

Otto International Adopts TradeBeyond as its End-to-End Supply Chain Platform

Hong Kong – June 29, 2023 – The Hong Kong-based sourcing and trading company Otto International has adopted TradeBeyond as its multi-enterprise supply chain platform. A member of Otto Group, one of the world's largest privately owned multi-channel retailers, a multi-brand retail group which includes the brands OTTO, Crate&Barrel, and bonprix, among others, the company will start implementing TradeBeyond's industry leading platform this year.

Otto International will begin by adopting TradeBeyond CBX's order and quality modules, with the intention to expand the scope in later phases. TradeBeyond will be used to streamline supply chain processes across Otto International's many brands covering apparel, footwear, and home goods, and more than 20 sourcing offices across the globe.

"We recognized the need for an interoperable supply chain platform in order to accommodate our global growth," said Sven Jasper, Chief Digital Officer at Otto International. "TradeBeyond was the solution provider that most clearly understood the intricacies of our sourcing model and could best configure its software to our company. We're excited to adopt a platform that will accommodate us long into the future."

With TradeBeyond, Otto International will be able to streamline multiple supply chain processes and reduce the number of systems. This includes order and quality collaboration with suppliers to keep optimizing the supply chain and create full visibility and clearly identified metrics.

"Otto International has long been an esteemed retail sourcing company, in part because of its ability to stay ahead of industry trends and to recognize the importance of digitalization," said Tim Chiu, Senior Vice President of TradeBeyond. "It's an honor to support this great company's continued expansion during a period of changing business conditions that requires more agile and sustainable supply chains."

About TradeBeyond

TradeBeyond is retail's leading extended supply chain management solution provider from concept to delivery. TradeBeyond helps brands and retailers streamline product development and sourcing all the way through order, production, and delivery. Through innovative sourcing management, product lifecycle management (PLM), and production and order management solutions, TradeBeyond empowers the supply chain network by driving collaboration to over 15,000 retail and supplier partners, and 30,000 users in more than 50 countries. For more information, visit tradebeyond.com.

About Otto International

Otto International is a trusted partner for first-class supply chain services, with over 50 years of experience in the world's major production markets. They offer bespoke solutions for their customers that support their business partners and protect our planet.

With their corporate office in Hong Kong, it sources textile products, footwear, home goods, and general merchandise primarily in the Asian, European and African production markets, and has an annual buying volume of over EUR1 billion. It is a member of Otto Group, one of the world's leading privately owned multi-channel retail groups.