

The savoir-vivre of online shopping – Tradebyte creates connection to Galeries Lafayette

Ansbach, 14.01.2015 Good news for friends of Haute Couture– with the connection to Galeries Lafayette’s online shop, the marketplace specialist Tradebyte enhances its presence on the second biggest e-commerce market in Europe and with it also its appeal for connected sales partners. The interface of the “TB.One” SaaS solution simplifies the smooth integration of international top brands into the online shopping window of this long-standing French company.

Tradebyte could implement its first successful connection to galerieslafayette.com for the international fashion brand GUESS in September 2014. The fashion company already successfully manages eleven online shopping channels with Tradebyte’s TB.One as a central software entity and organises articles, content and the entire order workflow with it. “The connection of GUESS to Galeries Lafayette is an important step for our company on the substantial e-commerce market in France. After this successful pilot project, we are now happy to offer this connection for other brands”, explains Tradebyte Managing Director Matthias Schulte. According to the figures from the industry association Fevad, the French market has been growing in the two-digit percentage range for years. In 2015, the overall volume of the French e-commerce market is estimated to an amount of 72 billion euros. The Galeries Lafayette, with their more than 200,000 online articles, around one million daily visitors to their website and their image as a trade legend, plays an important role in this.

The advantages for Tradebyte partners are obvious: “With TB.One, all product data only have to be entered in the Product Information Management (PIM) once and can then be exported to the respective channels via the central software. Additionally, all orders, the current delivery status, as well as different statistics can be exchanged via the integrated OMS (Order Management System) to guarantee fully-automatic handling. That saves our partners time and valuable manpower”, Schulte goes on to explain. In the case of GUESS, this means above all that the brand’s coverage on the French market can be increased significantly. The corresponding article content was already available and was modified for the requirements of the Galeries Lafayette platform. GUESS ships directly to end customers, customer service and claims are managed by galerieslafayette.com – a win-win situation, which is only made possible by the intelligent drop shipment system and administration via TB.One. Manufacturers and retailers extend their sales potential by listing their own product ranges on sales platforms while online department stores like galerieslafayette.com increase their variety of products by connecting new brands without having higher costs –and finally online buyers also profit from this. And that means almost 50 million people in France.

About Tradebyte Software GmbH:

Tradebyte Software GmbH specialises in software products in the e-commerce market and implements innovative SaaS solutions for the interconnection of vendors and marketplaces. Through a PIM and order system specialised in online trade, more than 400 vendors in the Tradebyte pool are efficiently connected with more than 45 e-commerce channels, as well as with their own shop system. Since it was founded in 2009, Tradebyte has successfully conducted more than 1500 integrations. TB.One enables the central management of different e-commerce channels for vendors such as manufacturers, online shops or other suppliers. TB.Market is the first standardised marketplace software for the management of external product ranges or connected drop shipping suppliers. Tradebyte is a Preferred Business Partner of the bvh, as well as a BITKOM member and winner of the 2012 Bavarian Founders Prize. More information at www.Tradebyte.com.

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