

## Press release

The new Otto Group technology start-up offers digital solutions for the traditional logistics sector.

### OGDS founds odc (ondemandcommerce GmbH)

**Hamburg, 6<sup>th</sup> November 2018** - With the launch of odc ([ondemandcommerce.com](http://ondemandcommerce.com)), Otto Group Digital Solutions, the Otto Group company builder, now offers a platform solution for order fulfilment and returns aimed at small and medium-sized companies.

Customers can benefit from extensive services on an enterprise level – but without monthly fees or set-up costs and starting at just one parcel per day. As a result, odc can reach a target group which previously had no access to the services enjoyed by established fulfilment players, due to minimum volume restrictions for example. At the same time, the technology company offers client companies the potential to become part of the big platforms' marketplace strategies and meet their requirements in terms of fulfilment.

### Plug & play fulfilment for rapid growth

Thanks to odc starting an online business has never been easier. In addition to a transparent price model that offers completely volume-independent invoicing, odc offers an uncomplicated onboarding model that enables go-live just days later. This is possible due to a combination of smart cloud software with efficient physical warehousing and shipping logistics.

Based on the plug & play principle, odc connects all vital components, such as retailers' ERP as well as their online shops, marketplaces and parcel services, via integrated interfaces to its own platform.

*"With our platform approach we solve the challenges of small and medium-sized retailers who want to develop dynamically. Whether you dispatch one or one thousand parcels a day, thanks to digitalised processes we offer flexible scalability and a solution which grows in line with our clients' order volume", says Christian Athen, CEO and one of odc's three founders.*

So far odc has already acquired 60 clients, among them start-ups from the Fashion, Food, Home and Living segments.

*“odc is a prime example of our investments in start-ups along the Otto Group’s value chain. With its open technology approach, odc has the potential to create a new growth engine for trade-related logistics services within the Group”, says Sebastian Klauke, Chief Digital Officer Otto Group and Member of the OGDS Advisory Board.*

## Same reach as the big players – plus own branding

In addition to integrating their own online shops, odc also supports retailers and brands in selling via high-reach marketplaces such as Amazon. For example, odc meets the requirements for Amazon’s ‘Prime by Merchant’, i.e. the client’s goods are stored at odc’s logistics locations and dispatched from there for same-day delivery by 4 p.m. With one major difference: clients can decide on the branding design of the cardboard packaging, which can also carry additional marketing material such as flyers. As an additional benefit, only the client’s items will be put into the parcel – meaning a young fashion label’s handbag will not be packaged together with a toilet brush from a different marketplace retailer.

By using this independent solution retailers can decrease their vulnerability to Amazon’s price adjustments and better establish their own brand.

## Networking benefits instead of high storage costs

Even warehousing processes are digitalised with the platform’s support. odc does not operate its own logistics sites but is instead establishing a warehouse network of third-party providers. The odc warehouse network reduces empty-space as well as surplus capacity costs. This way odc can address client demands in a quick and flexible way and if necessary develop tailored capacity, product category and warehouse site management concepts. The start-up also offers solutions to clients with changing requirements, such as same-day delivery. Future topics such as ‘micro-warehousing’ in inner-city locations can be effectively tackled with the warehouse hub approach.

## Company building at Otto Group

odc was founded by the three-man team comprising Christian Athen (CEO), Torben Lenhart (COO) and Torben Imer (CTO). All three have worked extensively in the logistics and e-commerce fields and pool their considerable experience in the start-up and corporate world at odc. With its own company building approach, with OGDS the Otto Group is establishing independent B2B business models which will help shape the Group's digital future. To achieve this, OGDS combines the innovative ideas and entrepreneurship of the start-up world with the existing assets of the Otto Group.

### About odc

odc (ondemandcommerce GmbH) has developed a full-service fulfillment and returns solution for brands and e-commerce merchants, which is aimed specifically at small and medium-sized enterprises (SMEs). odc combines a cloud fulfillment platform with physical warehouse and dispatch logistics and also offers integrated interfaces to ERP systems, shops, marketplaces and parcel service providers. odc offers its customers all the advantages of an enterprise-level fulfillment and returns service - but without a monthly basic fee, without onboarding costs and from just one parcel per day. Billing is completely volume-dependent. Thanks to odc's IT-driven business model, customers also benefit from uncomplicated onboarding, which means that the go-live usually only takes a few working days. odc was created under the umbrella of **Otto Group Digital Solutions**, the Corporate Company Builder of the Otto Group. Dr. Björn Schäfers and Christian Athen are the managing directors of odc.

### About Otto Group Digital Solutions

Otto Group Digital Solutions (OGDS) is the corporate company builder for the Otto Group and a strategic pillar of the organization. OGDS focuses on establishing startups in the e-commerce, fintech, and logistics sectors. The aim is to identify, develop, and establish new business models in the market to help shape the digital future of the Otto Group as a retail-related service provider. OGDS uses the assets of the Otto Group, such as customer knowledge, website reach, and logistics infrastructure as strategic levers to accelerate growth and build market-relevant companies.

The portfolio companies include collectAI (automated receivables management), Risk Ident (online fraud prevention), odc (full-service solution for fulfillment and returns), shopping24 internet group (provider of shopping portals and product search engines), Otto Group Media (data-driven advertising), as well as the two company builders Liquid Labs and into-e. There are also minority interests in ifeelgoods (Rewards platform) and picalike (similarity search). The managing directors of OGDS are Dr. Björn Schäfers and Peter Krohn.

---

## Contact:

Sandra Hartwig | Head of Communications  
Phone: +49 40 69635 9027 | Mobile: +49 151 1764 0879  
[press@ondemandcommerce.com](mailto:press@ondemandcommerce.com)