Networked digital services:

Creating added value with practical solutions

3.25 million
Visitors to the members' e-commerce platforms

+25 %
PIMcloud360 users

+40 %
ERPcloud360 users

E/D/E enables its members to seize the opportunities inherent in the process of digitalisation.

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Overview   Reports   Product ranges   **Added values**   EDE International   Toolineo   ETRIS BANK   Personnel   Sustainability   Finances

Digitalisation is becoming ever-more important in view of the dynamic changes taking hold in the industrial B2B sector and the high degree of market volatility. We are looking for solutions that are key to the competitiveness of our members, can be implemented efficiently and offer concrete added value – from automated processes to improved added value for our partners.

Developed for **practical use**

E/D/E is committed to offering practical, technically mature and economically viable solutions – at all times combined with clearly measurable and effective benefits for its partners. For this reason, E/D/E continually reviews the marketability of its offers, to ensure that they can be used directly in day-to-day retail practice and add sustainable value. This applies even more so to small and medium-sized companies, for which it is becoming increasingly difficult to recruit qualified specialists with in-depth technical expertise. Solutions within the alliance thus give members access to services that they could only realise on their own with great effort.

Data: An industry driver

Data is the central source of energy for the industry and forms the basis for almost all current and future developments. The initial effect of data availability is particularly significant for members when it comes to digitalising processes and rendering business models fit for the future. E/D/E also reduces the effort involved in data provision for its suppliers to a significant extent. The data is prepared in such a way that it can be used directly on modern platforms such as ERPcloud360 or the new e-commerce platform SHOPcloud360.

DATAcloud360

Customised product data for the industry

The DATAcloud360 offering serves as the basis for providing customised product data for digital marketing and online sales. By the end of 2024, the E/D/E digital team had supported more than 270 member companies in switching their data procurement to DATAcloud360.

The first stage of expansion already included core functionalities such as the de-duplication of multiple master data sets, individual exports and article compilations or the targeted export of articles with changes (deltas). The automated and regular export of defined data sets, which was realised in 2024 with the second performance level, brings additional and significant efficiency gains in day-to-day business.

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### Integration of all digital service modules

The volume traded via electronic channels will continue to rise. The digital networking of distributors, particularly with their existing customers, is likely to increase steadily in the coming years. This is why E/D/E employees advise and support members in connecting their customers via various procurement platforms and in the form of direct connections to their customers' ordering systems. One important success factor concerns and remains the deep integration and optimal coordination of the digital service modules, from product data to ERPcloud360 and SHOPcloud360.

Evaluating artificial intelligence (AI) in a benefit-oriented way

E/D/E experts in all relevant fields of activity are also focussing very intensively on the possibilities of AI applications for their members. If a given technology proves to be market-ready and reliable, they examine its added value and potential use for E/D/E and its partners. The "Onedot" supplier data portal is fully AI-based in all services and has improved time-to-market by a factor of 10. DATAcloud360 also supports data quality and translations with artificial intelligence.

Thanks to the supplier data onboarding portal, E/D/E offers suppliers the opportunity to add new products, update and supplement data at any time, thereby significantly improving data quality. The supplier data is processed using AI and transferred to the systems of E/D/E and its members with minimal time loss and maximum accuracy. Simultaneously, suppliers receive direct AI-based feedback on their data quality and possible optimisation potential. This has reduced the time required for data onboarding for suppliers by 80 per cent and increased data quality by 70 per cent at the same time.

SHOPCLOUD³⁶⁰
POWERED BY INTERSHOP
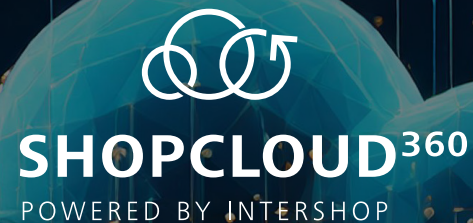
The future of e-commerce in the industrial B2B sector

SHOPcloud360 forms a central building block for the digital transformation in the industrial B2B sector. The e-commerce platform – which has been specially adapted to the needs of industrial B2B sector companies – enables member companies to optimise their sales performance and strengthen their market position at the same time.

The platform integrates seamlessly into existing value-added processes and helps to implement lean ordering processes and optimised data management. The implementation within the E/D/E member group has had a successful start, and the second development stage of SHOPcloud360 was completed in autumn 2024. One of the most important features is SHOPcloud360's personalised and powerful on-site search based on SPARQUE.AI. The eCommerce Services team also provides support for members' individual requirements.

This is linked to the clear requirement that product and article data can be integrated into existing systems and processes with minimum effort. This means less effort for data management and greater focus on the core business. This is achieved with ERPcloud360 and PIMcloud360, both products from our cloud family that are seamlessly integrated into SHOPcloud360. In addition, solutions such as DATAcloud360 are continually improving the quality and usability of data – an area that has further potential for optimisation and which will, therefore, be developed further in the coming years.

Expansion of **advisory services**

The creation of a reliable data platform forms the basis for numerous other services. It also enables further support and expansion of transactional business between members and suppliers. The world of data and technology is complex, and the multitude of solution providers often causes uncertainty. This is why E/D/E is positioning itself as a reliable partner with a clear, industrial B2B sector-specific advisory service. This is aimed at offering members guidance and develop customised solutions that perfectly match their requirements.

Support on the way to **e-billing**

The transition to paperless invoicing has begun this year. In preparing for the obligations that this entails, E/D/E supported its members in 2024 with comprehensive communication and training programmes, from the website "e-rechnung.ede.de" to a video series created in cooperation with DER MITTELSTANDVERBUND. The E/D/E Clearing Centre supports members and suppliers throughout the entire process – right up to automated invoice processing – to speed up processes and minimise potential sources of error.

eDC Building Services Data: Focus on online shops

In view of the challenging market situation, support for eDC Haustechnik – the building services data provider – is needed more than ever to drive digitalised solutions for greater efficiency and cost optimisation in trade. The "SellSite" shop solution, which is tailored to the requirements of E/D/E's building services members with its special focus, won over more users in 2024. Within the first twelve months following their go-live, the companies were able to realise high monthly sales in the SellSite shop that far exceeded their own expectations. eDC Haustechnik data provides holistic support with monthly evaluations as a partner that knows and understands the industrial B2B sector business throughout the entire process chain.

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Shop sales are expected to increase in 2025, with an anticipated rightward shift in the general market level.

PVH FUTURE LAB: 3D printing, applications and Shopware shop in high demand

The "PVH FUTURE LAB" for the industrial B2B sector was founded back in 2018 as an innovative driver by distributors, for distributors. In 2024, there was a further increase in interest among members and suppliers in digital options for improving business processes with the help of software solutions and AI applications.

Demand, in particular, for industrial 3D printed components and project business in industry and craft trades with recurring products from additive manufacturing grew significantly by 18 per cent when compared to the previous year. This trend is expected to continue in the current year.

With regard to flixxstore, the PVH FUTURE LAB completed the development of two new applications in 2024. dataflixx as the data basis for the AI applications of the flixxstore and the new sales app, sellflixx Sales CRM, were programmed, implemented and transferred to live operation with the involvement of distributors. The PVH FUTURE LAB is pursuing an entirely new approach in the industry towards AI-based, event-orientated sales. AI supports the clear and targeted sales approach to customers and combines the topics of task management, customer churn, customer potential and product recommendations in the preparation and execution of customer appointments.

E/D/E provides guidance in the complex world of technology.

PVH FUTURE LAB
Managing innovations.

flixxstore.com: AI apps for more sales and better processes in the industrial B2B sector

With flixxstore, the PVH FUTURE LAB has been working hard to create a central point of contact for distributors to benefit from applications and software with artificial intelligence since 2021. The tools and business models created by distributors, for distributors, support the innovative and digital use of state-of-the-art system components without a great deal of effort on the part of the distributor. The strategy is based on building API-enabled systems (including 3D printing platform, flixxstore AI apps, Shopware shop) that can be integrated and connected depending on distributor requirements.

A standardised database (dataflixx) enables distributors to use flixxstore applications with just one click for each additional application after a one-time docking. The connection to the flixxstore model has been greatly simplified and, therefore, offers simple and high scalability. The range of AI applications is being further expanded.

Image: PVH FUTURE LAB GmbH

To realise the requirements of the founding members of the PVH FUTURE LAB and other interested distributors for an online shop, a joint Shopware solution was established with sellflixx C2E (Commerce 2 Everyone). More than ten distributors have already joined the solution within the first year. They benefit from the highest licence level Shopware Beyond at low costs and a core with over 100 functions for B2B business in the industrial B2B sector. This focussed on the exchange and joint development of the system.

In the current year, the PVH FUTURE LAB will expand the functional core of sellflixx C2E for Shopware, develop dataflixx as a data hub and integrate sellflixx Sales CRM as an AI solution for other distributors. Furthermore, applications for purchasing from distributors are being developed in the buyflixx area.

Using digitalisation to enhance competitiveness

The huge range of activities and success stories from the reporting year underscore the following: digitalisation and use of artificial intelligence serve as key levers for overcoming the economic challenges of the present and positioning the industrial B2B sector for the future. E/D/E supports its members in making practical use of the opportunities offered by digitalisation and AI.
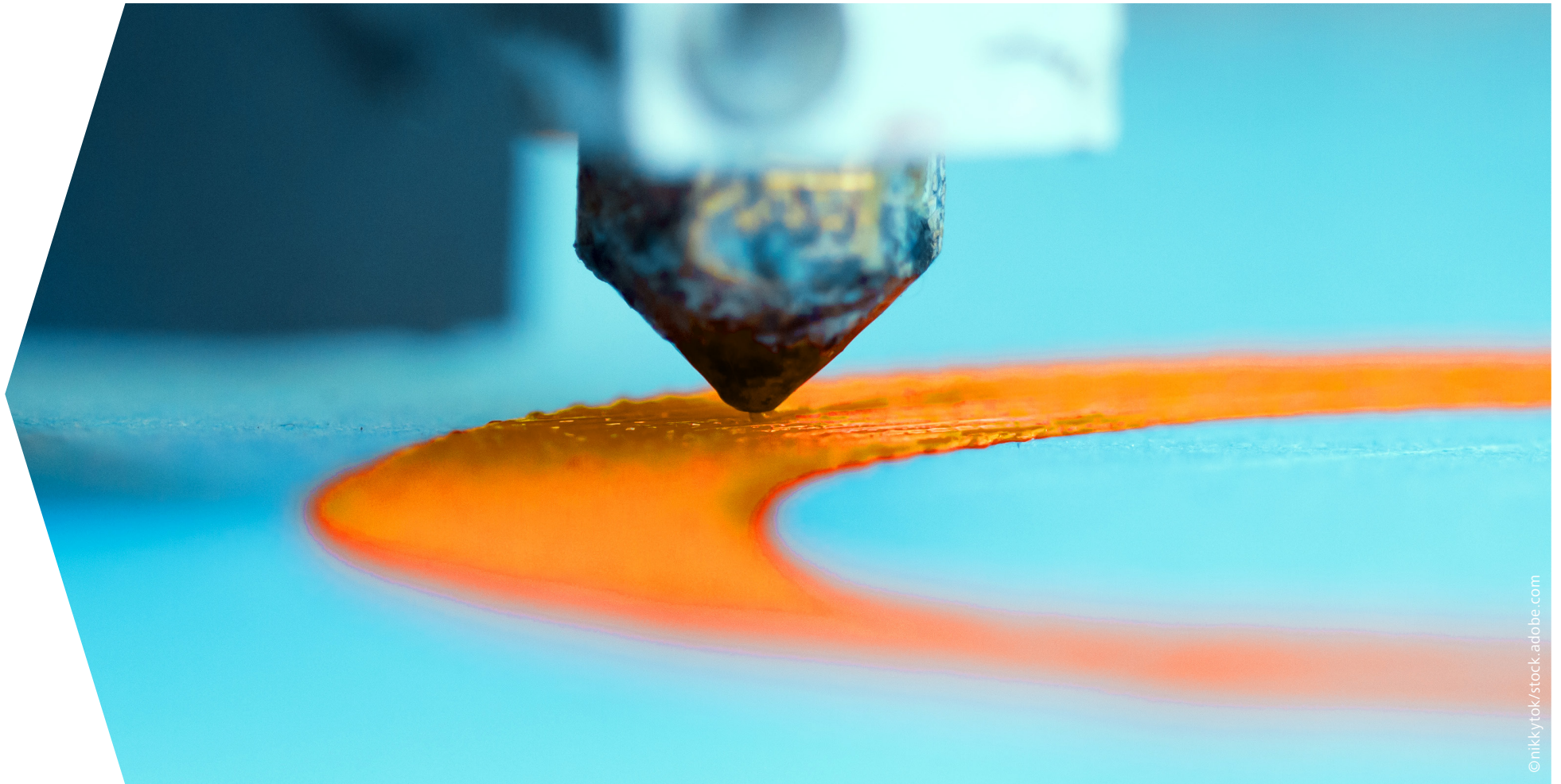
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The demand for 3D printing increased significantly in 2024.