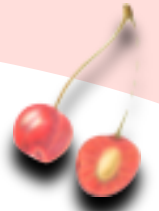


The Cherry Model

Four seasons of innovating IT organisations


Anneke Keller – March 2024


2007 TomTom




2013 Coolblue



Bekijk hele assortiment ▾

Zoeken naar... 

Inloggen ▾ 

Computer & netwerk

Witgoed & huishouden

TV & Audio

Telefonie & tablets

Koken & wonen

Sport & verzorging

Navigatie & reizen

Foto & video

Tuin & gereedschap

Gaming & gadgets

Aanbiedingen

Tweedekans

Spiksplinternieuw. APPLE IPHONE 8



vanaf
809,-

[Meer informatie](#)

**Klantenservice**
nu open

alles voor een glimlach®

- ✓ Voor 23.59 uur besteld, morgen in huis
- ✓ 7 dagen per week thuisbezorgd
- ✓ **Gratis** verzending
- ✓ **Gratis** retourneren
- ✓ Advies in onze 5 echte winkels

 Klantenbeoordeling **9.3/10** 

 **379.885** vind-ik-leuks 

 Beste webwinkel 2017

VOORZETJES.

We gooien een balletje op.

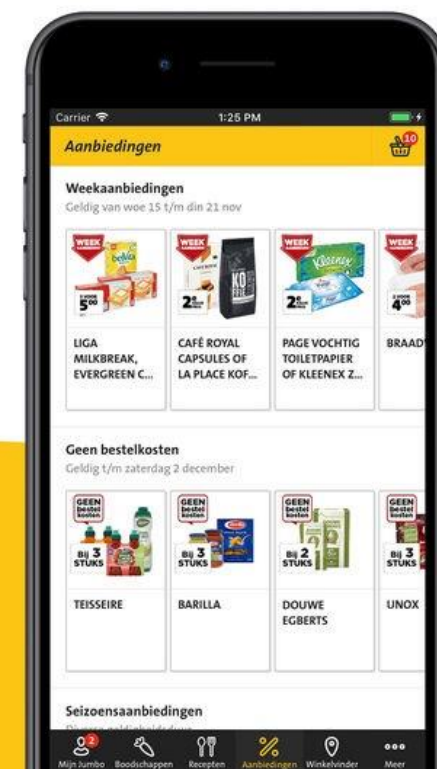


2018 Jumbo

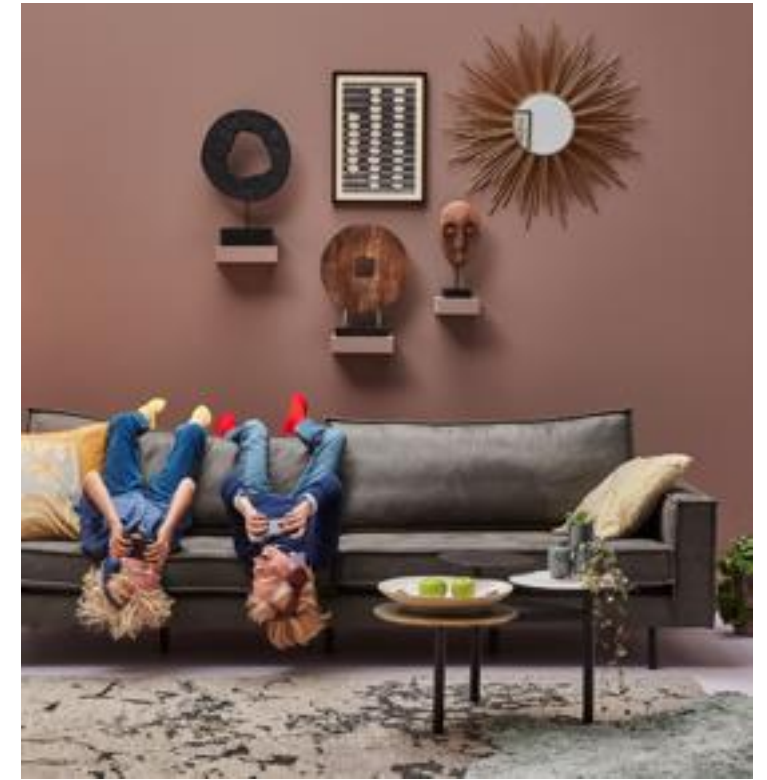
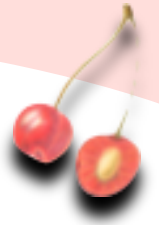


Aanbiedingen

Extra voordeel bovenop
de laagsteprijsgarantie.



2021 Wehkamp



2024 PostNL in figures

(Data: end 2022)

Number of PostNL
employees

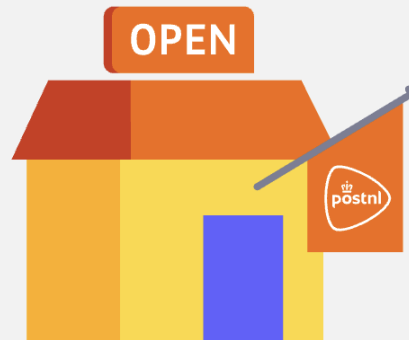
35.647



PostNL retail locations



5494



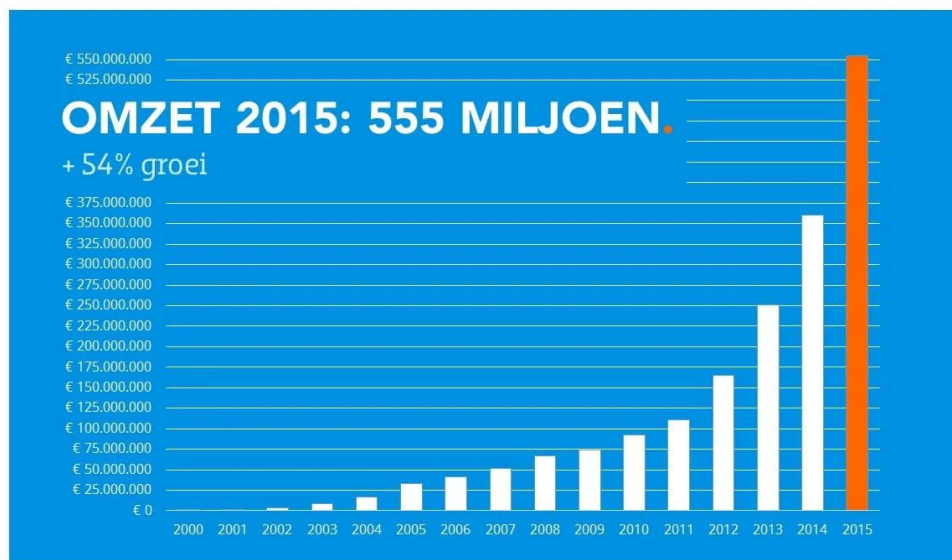
Sorting centres

(28 parcels, 5 mail, 1
international)

34

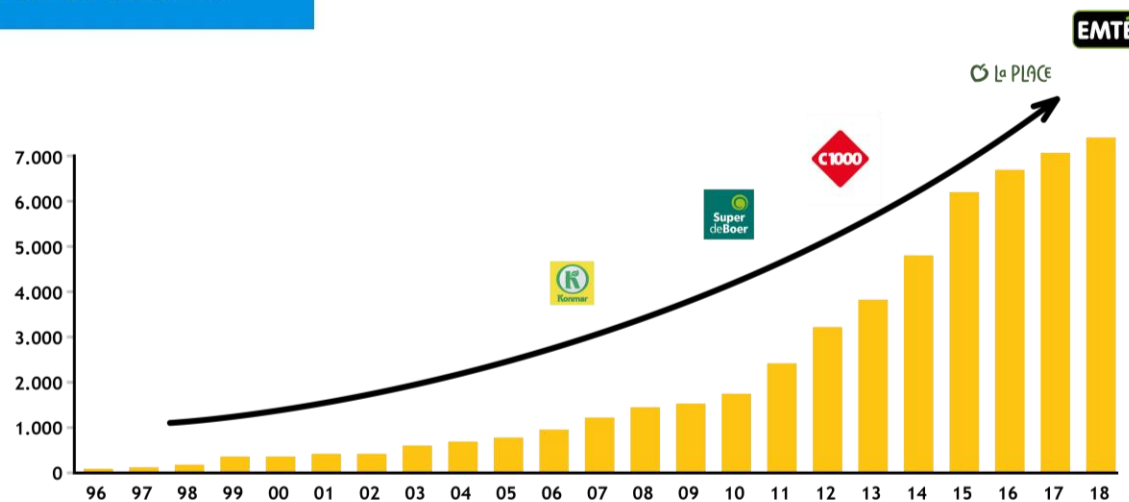
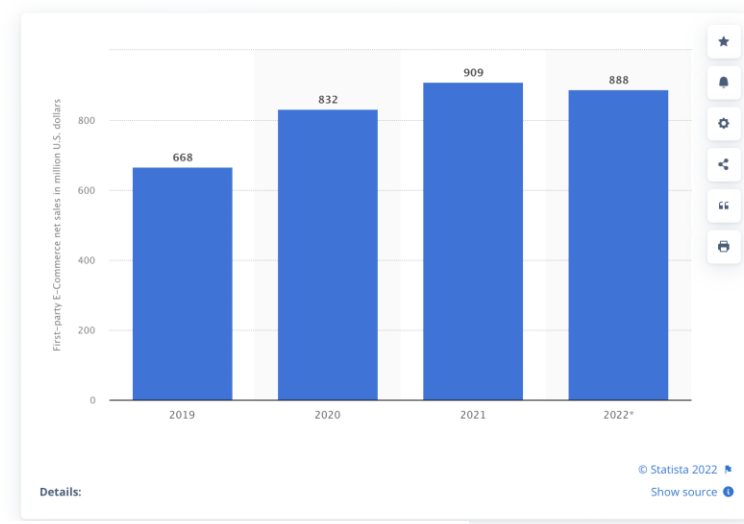


We did something right



E-Commerce net sales of wehkamp.nl from 2019 to 2022

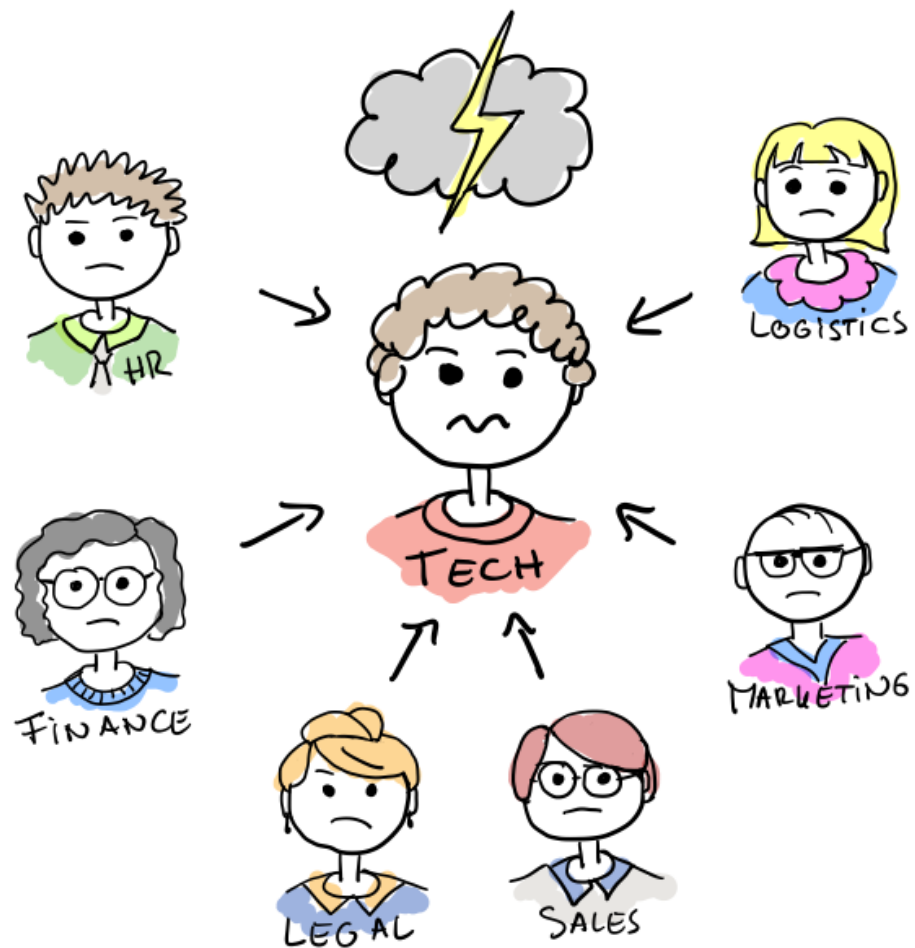
(in million U.S. dollars)



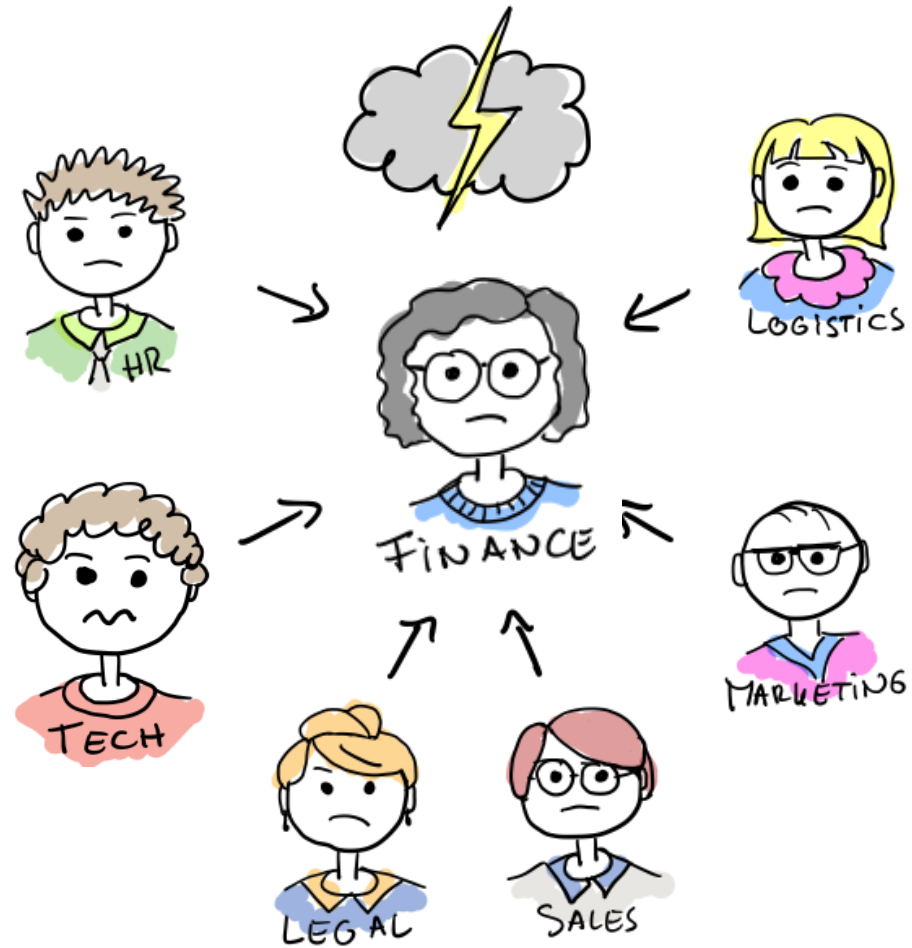
2023



Help! I work in Tech



Help! I work in Finance



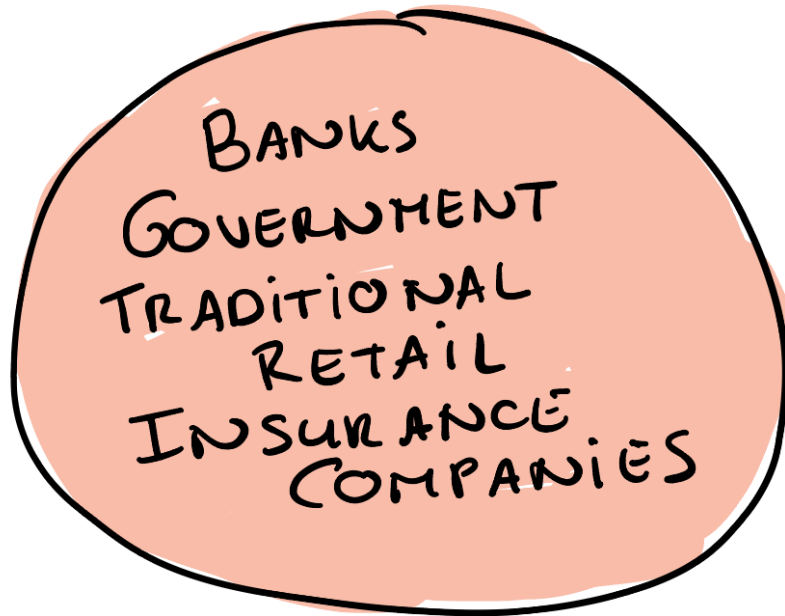
Innovatie is about soft skills



Change our view on Tech

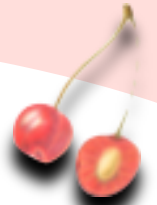


Traditional companies

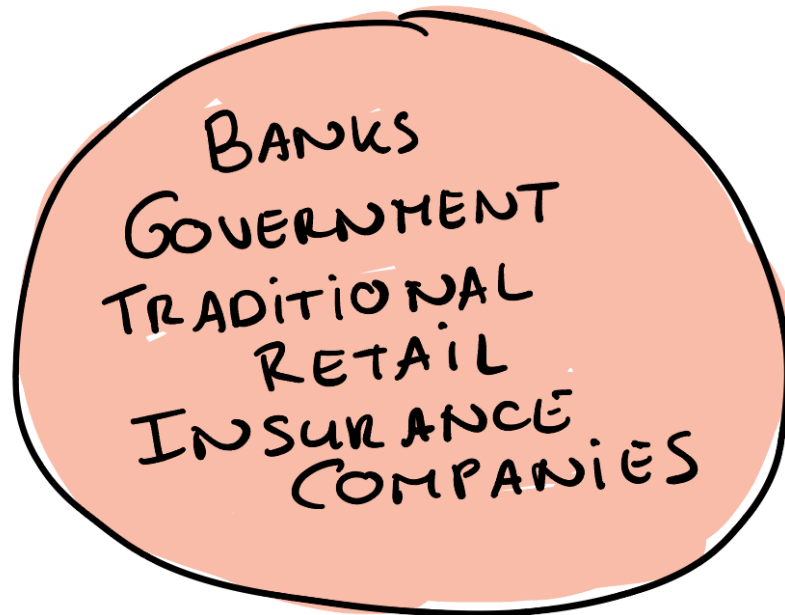


TECH = COSTS

Change our view on Tech

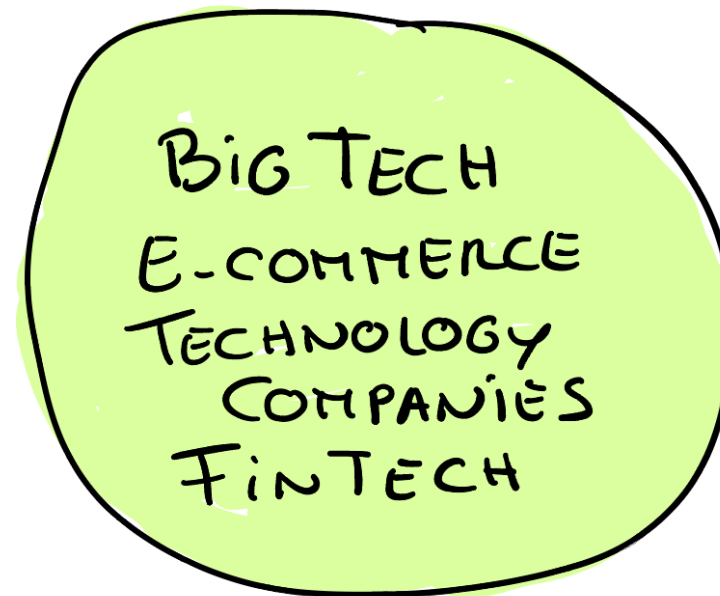


Traditional companies



TECH = COSTS

Innovative companies

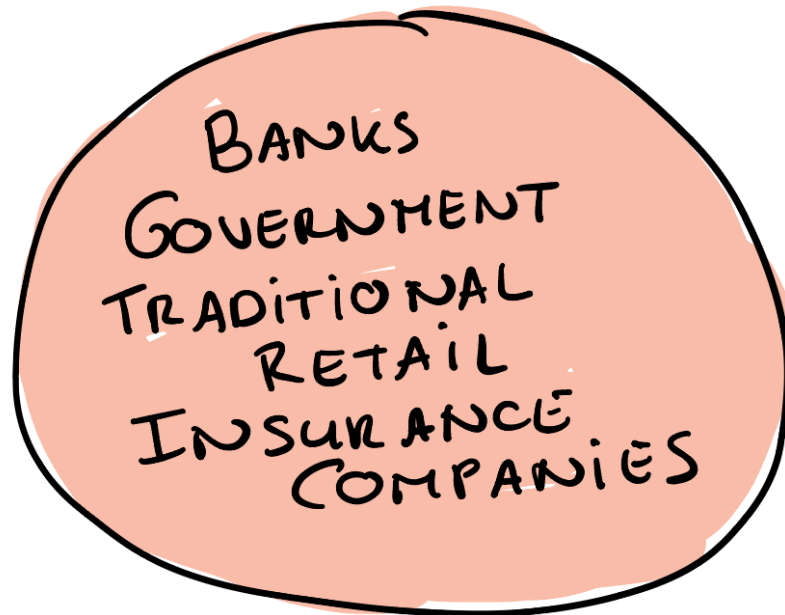


TECH = OUR BUSINESS

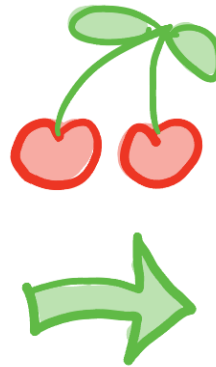
Change our view on Tech



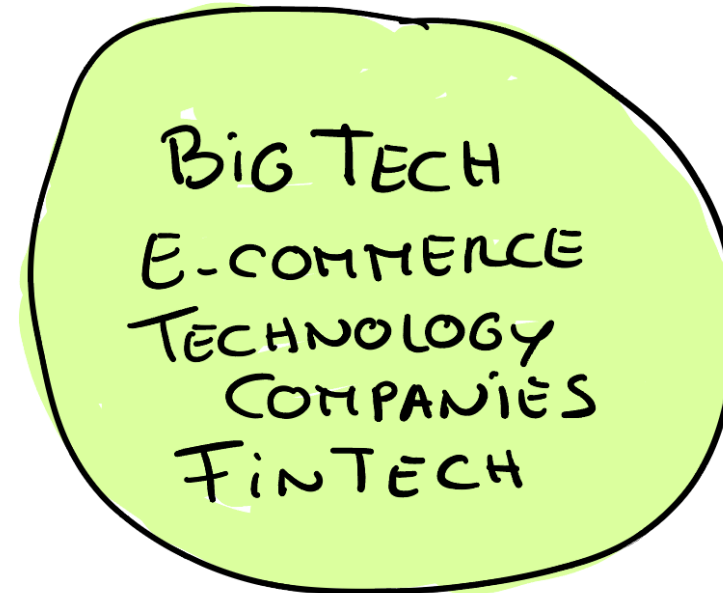
Traditional companies



TECH = COSTS

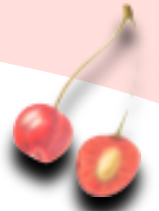


Innovative companies

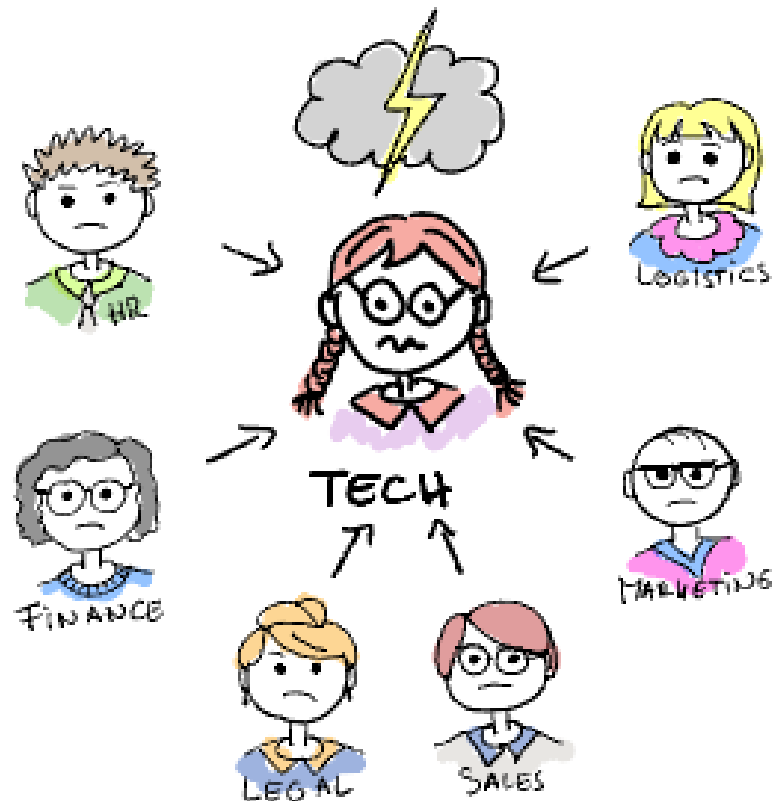


TECH = OUR BUSINESS

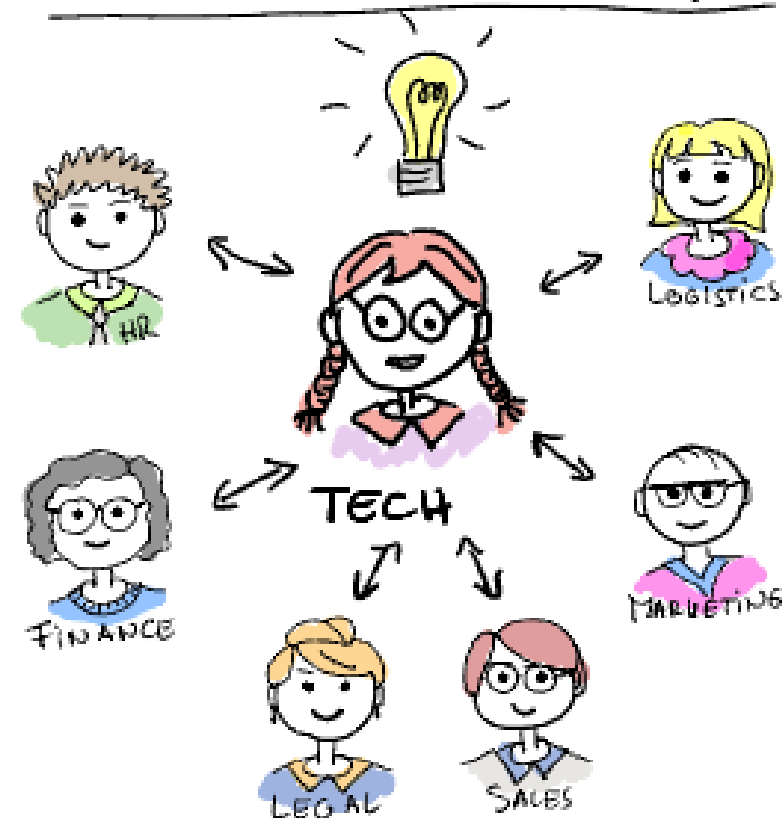
Innovation is a teamplay



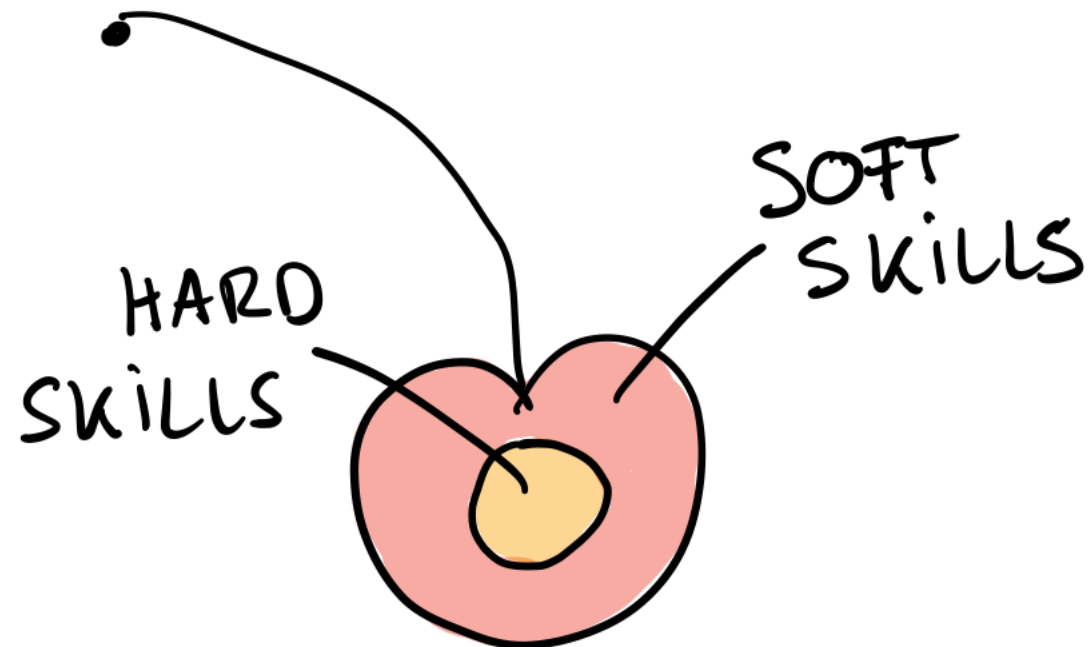
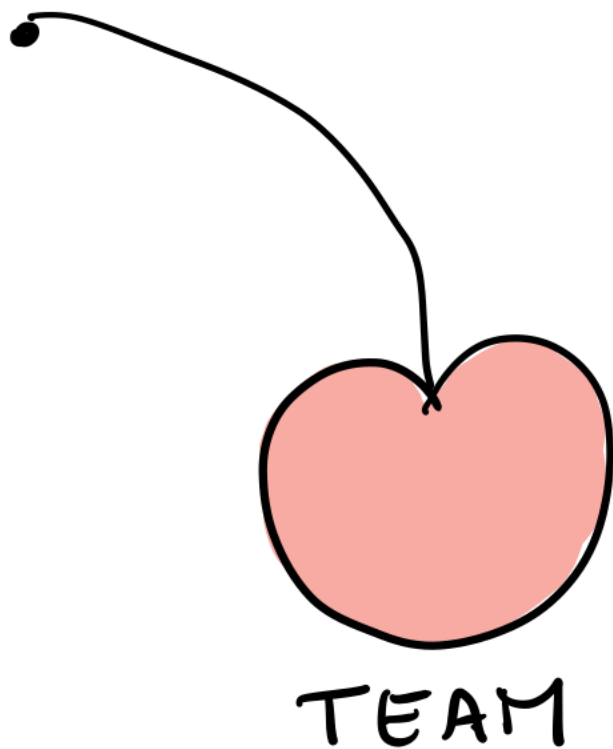
STUCK COMPANY



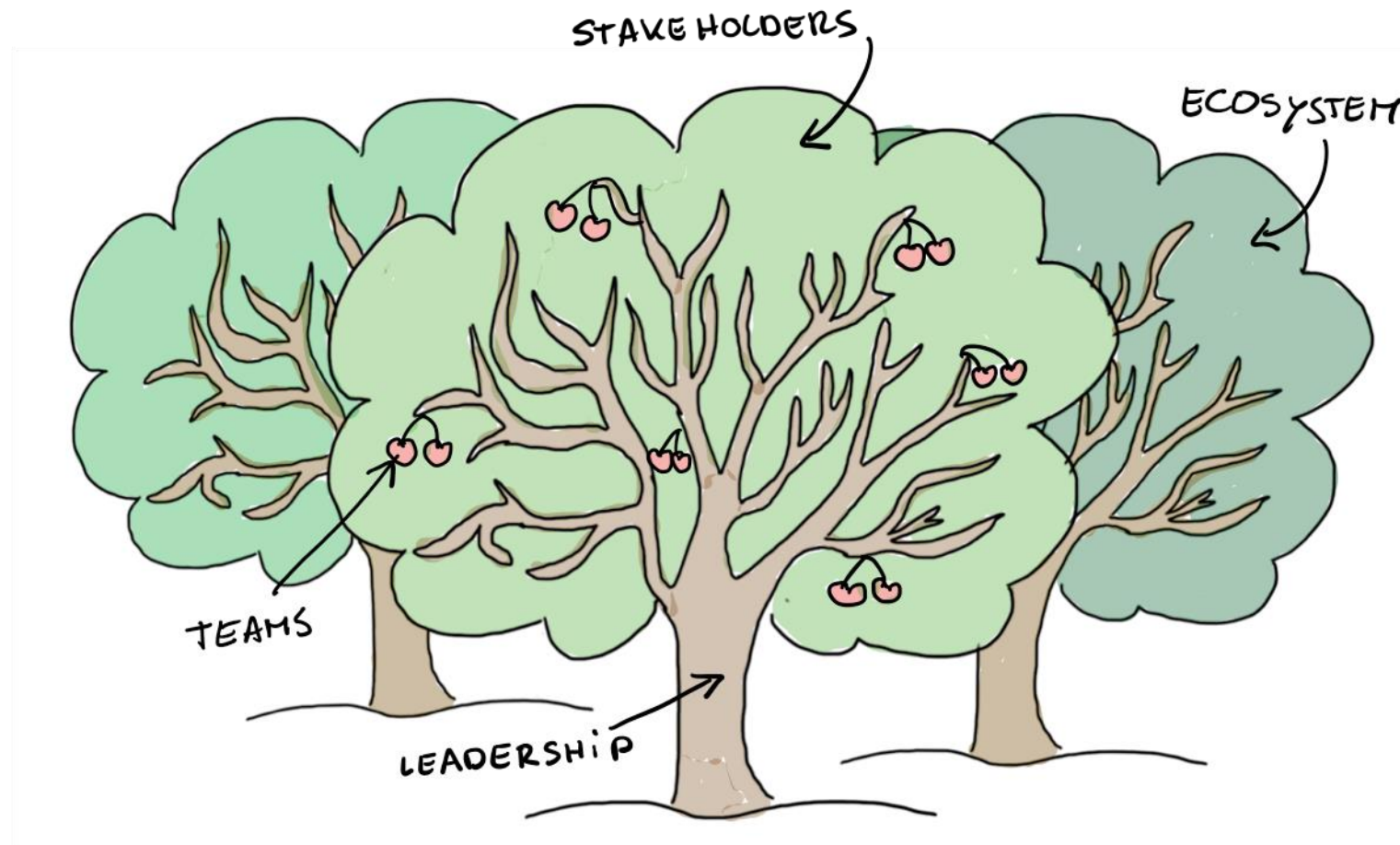
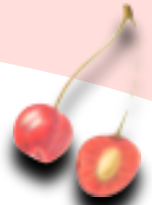
INNOVATIVE COMPANY



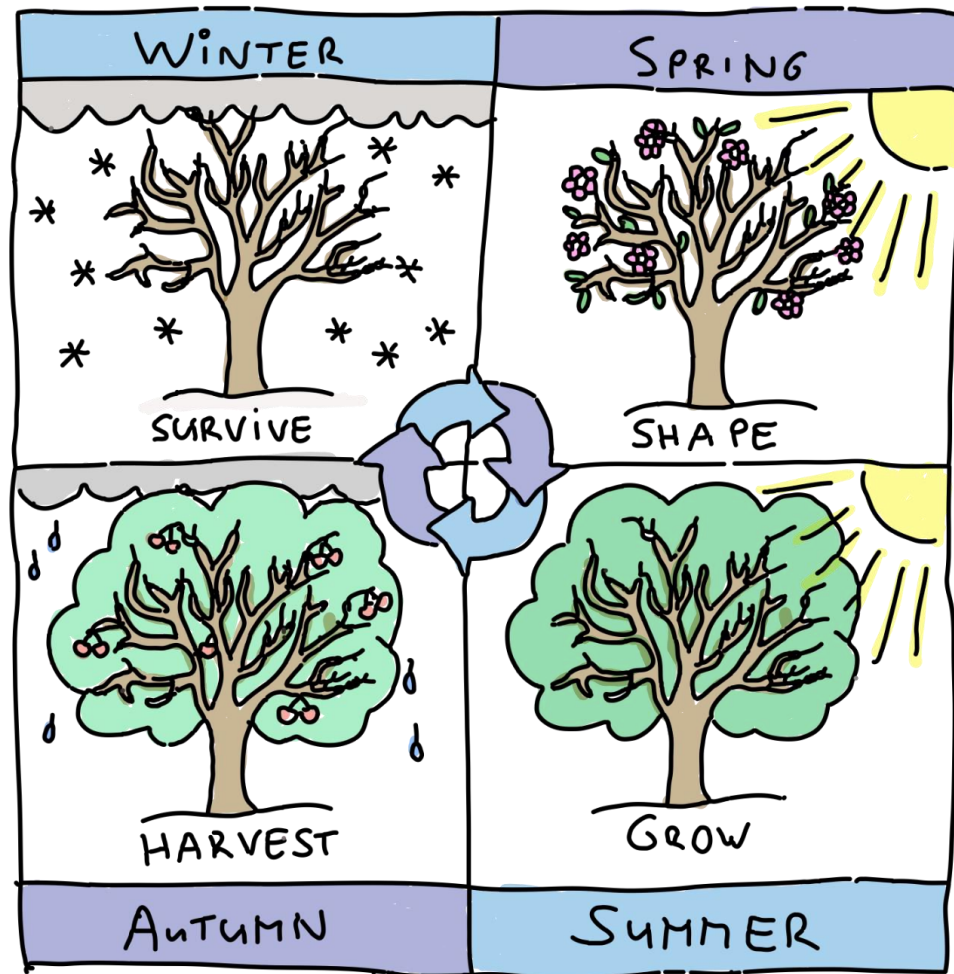
So why call it The Cherry Model?



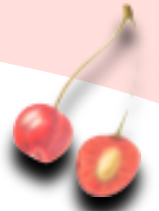
The ecosystem



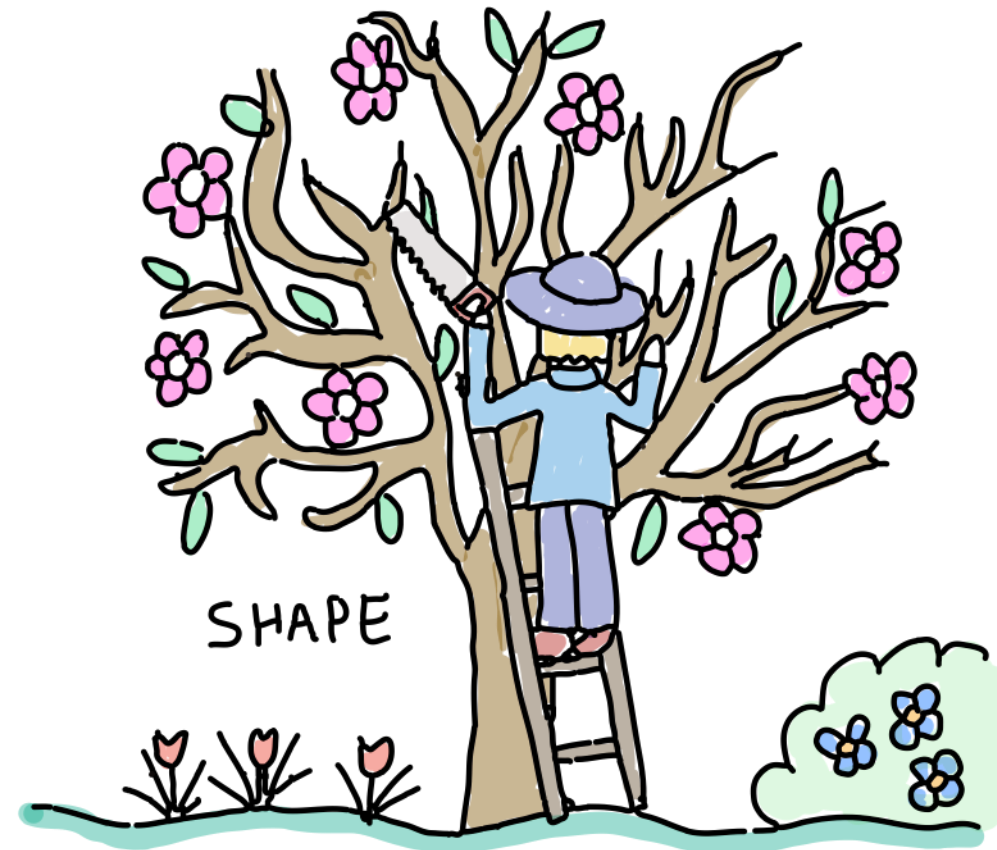
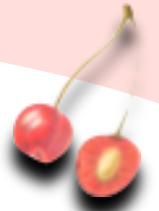
4 Seasons of Tech



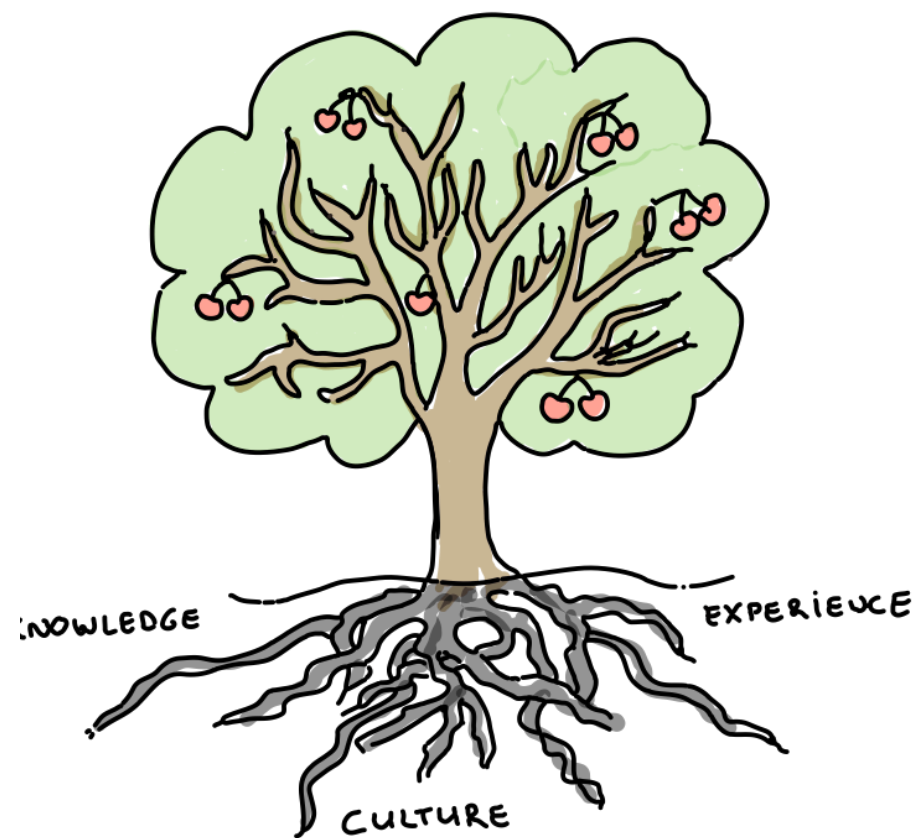
Winter



Spring



Summer



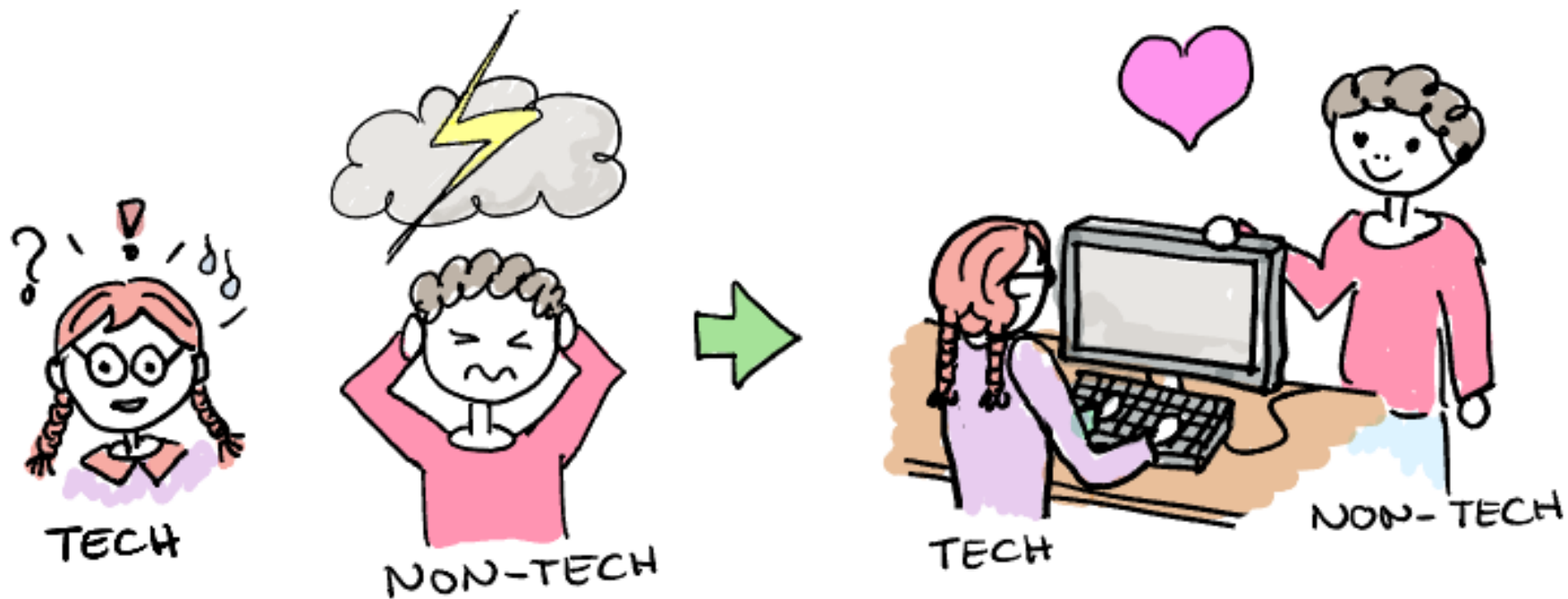
Autumn



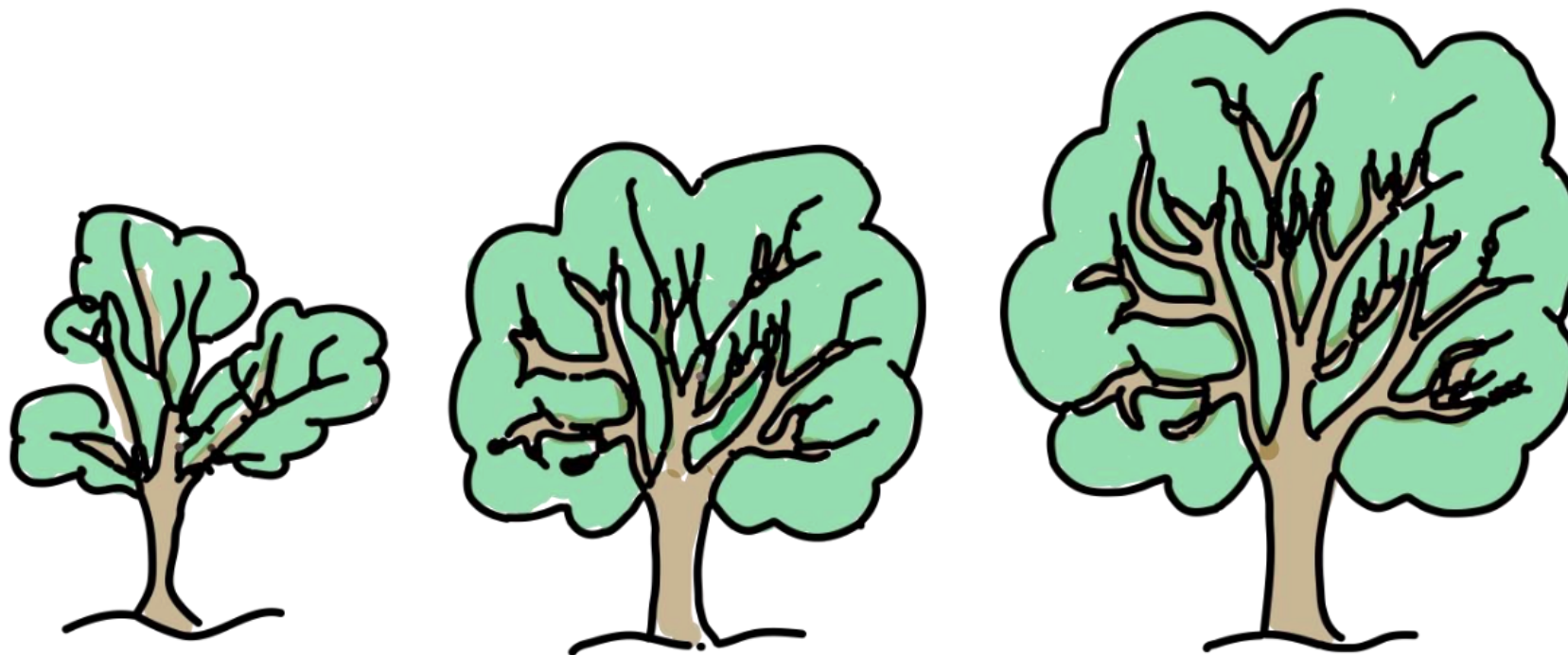
Autumn



The company changed

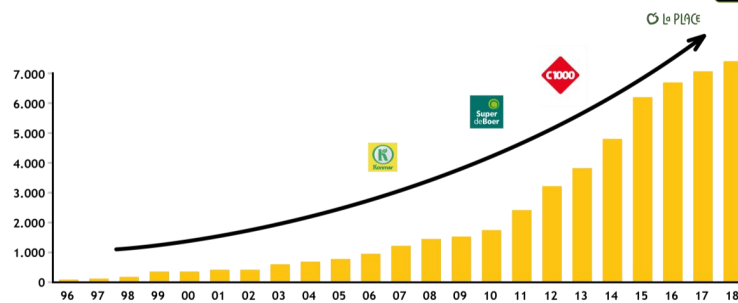
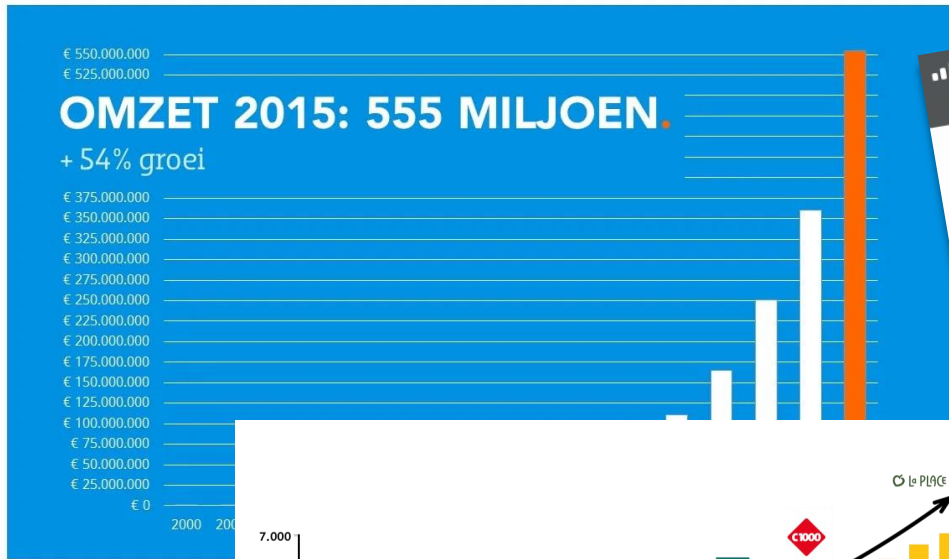


The cherry tree will grow



EVERY YEAR OUR TREE GROWS

Most things worked out...



E-Commerce net sales of wehkamp.nl from 1996 to 2018
(in million U.S. dollars)

NIEUWS ACTUEEL

Overname kleertjes.com zorgt voor groei bij Wehkamp

Webwinkel Wehkamp profiteert volop van de eerdere overname van kinderwebwinkel kleertjes.com. Het Zwolse bedrijf zag de omzet in het afgelopen boekjaar, dat liep tot 3 april, met dik 7 procent stijgen.

Jumbo rolt loyalty en Foodcoach landelijk uit
Branche & Bedrijf • 3373

NIEUWEGEIN – Jumbo rolt volger
zijn loyaltyprogramma landelijk uit
aarnaast wordt ook de Foodcoach
et eerst toegankelijk voor

Distrifood

Nieuws

Jumbo test in België vernieuwing van zijn ICT
11 nov

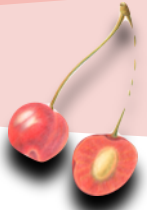
Branche & Bedrijf • 5426

Coolblue gekozen tot beste webwinkel van Nederland

Winnaar - Webshop Award
JUMBO



Stemmen 461
Gemiddeld eindcijfer 7,65
Gemiddeld cijfer winnaar 7,97



TheCherryModel.com

