



Partnership opportunities with Dedagroup Stealth

Stealth Retail – the platform for fashion and apparel brands

Partnering for opportunities in the world of fashion brands

Stealth Retail is the platform on which many of the world's iconic fashion brands manage their businesses. As these brands expand internationally, they are looking to us and our partners to enable them to grow quickly, profitably and at scale.

Their ambitions represent an extraordinary opportunity for new partners to become trusted advisors and core solutions providers across their entire value chain, from customer-focused solutions such as merchandising, store operations, promotions, global multi-channel inventory, ecommerce and back-office functionality through to supply chain, manufacturing and design.

Here is your opportunity to join us in marketing, selling and supporting an amazing set of solutions with a great heritage, great customers and a world-class support network.

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The value of a partner network

To successfully build, deliver and manage technology solutions into fashion retail depends on partnerships – a true collaboration between people and systems to help retailers achieve their business goals.

Fashion and apparel brands are demanding a more joined-up approach from their suppliers, which is why Dedagroup Stealth is expanding its partner and application network across the globe.

As a Dedagroup Stealth partner, you will be joining an ecosystem of retail tech expertise and delivery capability unparalleled anywhere in the world of luxury fashion


Why fashion demands a unique approach

Fashion brands are not like ordinary retailers. Uniquely, they need control over a much longer value chain – from the moment the raw materials are specified right through to final markdown before a new season.

The pace of change in retail, forced by an increasingly demanding consumer, rising costs and compliance, and growing competition from both inside and outside the traditional retail sector, is demanding a new approach from the tech industry.

In an attempt to keep pace with their customers, retailers have unwillingly introduced a level of complexity into their businesses that prevents them from responding quickly, accurately and profitably. They have also introduced individual products to fix immediate problems, but these are proving difficult to implement, integrate and manage, and they cannot deliver value right across the business.



A photograph of a retail display featuring luxury fashion items. On a glass shelf, there is a quilted handbag with a blue and white color scheme and a metal clasp. To its left are two scarves with large bows, one in shades of purple and blue, and the other in pink and white. Below this shelf, a red high-heeled shoe is visible. To the right, another quilted handbag in red and black is partially shown. At the bottom, three small quilted pouches in various colors (blue, green, and purple) are displayed on another shelf. The background is a plain, light-colored wall.

We recognize that fashion and apparel retailers need a faster way to transform their businesses for the new retail environment, whilst maintaining focus on their unique skills as brand owners

Our solution

Dedagroup Stealth provides retailers with a modern technology platform that will enable them to run an efficient, responsive and profitable omnichannel business, built around the needs of their customers.

Stealth Retail is an omnichannel retail software platform, supported by an ecosystem of retail applications, built exclusively for international fashion, apparel and luxury entrepreneurs.

For the first time, retailers can get a single view of stock across their entire business, enabling them to more precisely match stock to demand, leaving them free to focus on innovation, creativity and delivering a better customer experience, not held back by legacy technology and point products.

This is the goal of every fashion retailer, and, for the first time, you as a partner can now help them achieve that from a single platform and applications community, setting them on a journey to full integration, process simplification and operations able to respond to market and customer dynamics in real time

Why Dedagroup Stealth?

Supported by a global ecosystem of application partners, Stealth Retail was built by the only software company dedicated to fashion and luxury fashion brands across the entire value chain – from initial product design and manufacture through to in-channel operations.

Our business model is unique, because it is built on the way that retailers now expect their partners to work – collaboratively, creatively and cross border.

They also demand best practice – our solution means less customization, which in turn means faster implementation and time to value, as well as offering a solid platform for growth as fashion brands seek opportunities in new categories and markets.

We also offer Stealth Go!, an affordable, pre-packaged solution that gives our partners a compelling offer for businesses of any size and shape.

Dedagroup Stealth's total focus on luxury and fashion brands has won it an enviable stable of iconic brands that no other software company can boast



GUCCI

Over the last 30 years, Dedagroup Stealth's total focus on luxury and fashion brands has won it an enviable stable of iconic brands that no other software company can boast. With these customers, we collaborate on innovation through our annual customer day, which is attended by many senior directors and founders

GUCCI

The Stealth Retail Partner Program

A rich program has been developed to support Stealth Retail's network of partners.

Tailored to each partner's capabilities and regional demands, this ever-evolving package provides them with the skills and resources to sell Stealth Retail most effectively.

Our online portal provides partners with a consolidated view of their customers' users and systems, giving them access to product information, marketing content and the wider Stealth Retail community.

Expert knowledge and specialist tools

+

Maximum margins on end-customer pricing

= Higher profits



Training

The Stealth Retail Academy ensures sales and technical staff know the software and its potential.

Through initial and ongoing training, conducted face-to-face and online, our partners' teams are certified to credibly deliver the best results.

Best practice approaches are shared through our online portal, giving partners the opportunity to learn from and educate one another.



Technical support and guidance

As well as multilingual product maintenance and technical support, Stealth Retail partners enjoy specialized consultancy services.

These include guidance from a dedicated partner development manager, who helps define the necessary processes and resources, as well as guiding strategy.



Sales tools

The online portal provides access to sales collateral including product spec sheets, price lists, sales presentations, guides and case studies.

There are also templates and graphical elements which can help partners tailor a sales process to their specific territory.

Events, advertising opportunities and joint marketing ventures help further define the need for Stealth Retail among fashion and apparel verticals.



Marketing resources

Stealth Retail partners also benefit from a range of high-quality marketing materials, specially developed by an allied retail marketing specialist.



Your success is our success

The Stealth Retail Partner Program is designed to help our network make the most of the opportunities in their respective marketplaces.

By delivering a comprehensive mix of practical sales tools and expertise, we support our partners and help them grow – in turn, reinforcing Stealth Retail's position as the world's leading omnichannel solution for the fashion retail industry.

The Stealth Retail ecosystem

From production to the store, Stealth Retail offers fashion retailers a single view of their business, from which they can manage their entire operation.

Stealth Retail allows retailers to make decisions in real time, ensuring their supply chain is optimized to meet customer demand.

Stealth Retail's specialist modules give retailers visibility of their entire global inventory, from supply chain and production to the store, where it provides user-friendly solutions:

- Shop and customer management
- Merchandising
- Back office operations
- Store operations
- Shop/retail inventory

The wider ecosystem

While Stealth Retail is the core of retail processes, it is allied with specialists that complement its modules to provide a complete omnichannel management solution.

These include best-in-class PLM, finance, order entry, POS, merchandise planning, WMS, CRM, ecommerce, analytics, production planning, document management and third-party logistics. Functioning as part of this ecosystem, Stealth Retail manages the entire omnichannel operation:

- Assortment management
- Order management
- ERP retail store operations
- ADF and push button
- Omnichannel operations including ecommerce
- Distribution and WMS
- Inventory management
- Pricing
- Management control
- Fulfilment

Stealth Retail also oversees the integration of partner IP, legacy systems and regional specialist applications, ensuring continuity

As well as a complete overview of inventory, Stealth Retail can provide information on a granular level, down to single items of stock

A complete omnichannel management solution

Stealth Retail, and the ecosystem surrounding it, manages the complete retail and wholesale business process, enabling retailers to transform a multichannel structure into a truly omnichannel operation

Stealth Retail marketing resources

Marketing support will be provided by Dedagroup Stealth jointly with our international marketing agency, Fieldworks.

Support is divided into three parts:

1. International brand management
2. Partner support
3. Joint partner/Dedagroup Stealth marketing campaigns

Stealth Retail marketing resources

Support is divided into three parts:

1. International brand management

Dedagroup Stealth will be responsible for promoting the Stealth Retail brand globally, through social media and PR.

2. Partner support



Fieldworks will provide a set of collateral that the partner can use to generate enquiries for the Stealth Retail platform as well as help manage opportunities within the ecosystem. For instance, where a retailer is looking for a new POS system, these materials will enable the partner to sell in the wider platform message.

The partner content toolkit will contain:



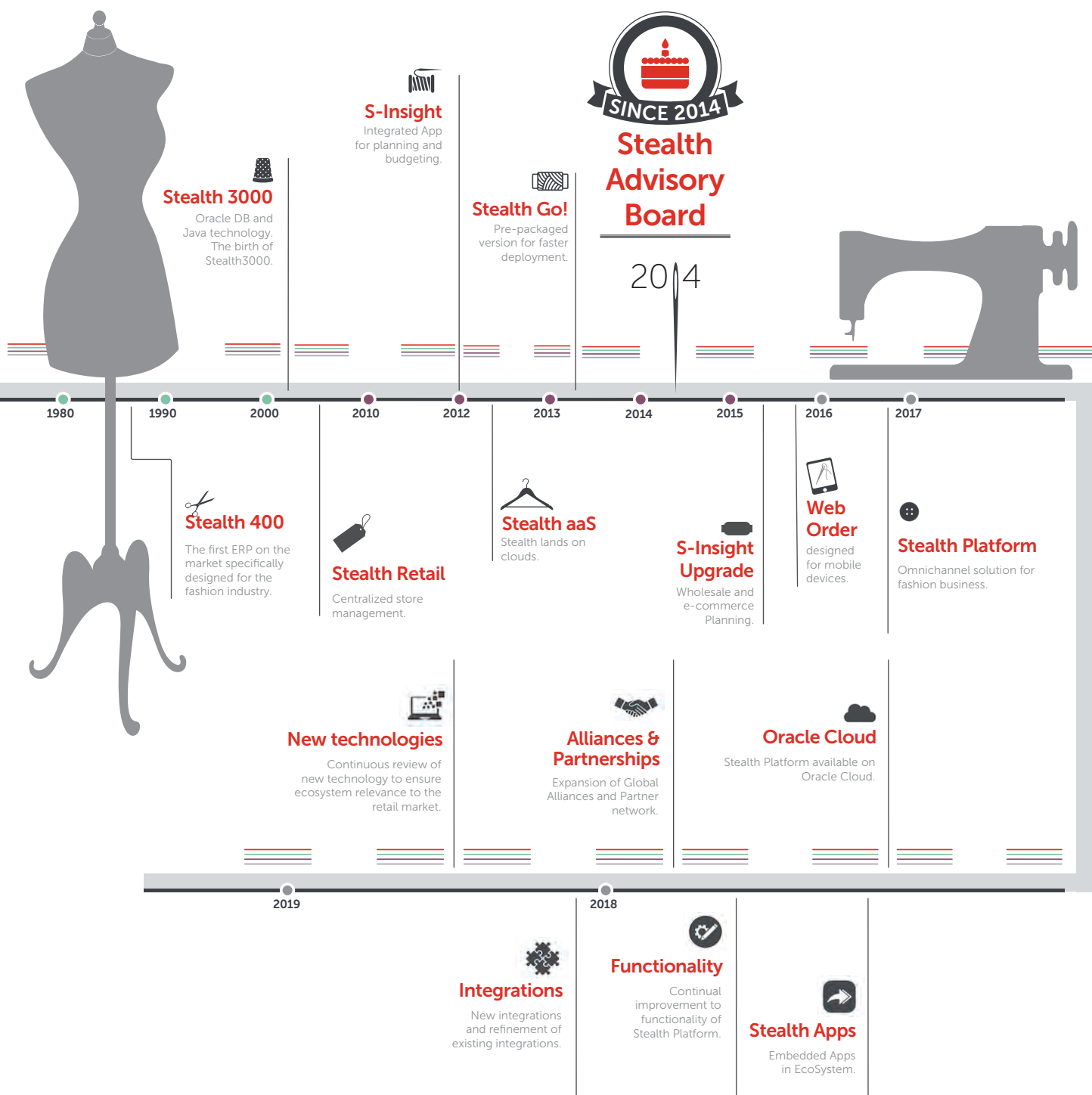
- Market report
- Blogs
- Infographic
- Email marketing content
- Webinar

3. Joint partner/Dedagroup Stealth marketing campaigns

Supplemented by Dedagroup Stealth's marketing development fund, Fieldworks can help partners run lead generation campaigns by developing localised content, executing the campaign through email and providing content for social media and PR.



Stealth evolution timeline



About Dedagroup Stealth



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Dedagroup Stealth is a Dedagroup company, and one of the most important players in the "Made in Italy" IT industry, with a turnover of €26 million and more than 200 employees. It operates in the international market, and aims to become a world leader in supporting fashion and luxury retail companies with their IT needs. Dedagroup Stealth's guidance is based on a blend of solutions, services and people; the company offers its customers unparalleled industry know-how, as well as Stealth Retail, the fashion platform, the proprietary software designed to be an extended management platform for fashion processes.

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About Dedagroup



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With a turnover of over €230 million, more than 1,600 employees and in excess of 3,600 customers, Dedagroup supports companies, public authorities and financial institutions in their IT and digital strategies with technological, application and system integration skills. Founded in 2008, the group has grown steadily, establishing international operations in Mexico, the US, France and the Middle East. The group is headquartered in Trento, with branches in Italy and abroad.

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Contacts

Stealth Retail is the complete omnichannel management solution for fashion brands.

200 retail specialists

180 customers

15,000 active users

One solution across the value chain

Localised in 30 countries

Primary partner contact – Richard Kolodynski

Secondary partner contact – Nigel Harris