vittoria®

WHO WE ARE

World leader in the production of **high-performance bicycle** tyres.
Cyclists' partner supporting them in maximize their performances in
every ride, revolutionizing cycling with the introduction of
Innovation in motion

7 Worldwide locations   **5k+** Customers

1° Graphene tyres Producer   **1k+** Employees

OUR PURPOSE

VISION
Provide **high quality** and **sustainable products** affordable to all
through subscription for bike users peace of mind

MISSION
Deliver a reliable and **hassle-free tyre service** for bike users

OUR VALUES

SPEED   TRANSPARENCY   SUSTAINABILITY   PERFORMANCE

OUR CUSTOMER

Swapfiets

Bike rental company that aims to innovate and lead the **micro-mobility market** by offering their iconic bicycles with the blue front tyre for a monthly subscription fee

CUSTOMER NEEDS

Puncture Risk Reduction

Operating Costs Predictability and data analytics

Collaboration with suppliers that provide End 2 End services during tyre lifecycle

6'000
E-Bicycles under subscription

Value-based
Pricing Model

Fixed
Monthly fee per bike

OUR PRODUCT

vittoria2GO
PREMIUM TYRES AS A SERVICE

New and **never done before product** that allows customers to not buy a tyre but subscribe to a tyre and pay on monthly bases.

HOW IT WORKS

Vittoria — **Take charge of multiple services** along the tyre lifecycle

CUSTOMERS — **Pay a monthly fee** per each bike under subscription. Notify tyres damages via Platform.

TYRE SUPPLY
Vittoria provides tyres without charging the customer

TYRE REPLACEMENT
Vittoria in case of puncture or worn refund the tyre components cost

CUSTOMER
$ Pays the monthly fee
Reports damage claims

DISPOSAL
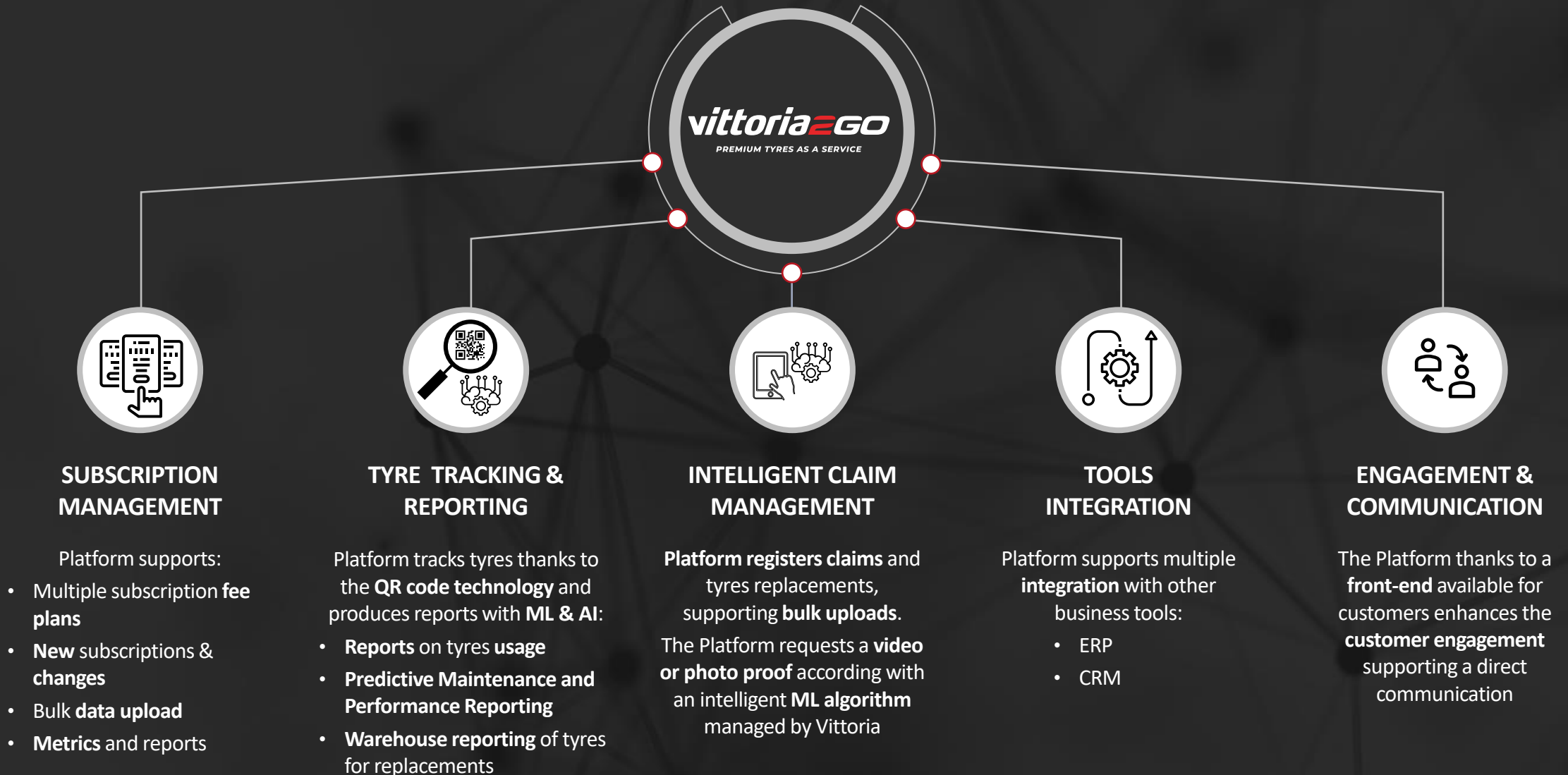Vittoria takes charge of the tyre disposal fostering sustainability

MAINTENANCE SERVICE
Vittoria in case of puncture or worn refund the customer intervention maintenance cost
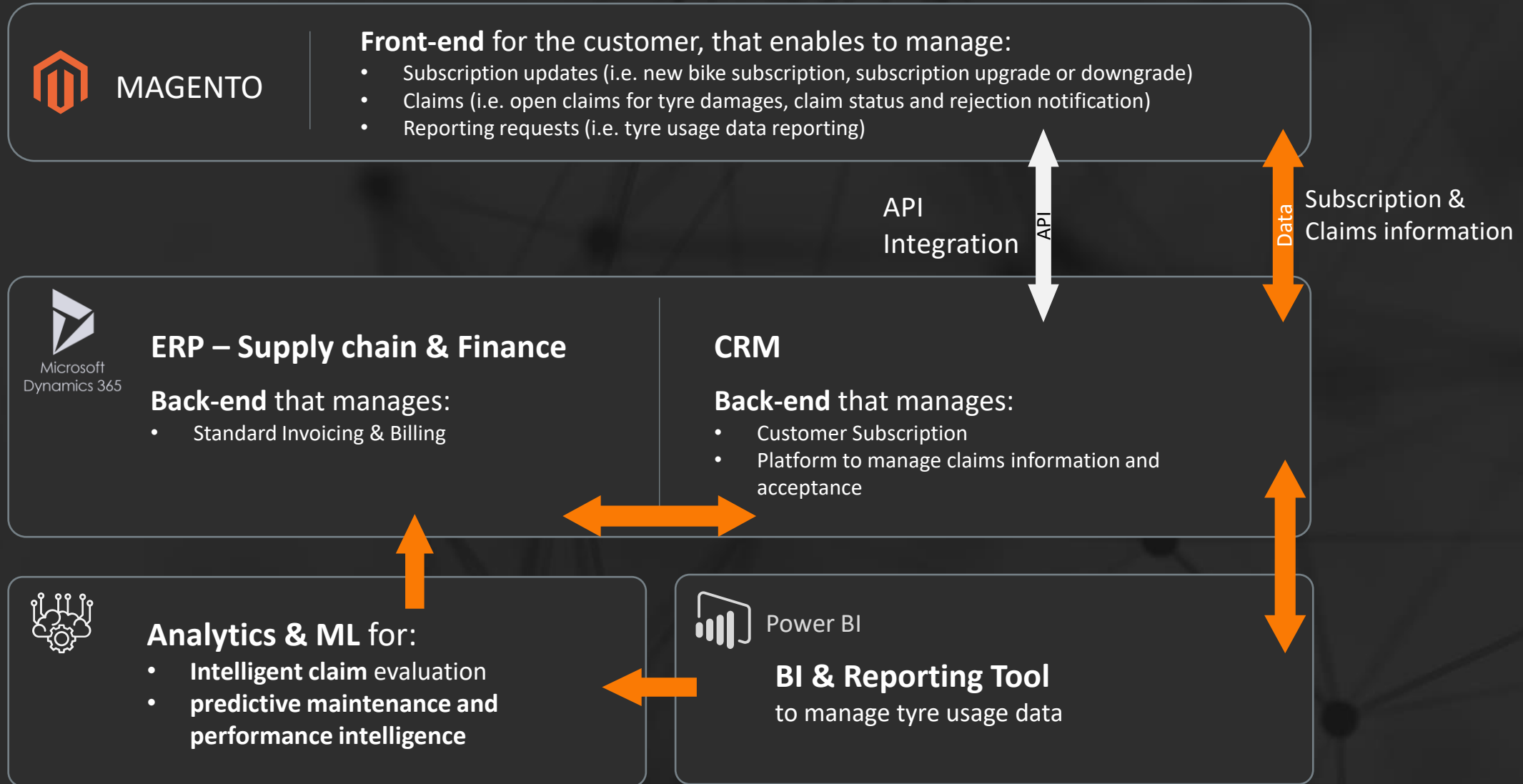
Product Features

The product includes the development of **Vittoria Platform** that enables **engagement between Vittoria and subscription customers** tracking subscription specification, claims and tyre replacements and data analysis for usage prediction.

SUBSCRIPTION MANAGEMENT

Platform supports:

- Multiple subscription **fee plans**
- **New** subscriptions & **changes**
- Bulk **data upload**
- **Metrics** and reports

TYRE TRACKING & REPORTING

Platform tracks tyres thanks to the **QR code technology** and produces reports with **ML & AI**:

- **Reports** on tyres **usage**
- **Predictive Maintenance and Performance Reporting**
- **Warehouse reporting** of tyres for replacements

INTELLIGENT CLAIM MANAGEMENT

Platform registers claims and tyres replacements, supporting **bulk uploads**.

The Platform requests a **video or photo proof** according with an intelligent **ML algorithm** managed by Vittoria

TOOLS INTEGRATION

Platform supports multiple **integration** with other business tools:

- ERP
- CRM

ENGAGEMENT & COMMUNICATION

The Platform thanks to a **front-end** available for customers enhances the **customer engagement** supporting a direct communication

Technical Solution | Architecture Overview

MAGENTO

Front-end for the customer, that enables to manage:
- Subscription updates (i.e. new bike subscription, subscription upgrade or downgrade)
- Claims (i.e. open claims for tyre damages, claim status and rejection notification)
- Reporting requests (i.e. tyre usage data reporting)

API Integration

API

Data

Subscription & Claims information

Microsoft Dynamics 365

ERP – Supply chain & Finance

Back-end that manages:
- Standard Invoicing & Billing

CRM

Back-end that manages:
- Customer Subscription
- Platform to manage claims information and acceptance

Analytics & ML for:
- **Intelligent claim** evaluation
- **predictive maintenance and performance intelligence**

Power BI

BI & Reporting Tool
to manage tyre usage data

Operating Process

Vittoria

1

New Bike Subscription

Manage on the Vittoria Platform

2

Tyre Tracking

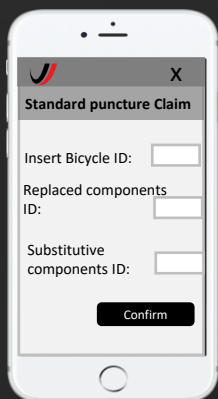The **QR core** enables tyres usage data tracking available for Vittoria and customers on the Platform

3

Puncture/damage claim

Claims can be opened on Vittoria **app or platform** by customer mechanics or back office

Standard puncture Claim

X

Insert Bicycle ID:

Replaced components ID:

Substitutive components ID:

Confirm

4

Claim acceptance

Claim is evaluated by Vittoria back office with the support of the **ML algorithm**

5

Refund

Vittoria **refunds** punctured **tyres and maintenance costs** thanks to the **integration with ERP** and takes charge of **disposal process**

Benefits

Vittoria

Swapfiets & OTHER CUSTOMERS

Reputational
- Access to **top-tier product** that **reduces punctures and disservices**
- Being part of a **sustainable ecosystem** supporting an **innovative model**

Financial
- **Cost predictability** and recurrency **diluting costs and payments** (reduction of opportunity cost)
- Decrease of **running operational** and **personnel costs**

Operative Efficiency
- **Outsourcing operational risk** (in/decrease outsourced level of risk)
- **Tyre performance evaluation** and predictive analysis of punctures

Vittoria

Reputational
- **Brand awareness**
- **Sustainability awareness**
- **Customer loyalty** for Long-term relationships

Financial
- **Recurring** and **predictable revenues**
- Direct and indirect **Data Monetization**

Operative Efficiency
- **Centralization of subscription management** integrated with standard processes
- **Data analysis** on tyre performances for **product improvement**

Implementation Phases

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PREMIUM TYRES AS A SERVICE

Has been developed within 3 phases with the aim of gathering pilot needs and quickly adapting to market changes and requirements:

Today

2020	2021		
Q4	Q1	Q2	Q3

Subscription Model Design

- Market/Swapfiets needs analysis
- Subscription Business Model & Pricing definition
- IT assessment for solution design
- Business & functional Requirements for implementation

Subscription Model MVP Implementation

MVP deployment
- New and Up/down-grade of subscriptions
- Usage data Reporting
- Bulk data upload & metrics
- Claims & notifications management
- Subscription billing

Continuous Improvements

- Worldwide users
- Marketplace

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Platform Distinctive Elements

Distinctive Elements

Innovative Model
The "tyres as a service" subscription model is a solution that has never been introduced in the bicycle tyre industry

Promote Sustainability
The concept of ecosystem in platform aims to **reduce waste** exploiting the feature of **circular economy** and **Vittoria disposal management**

Expand Core Business with Valuable Partnerships
Possibility to establish a dedicated marketplace where several upcoming Vittoria partners can display their products at discounted prices for subscribers

Machine Learning Algorithm
Increasingly advanced technology makes possible to **track and verify** occurrence of **damages** without physical inspection

Scalability
This technological solution is **highly scalable** both in terms of **industries** involved and **components** to which **subscription model** is applicable