

O'Neill surfs with Tradebyte

**Ansbach / Warmond, 16.07.2014. The Californian sports and lifestyle brand O'Neill utilises the SaaS solution TB.One from Tradebyte to expand their online presence. With Zalando.nl and Otto.de it is already using two far-reaching online sales channels, Zalando.de will follow shortly. With the integration of O'Neill, the Tradebyte partner pool has been enriched with another legendary brand.**

In the 1950s, Jack O'Neill started the world's first ever surf shop at Ocean Beach in San Francisco. With the invention of the neoprene wetsuit and the development of functional equipment, O'Neill got the surfing wave rolling worldwide. The adventurer and pioneer laid the foundations for a mega trend and a billion-dollar industry. Beachwear, accessories, lifestyle and finally snowboard products followed. The O'Neill product selection ranges now from neoprene suits to sports and leisure clothing to shoes and accessories.

"Our TB.One software solution shows its strengths, especially with broad product portfolios and in international use. On highly-frequented platforms, strong brands like O'Neill profit from additional marketing power and reach. In return, top brands help provide the platforms with more content and traffic. With its consistent workflow, the expansion of O'Neill's e-commerce is more efficient, simpler and quicker," says Matthias Schulte, managing director of Tradebyte Software GmbH.

TB.One is based on two central modules: via the integrated PIM (Product Information Management) article data are centrally enhanced, administered and controlled as required. The integration to different platforms ensues via fully-integrated interfaces. The OMS module (Order Management System) guarantees cross-channel processing and control of order data. Other features, like a flexible translation tool or mapping of article components, make the management of multi-channel sales easier for TB.One users.

## Press Release

### **About Tradebyte Software GmbH:**

Tradebyte Software GmbH specialises in software products in the e-commerce market and implements innovative SaaS solutions for the interconnection of vendors and marketplaces. Through a PIM and order system specialised for online trade, more than 400 vendors in the Tradebyte pool are efficiently connected with more than 45 e-commerce channels. Since it was founded in 2009, Tradebyte has successfully conducted more than 1000 integrations. TB.One enables the central management of different e-commerce channels for vendors such as manufacturers, online shops or other suppliers. TB.Market is the first standardised software for the management of drop shipping suppliers and their article and order data. Tradebyte is a Preferred Business Partner of the bvh, as well as a BITKOM member. More information at [www.Tradebyte.com](http://www.Tradebyte.com).

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