

Reetrain



Reebok

Reebok

Reebok is an American inspired, global brand that creates and markets sports and lifestyle products built upon a strong heritage and authenticity in sports, fitness and women's categories.

The brand is committed to designing products and marketing programs that reflect creativity and the desire to constantly challenge the status quo.

www.reebok.com

Global eCommerce Value Chain

arvato is the eCommerce partner for one of the leading sports equipment companies worldwide

- The Challenge:**
- Reebok commerce multi-channel platform for 31 countries on three continents, including the APAC region
 - Coordination of multiple globally distributed agencies (front end, translation, shoe customizer, mobile solution, etc.)

- Our Solution:**
- arvato global eCommerce value chain with IT, supply chain, customer service and financial services
 - Consistent branding across the globe
 - Tightly integrated value chain of fulfillment, customer care and financial services

- The Result:**
- Powerful marketing functionality allows for business control through easy-to-use management console
 - Streamlined processes increase eCommerce ROI

Your contact

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arvato Entertainment Europe is a leading outsourcing provider of integrated solutions that include every step of the value chain from replication and E-Commerce to fulfillment, from distribution/supply chain management to electronic content distribution.

arvato Systems proposes a unique combination of competencies and skills around IT and the business processes it touches. What may be more interesting to you is how we can help you combine consulting, systems integration and infrastructure services to your advantage.

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