENA FURNITURE: THE RIGHT CHOICE FOR DESIGN FURNITURE COMPANIES

MATTEOGRASSI'S REQUIREMENTS:

- To be able to quickly and reliably inform all of it" sales network about updates to the catalogue and price lists.
- To be able to generate and manage orders in a faster way and without the possibility of errors.

Analyses have revealed an extremely high level of complexity of:

- The data to be dealt with (extreme personalization of the products)
- The multi-level distribution network
- The management of the numerous orders commissioned, and the numberless negotiation phases.

THE SOLUTIONS OF ARENA FURNITURE

- All catalogue and price lists information were made available online to enable customers, allowing a constant real time update for the entire sales network.
- Matteograssi's customers can configure their own products by directly utilizing the data provided by the producer, thus preventing order errors and upgrading speed in the ordering procedures.
- The orders management is carried out by a central database that reduces the time of data updates
- The policies of differentiated pricing and discounts are managed automatically from the system.

The reasons behind our choice to take part in and grow with the Arena Furniture project were varied. What we were looking for, in particular, was the business potential of:

- *establishing a direct contact with the sales point, bringing Moroso closer to its business partners;*
- *receiving complete and detailed information- as an order arrives at the company it is completely equipped with all the information needed - no up-dating or additional information necessary, and it is ready to be inserted in to the productive cycle;*



- *reducing the informational chain: Arena Furniture Channel allows you to take advantage of a direct link between clients and company, beneficial to both sides, and viceversa;*
- *making the company's presence felt via a commercial portal of companies that are all part of the same marketplace, giving you advantageous visibility and the ability to spread the knowledge of your brand;*
- *beginning a B2B project with a partner who is specialised in e-business service, as Global Product Channel, in order to make Moroso able to take advantage of the benefits deriving from a new channel of communication, without having to manage all the technological details.*

These are the characteristics that allowed to develop a constant growth pattern over time, making Arena Furniture an indispensable communications tool for Moroso's business.

ARENA FURNITURE: TO INCREASE COMMERCIAL RELATIONSHIP EFFICIENCY

MOROSO

Moroso was founded in 1952 by Agostino Moroso. The road that has brought Moroso to be one of the leaders in the high end market is made up of a history based on endless research, innovation in form and design, knowing handcrafted care and a strategic vision able to take into account new developments and directions of the marketplace in order to stimulate production to new heights. Through active research and development that has brought innovation to technology, materials, and design, the company is today one of the true "design firms" for home and contract collections.





The 16th September 2004 Maddalena De Padova received the "Career prize" from the jury of the 20th edition of the Compasso d'Oro for her commitment to production and promotion of design products that has made De Padova a world-wide reference point for Italian design in the world.

e DePadova

ARENA FURNITURE: FOR A BETTER COMMUNICATION WITH YOUR CLIENTS



We chose Arena Furniture because we were looking for an IT solution that allowed us to optimise our relationships with our business partners. We needed to make updated information and our product details available in real time. For a company like us that has a highly selective and closely-linked distribution network that has been tied to us for many years this is fundamental.

De Padova has always been oriented towards research and innovation, and Arena Furniture has allowed us to improve our order management processes by eliminating the possibility of error and drastically reducing the time of ordering process.

De Padova was founded in 1956 as an import firm that specialised in Scandinavian furniture and display objects. Two years later the I.C.F. De Padova factory was founded. It produced the American office furniture collection "Herman Miller". In 1985 De Padova began to import objects and furniture that were completely innovative for the Italian market, introducing a new concept of office living into Italy. The next year it began to produce its own furniture in collaboration with great designers like Achille Castiglioni and Dieter Rams; but above all Vico Magistretti. Following in the footsteps of these historic designers were many new designers who were to receive great fame. The office furniture collection that De Padova introduced in 1988 anticipated the new needs of the marketplace and turned the traditional office living concept entirely upside down. The organisational and creative heart and motor of the company is Maddalena De Padova. It has been her profound knowledge of design and untiring willpower that has brought DePadova to where it is today.

Using the software system developed by GPC with the furniture sector specifically in mind you can manage your entire sales network directly via a Business to Business electronic commerce platform.

Arena Furniture is an avant-garde system, fast and error proof (from fax/telephone/email to the online system); it can be inserted into pre-existing operational methodologies without either harming the relationship network between company and distribution centres nor the fundamentals of the ordering process.

The elasticity of the system allows you, notwithstanding a rigorously organized IT ordering process, to have maximum flexibility, a characteristic that is particular to the furniture sector.

COMMERCIAL COMMUNICATION AND MESSAGING:

Fast information along the whole sales network, the possibility to exchange messages within the reserved area

CATALOGUE:

All products are documented in a personalised way with images, technical drawings, and descriptions given in 4 languages

PRICE LISTS:

All product configurations are given along with every possible price variation. Constantly updated and personalised prices for every user

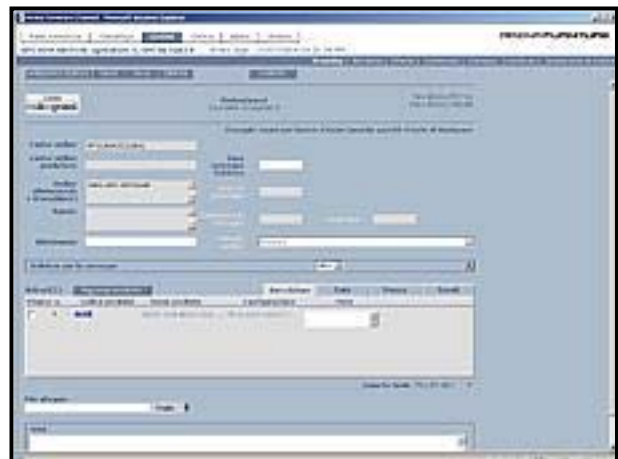
ORDER TRANSACTIONS:

Error proof real time order management, negotiating flexibility and sales monitoring

ARENA FURNITURE: THE ONLINE SOLUTIONS OF GLOBAL PRODUCT CHANNEL		
PASSWORD PROTECTED RESERVED AREA AND PERSONALIZED USER INFORMATION		PUBLIC AREA
FULL BUSINESS-TO-BUSINESS	MANAGEMENT OF COMMERCIAL INFORMATION	WEB CATALOG
<ul style="list-style-type: none"> • CATALOG WITH FEATURES • PRICE LISTS AND DISCOUNTS • COMMERCIAL INFORMATION • MESSAGGES • ORDER TRANSACTION MANAGEMENT 	<ul style="list-style-type: none"> • CATALOG WITH FEATURES • PRICE LISTS AND DISCOUNTS • COMMERCIAL INFORMATION • MESSAGGES 	<ul style="list-style-type: none"> • PUBBLIC CATALOG • DIRECT ACCESS FROM THE COMPANY'S SITE



View of the product with technical description



Order form



ARENA FURNITURE SOLUTIONS: CONTACTS



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