

Fact Sheet

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.

Facts

- Founded in: October 2018
- Employees: 22
- Business area: Logistics
- Key activities: Full-service fulfillment and returns
- Management: Christian Athen, Dr. Björn Schäfers
- Customers: 93 (31 January 2019)
- Current interfaces: Plentymarkets, Shopware, Shopify, WeClapp, Billbee, Woocommerce, Prestashop, Amazon, Hermes, DHL, DPD, ParcelOne; self-built shops can also be connected via a Public API.
- Warehouse locations: Winsen, Dietzenbach, Nettetel and Bielefeld

Social Media

- www.xing.com/companies/ondemandcommercegmbh
- www.linkedin.com/company/odc-fulfillment-returns-plattform
- www.twitter.com/odcfulfillment

Founders

Christian Athen, Chief Executive Officer (CEO)

The managing director of odc is Christian Athen. He holds a degree in business administration and has been involved with e-commerce business models, in particular online shops and marketplaces such as Ebay and Amazon, since graduating from high school. At Paybox, a Deutsche Bank company in London, Christian gained his first start-up experience and subsequently founded an e-commerce agency. In 2007, he changed sides and started building and operating his own online shops. In 2016 Christian was given the opportunity to join the Otto Group and has since developed global e-commerce strategies and products for online retailers and brands for Hermes Europe. He uses his know-how from the time in the group and his experience from the startup world to build up the technology startup odc (ondemandcommerce) since October 2017.

Torben Lenhart, Chief Operating Officer (COO)

Torben Lenhart is COO of odc. After studying business administration, he focused on business development in e-commerce logistics. At Hermes Fulfillment, he advanced to Senior Business Developer, before becoming self-employed as an interim manager and consultant. In this professional phase he also worked for Otto Group companies. In October 2017 he moved to Liquid Labs, one of the company builders of the Otto Group Digital Solutions, to set up the startup odc together with Christian and Torben. At odc, he is responsible for Operations and, together with his team, is responsible for the management of service providers, day-to-day operations, as well as communication and support for existing customers. He is also responsible for the strategic development of odc's location network and services.

Torben Irmer, Chief Technology Officer (CTO)

The third member of the founding team of odc is Torben Irmer. As CTO he forms the interface between the product/developer team and the stakeholders. Torben completed a dual degree in business informatics at Otto. He then expanded his professional experience as project manager at ShopStrategen ECC and as product owner and project manager at Nitrobox. At odc, he is primarily responsible for developing the product vision and strategy as well as stakeholder management. He is also responsible for strategic product development. Like Christian Athen and Torben Lenhart, he has been involved in odc's business development since October 2017.