OUTTRA

We create added value for brands and retailers in the outdoor, bike and sports industry with efficient IT solutions.



OUR TOOLS

- PLUGIN
- WHERE-TO-BUY LOCAL
- DATA & IMAGE HUB
- PLATFORM + API

Schedule
a free demo!

ABOUT US

OUTTRA creates added value for brands and retailers in the outdoor, bike and sports industry with efficient IT solutions. Our tools and services enable the exchange, analysis and optimisation of data. Thus, we increase the efficiency of brands' sales and marketing, improve the customer experience for consumers and generate additional sales in retail.

As a member and partner of national and international organisations such as the European Outdoor Group (EOG), the Verband Deutscher Sportfachhandel (VDS) or the Bundesverband der Deutschen Sportartikel-Industrie (BSI), we are very well networked. Through the targeted further development of our tools and services, we actively contribute to shaping the industry.

As outdoor lovers, ClimatePartner and EOCA member, we are committed to protecting the environment. As part of 1% for the Planet, we donate 1% of our turnover to environmental protection projects every year



Siegbert Müller

CEO & Founder of OUTTRA

Our added value

- ✓ We focus on the needs of the outdoor, bike and sports industry
- ✓ We have already connected around 2,000 retailers and 30 brands worldwide
- ✓ We offer attractive pricing to brands and free services to retailers
- ✓ We take care of a quick and easy onboarding of brands and retailers
- ✓ We guarantee individual and multilingual support
- ✓ We enable efficient, automated data exchange without manual data maintenance
- ✓ Today, we already have interfaces to all common merchandise management, ERP, PIM and e-commerce systems
- ✓ We work cloud-based on servers in Germany

Some partners

ZEG · CSB · IPOS · SPORT 2000 · Ascend · advarics · famowa · shopware · Tridata · pmo EDV-Entwicklungs- und Vertriebsgesellschaft m.b.H. · SR SOFTWARE · JTL Wawi · shopify

OUTTRA

Already around **2,000 specialist retailers** and **30 brands** in the outdoor, bike and sports industry use the tools and added values of the OUTTRA ecosystem.

You too can become a part of it!

PLUGIN

WHERE-TO-BUY LOCAL

▶ More info

Our Where-To-Buy Local tool gives stockists more visibility and sales. The plugin shows consumers on the brands' websites **at which stationary retailers the desired product is currently available** – including alternative product variants, contact details, opening hours and much more. This information is particularly important for products that require intensive consultation.

ADVANTAGES

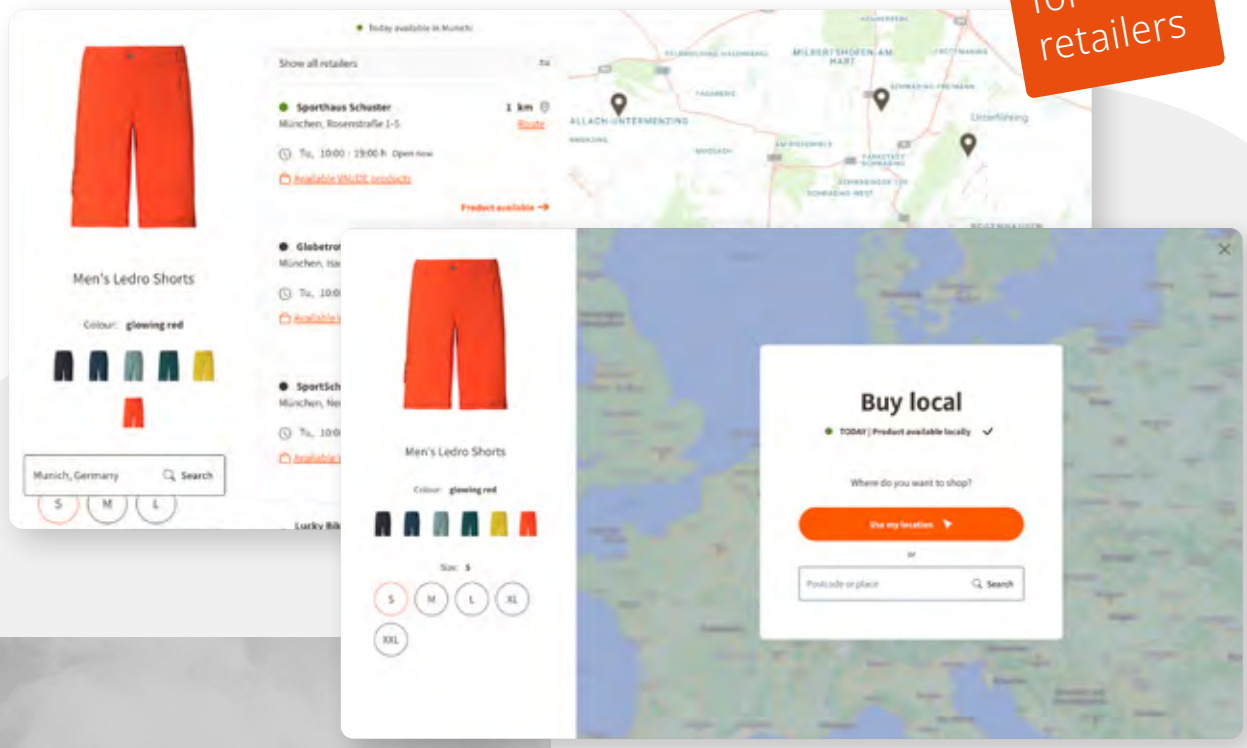
- ✓ Added value for brands, retailers & consumers
- ✓ Optimisation of the customer journey
- ✓ More turnover
- ✓ Strengthening the specialised trade
- ✓ Automatically updated dealer data on brand websites
- ✓ Online visibility 24/7 even for retailers without their own online shop



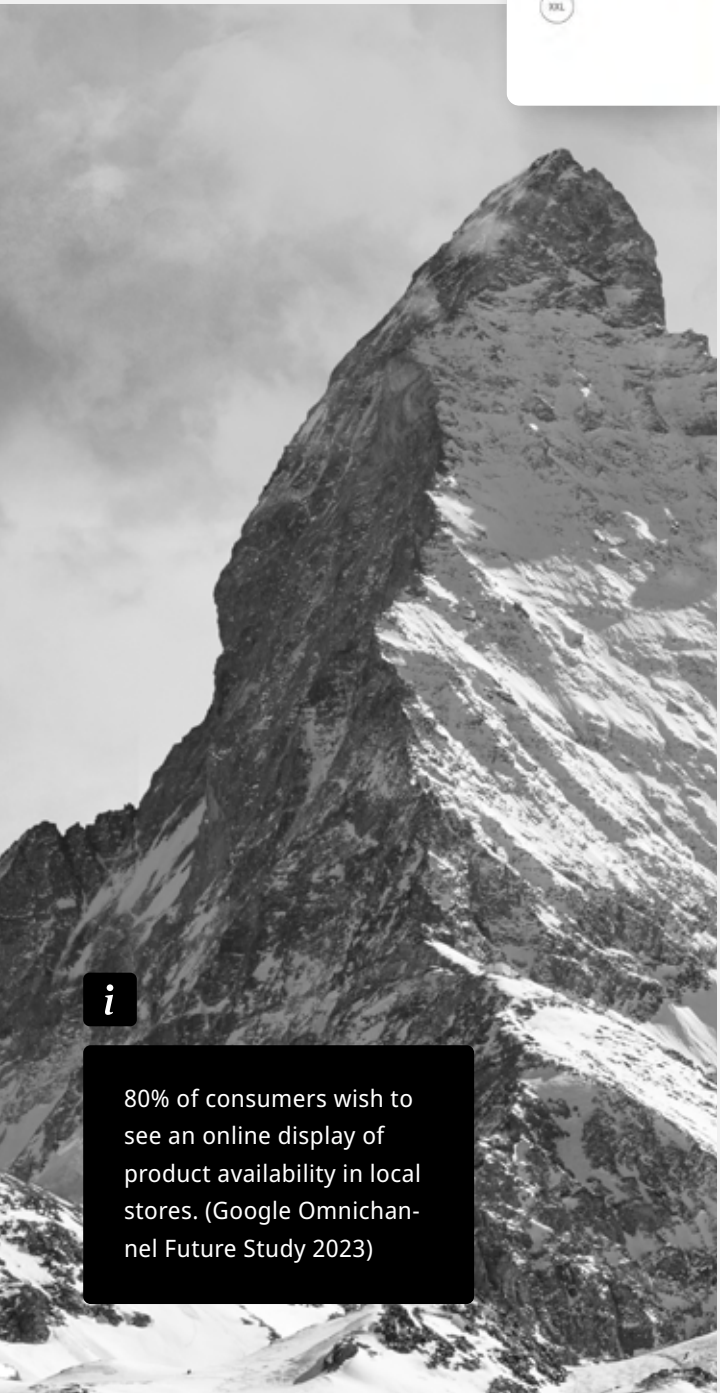
i

With our **Where-To-Buy Online Tool**, we offer brands the possibility to include availability in selected online shops on their website – in addition to the display in the stationary specialised trade.

Free for retailers



OUTTRA **PLUGIN** „Where-To-Buy Local“



80% of consumers wish to see an online display of product availability in local stores. (Google Omnichannel Future Study 2023)

Features

- **Live display of products available at stationary retailers on the brand website**
- **Display of alternative available products**
- **Click & Reserve**
- **Appointment**
- **Plugin for easy integration on the website in the brand's CI**
- **Digital shop windows for brand & retailer websites**
- **Dealer locator including availabilities**
- **Automatic update of dealer data (opening hours, contact details etc.)**
- **Categorisation of retailers e.g. according to assortment or services**
- **Access for distributors to manage their dealers**
- **Further features in planning**

PLATTFORM + API

DATA & IMAGE HUB

▶ More info

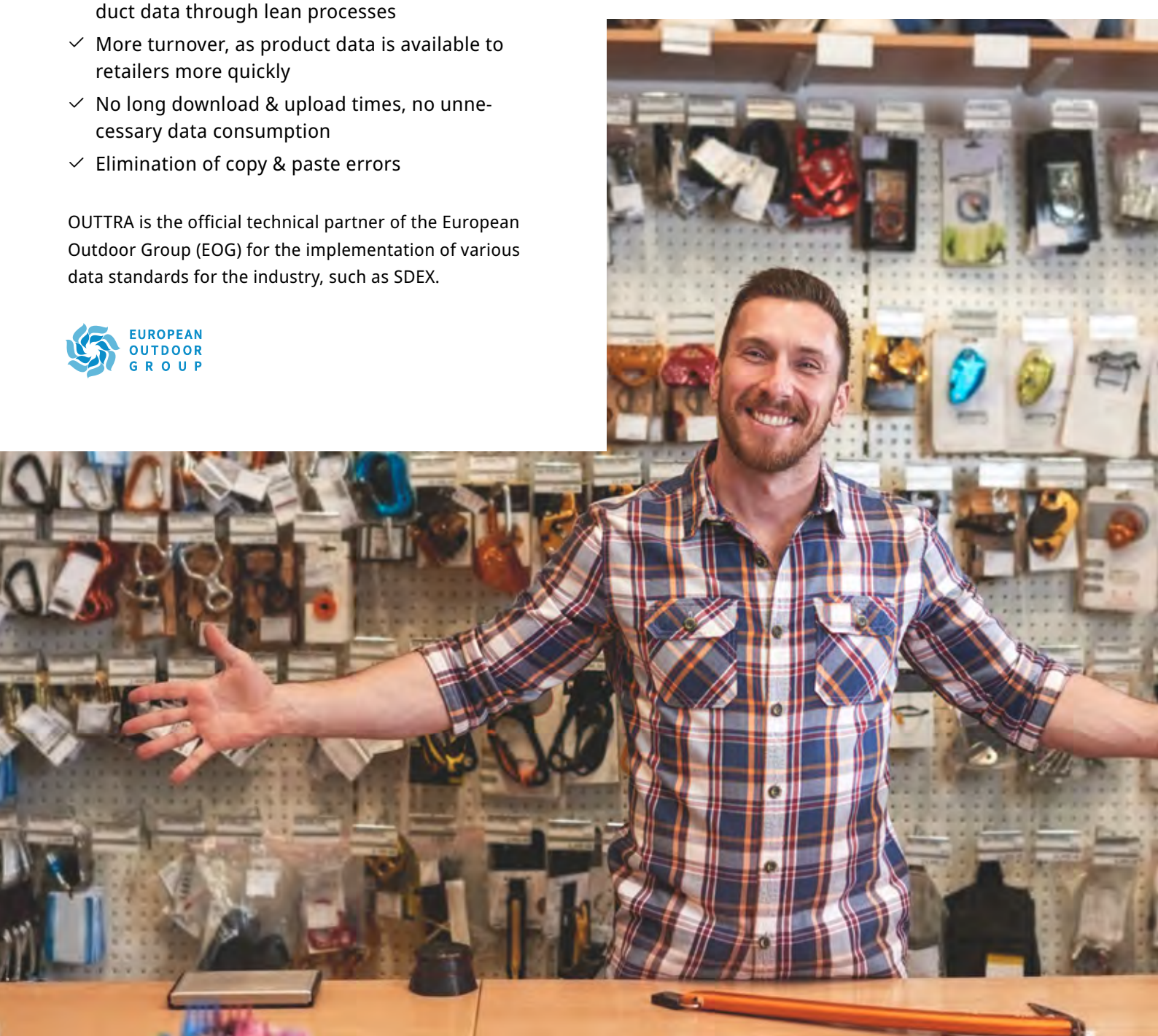
With the Data & Image Hub, we offer the central platform for brands and retailers in the outdoor, bike and sports industry to efficiently **exchange product data and images** – independent of different file formats, in the desired resolution and across national borders.

ADVANTAGES

- ✓ Added value for brands & retailers
- ✓ Time & cost savings in the exchange of product data through lean processes
- ✓ More turnover, as product data is available to retailers more quickly
- ✓ No long download & upload times, no unnecessary data consumption
- ✓ Elimination of copy & paste errors

OUTTRA is the official technical partner of the European Outdoor Group (EOG) for the implementation of various data standards for the industry, such as SDEX.

EUROPEAN OUTDOOR GROUP



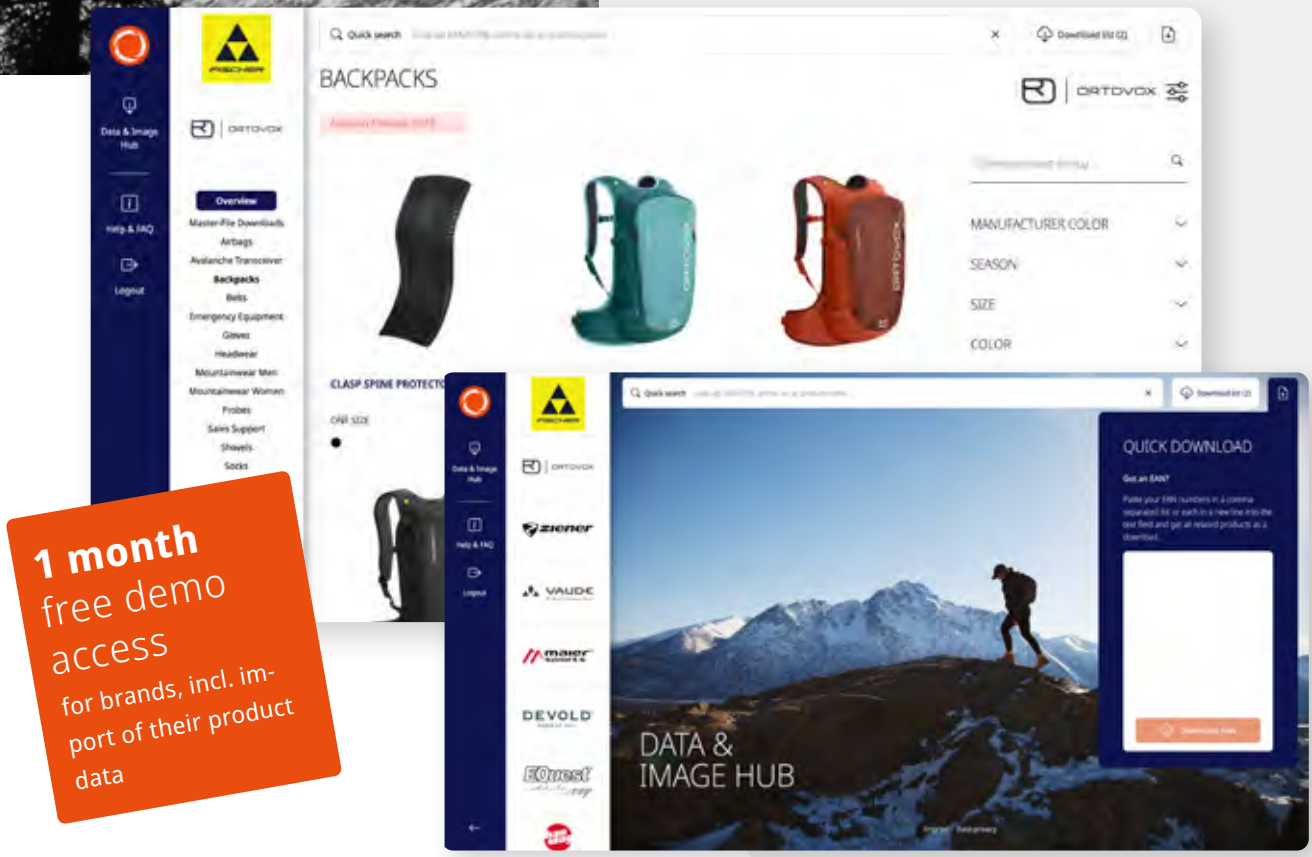


Free for retailers

Features

- **The central platform for the efficient exchange of product data & images**
- **Data retrieval via backend or interface/API**
- **Preparation of data according to EOG data standard**
- **Standardisation of colour & material designations**
- **Search & selection based on EAN/GTIN possible**
- **Image exports with individual file names, resolutions & formats**
- **Automated information about new product data & images**
- **Selective access rights**
- **Further features in planning (e.g. individual product content)**

OUTTRA **PLATFORM + API** „Data & Image Hub“



1 month free demo access for brands, incl. import of their product data

„OUTTRA is the partner of choice for ORTOVOX when it comes to linking online and offline retail in all our markets. The support of the stationary specialised trade is always in the foreground for us, which is why features such as „Where-To-Buy Local“ are ideal. What we appreciate about the cooperation is that we can implement innovative solutions for the future together as equals. Because OUTTRA also brings a lot of expertise in the outdoor industry and is always motivated and service-oriented, the partnership is a real win.„

Michael Sieber, Chief Customer Officer (CCO) Ortovox

ORTOVOX



„With the implementation of OUTTRA on our e-com site, we have many advantages. The most important point for us is certainly that the consumer decides for themselves where to buy. Before completing the online order process, they find out where the product they are looking for would be physically available in the area or what alternative product is available locally. Now the consumer can decide where they want to shop – stationary vs. online. Based on this, it is also important for us not to act as a direct competitor to our B2B business with our e-com. We try to connect both sides in the best possible way and make the purchase decision as easy as possible for the consumers.“

Herbert Horelt, Managing Director / Sales Director Central Europe DEVOLD of Norway GmbH

DEVOLD NORWAY 1853



„OUTTRA enables a sophisticated retailer integration into our own brand platform. It intelligently links the digital brand experience of the consumer with the stationary experience. At the same time, the entry barriers for stockists are very low. Thanks to the clear focus on the outdoor, sports and cycling sector as well as the possibility to adapt the retailer integration to the individual needs of the brand, OUTTRA was the only logical and sensible solution for us.“

Martin Esslinger, Managing Director ORTLIEB

ORTLIEB WATERPROOF





„LET’S BUILD THE ECOSYSTEM FOR THE OUTDOOR, BIKE AND SPORTS INDUSTRY TOGETHER!“

hello@outtra.com
+49 711 505 14 300

OUTTRA by 81MEDIA GmbH
Ziegelbrennerstr. 5, 70374 Stuttgart (Germany)

OUTTRA

www.outtra.com

Learn more about OUTTRA!

Status August 2023