



HOLLYWOOD

From stagnation to success Unleashing the power of technology and business transformation

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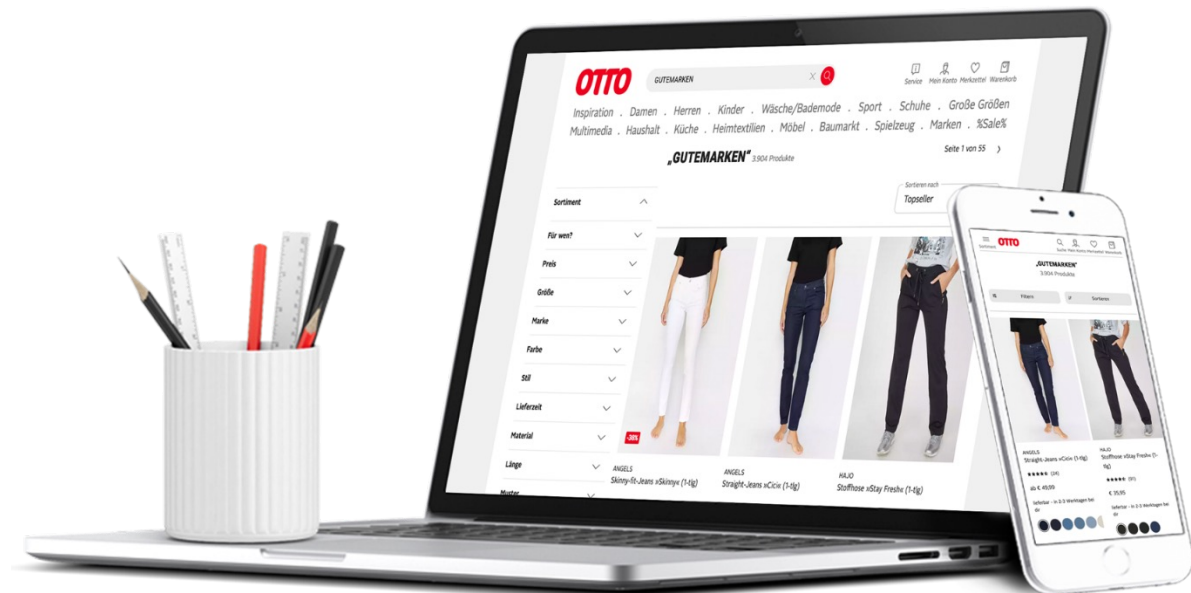
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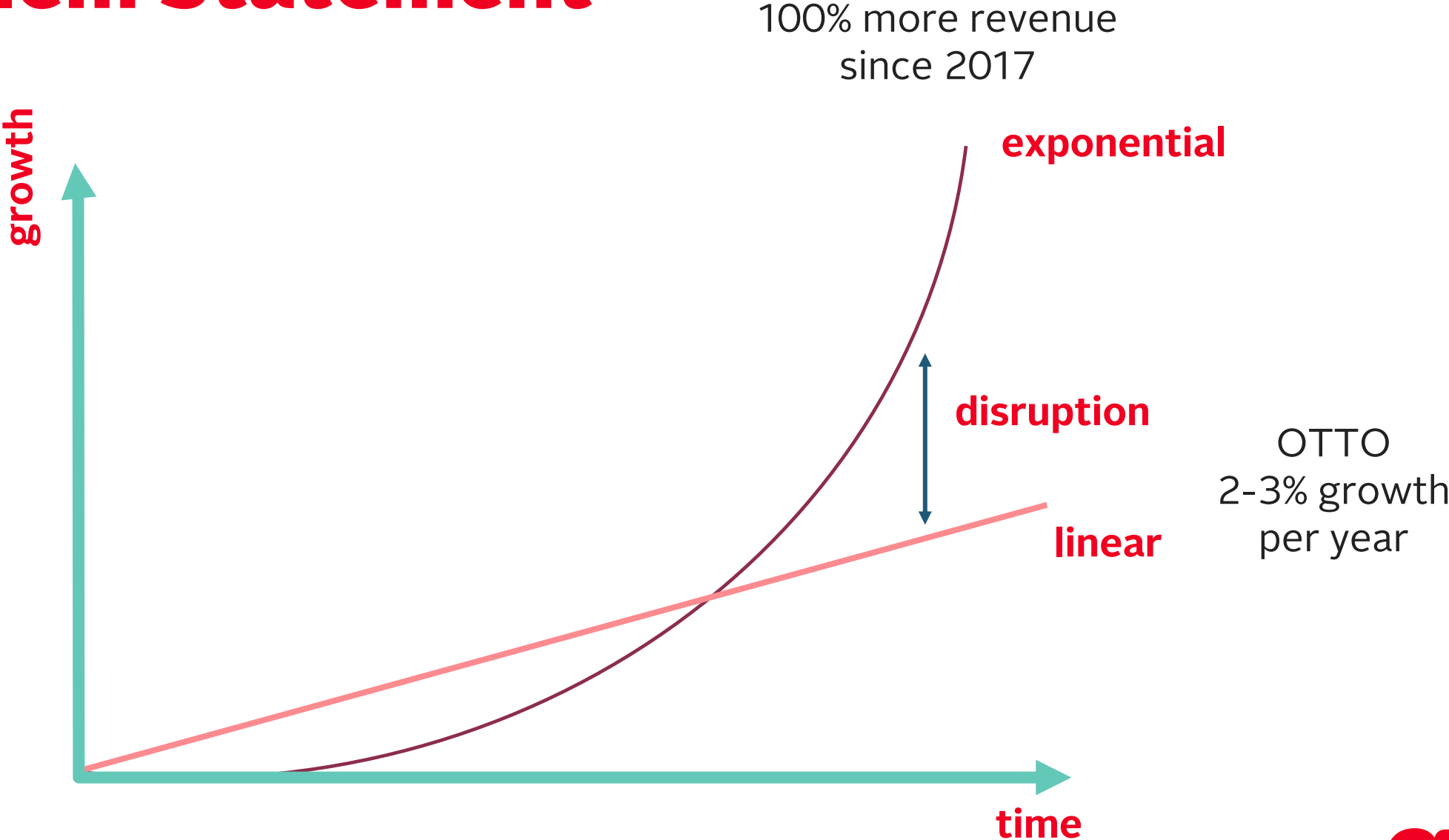
FROM PAPER



TO A DIGITAL ECO SYSTEM



Problem Statement



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A Vision with Integrated Challenges

Transformation of business model

Cultural transformation

Transformation of capabilities and processes

Transformation of our technology landscape

Transformation of the way we work

Transformation of our organisational setup

**But how can you transform a business
at full speed without interruption?**



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we build
the future
of
retail
by providing
THE market-
place
for products +
services.

fair
and
Simple



And we had to build a bank

OTTO payments

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Success Stories

0 partners in 2018 to **6.500+** in September 2023

45mn qVisits in January 2018 to **100mn** in 2023

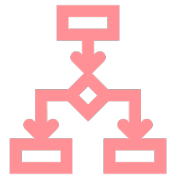
Marketplace revenue from 0 to **2.5bn** EUR in 3 years

Active customers from 6.8mn in 2018 to **12mn** now

2.8mn SKUs in 2018 to **18mn** now

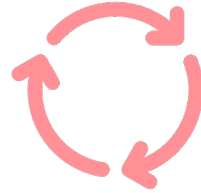
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Our learnings



START SMALL

- From 3 Teams to 150 teams
- MVP with select customers



CONTINUOUS DELIVERY

- No big bang
- Team Showcases every other week
- One important business milestone every year



CULTURE AND MINDSET

- Provide the product teams with what they need
- Focus on high performance and output for our customers
- Measure the change success

Business
transformation is
possible

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Thank you!



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Let's keep in touch



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