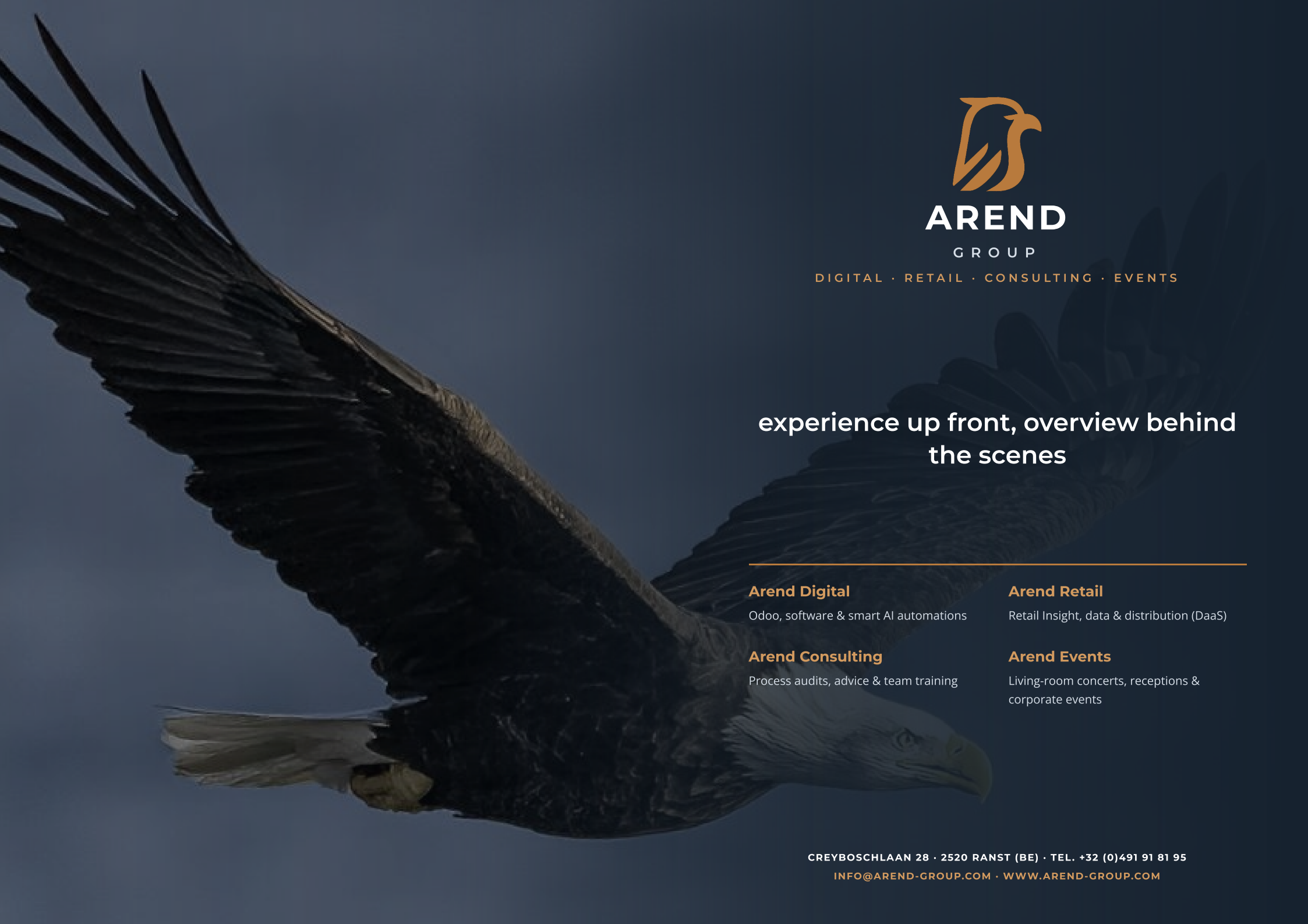


AREND

GROUP

DIGITAL · RETAIL · CONSULTING · EVENTS

experience up front, overview behind the scenes

Arend Digital
Odoo, software & smart AI automations

Arend Retail
Retail Insight, data & distribution (DaaS)

Arend Consulting
Process audits, advice & team training

Arend Events
Living-room concerts, receptions & corporate events

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INFO@AREND-GROUP.COM · WWW.AREND-GROUP.COM

FOUNDED BY PIANIST & ENTREPRENEUR STIJN MICHIELS

The four pillars of Arend Group

Founded by pianist and entrepreneur Stijn Michiels, Arend Group brings four specialised pillars under one roof: considered digital transition, retail support and consulting for businesses, and musical and technical top experiences for events. We help brands, distributors, retailers and SMEs move forward with down-to-earth, measurable solutions: everything we build, we use ourselves every day.

PILLAR 01 · PAGE 03–04

Arend Digital

Smart business software around Odoo without unnecessary custom code: accounting, stock, CRM, webshops, integrations and reliable Trusted AI automations that remove repetitive work.

PILLAR 02 · PAGE 05–06

Arend Retail

Retail Insight and **Distribution as a Service (DaaS)** for brands and distributors: online findability, product content to retailers, price and stock monitoring and operational back office.

PILLAR 03 · PAGE 07–08

Arend Consulting

Concrete reviews of your commercial and administrative processes, AI and automation workshops for your team and hands-on support with execution on the shop floor.

PILLAR 04 · PAGE 09–10

Arend Events

Living-room concerts, receptions, company parties, festival backline, lighting & sound, product demonstrations, school performances and full artistic direction.

TEAM & NETWORK · WHY AREND GROUP?

A team of professionals, with a network that grows along

Arend Group consists of an experienced **team of professionals** in software, retail, consulting and events.
Beyond that, we always call on our own trusted network of specialists, so our network grows with every collaboration. No thick reports gathering dust, but short lines and working results.

> *"Overview creates calm. And calm gives room to make the difference, as an entrepreneur and as an artist."*

AREND DIGITAL · 1/2

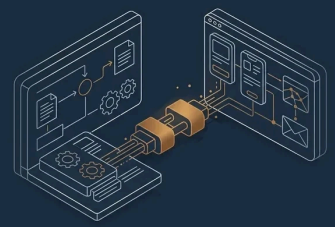
Odoo ERP, Software & Integrations

A strong business runs on clear flows, not on loose spreadsheets and retyping by hand. Arend Digital builds one central, manageable backbone around Odoo, connected to your webshops, POS systems, accounting and suppliers.

CENTRAL BACKBONE

One system for sales, stock and administration

We set up Odoo smartly and sustainably, without unnecessary custom code that blocks updates, so your whole team works from the same up-to-date source of truth.



Odoo ERP & business software

Full set-up for CRM, sales, purchasing, stock, invoicing and accounting. Besides Odoo we also work with other packages.

Webshop & POS integrations

Seamless synchronisation between Odoo and WooCommerce, Shopify, physical POS systems and B2B portals.

Process automation & integrations

Automated order flows, supplier feeds, stock updates and invoice processing without double work.

Data migration & clean-up

A safe move from outdated packages or Excel files to one clean, structured database.

Dashboards & reporting

Instant insight into revenue, margins, open orders and lead times, tailored to owner and team.

Ongoing follow-up & support

One fixed point of contact for further growth, new integrations and smooth support whenever you have questions.

FROM MANUAL TO AUTOMATIC

Less administration, more time for your customers

Every integration we build starts from a concrete bottleneck on your shop floor: fewer errors, faster follow-up and directly measurable time savings for your whole organisation.

AREND DIGITAL · 2/2

Trusted AI & Digital Employees

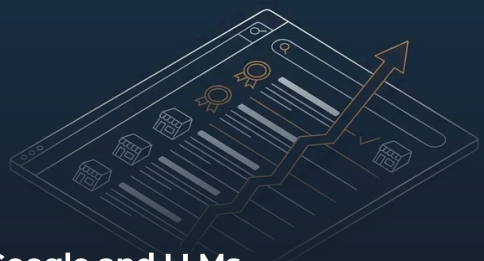
Artificial intelligence only delivers real value when it fits safely, reliably and practically into your daily operations. We build Trusted AI applications that take over repetitive work, while your data stays 100% yours and a human is always in charge.



TRUSTED AI

AI & digital employees

Smart assistants that process documents, prepare answers, enrich product data and summarise files, fully embedded in your own processes.



SEO & GEO

Findability in Google and LLMs

Buyers increasingly ask ChatGPT, Gemini and Claude for advice. We make your brand, website and product data technically ready so that Google and LLMs recommend your offer correctly.

01 · SECURITY

100% your own data

Your business data stays strictly separated and under your own control: never shared or used to train public models.

02 · CONTROL

Human in charge

No uncontrollable automatic emails to customers: AI prepares, checks and flags; your team decides and approves.

03 · PRACTICE

Ready to use

No loose demos or hype, but reliable workflows that we use in production every day ourselves and that pay off immediately.

> *“Not the tool, but the way it works is what matters. Technology should relieve people, not overwhelm them.”*

AREND RETAIL · 1/2

Retail Insight for brands & distributors

How is your brand presented online at your dealers today? Retail Insight maps price, stock, lead time, product quality and AI findability every day, so you see at once where you win or lose sales.

FLAGSHIP PRODUCT · AREND RETAIL

From blind trust to daily factual insight

All nine modular building blocks of Retail Insight work together seamlessly, from a one-off 4-week scan to ongoing follow-up and execution.



Retail Insight subscription

Daily view of which dealers list your articles online, with price, stock and lead time.

Findability scan

A four-week measurement at dealers in the Benelux, including a clear report and personal explanation.

Ready to buy

Make sure your products are truly ready to buy at every dealer: correct info, images, price and stock.

Brand & product page audit

Objective score per dealer on imagery, specifications, accuracy and findability, with a concrete action list.

Content & SEO/AI package

Strong brand and product pages written for both Google and modern AI assistants.

AI mentions

Measure how often ChatGPT and Gemini recommend your brand and which shops they send buyers to.

Product content to retailers

Your product data sent automatically and flawlessly to every retailer through one central content feed.

Execution days

Fixed days per month on which Arend Group helps carry out the improvements at your dealers.

Extra country (International)

Track dealers outside the Benelux too (including Germany, France and Denmark) in one overview.

"Supply it correctly once, measure daily and adjust with focus: that is how your brand grows across the whole dealer network."

AREND RETAIL · 2/2

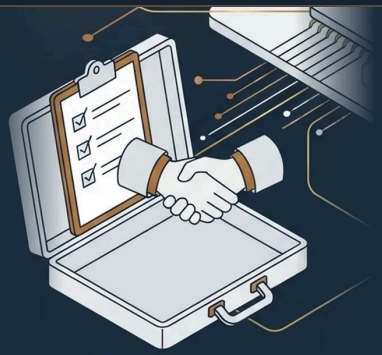
Distribution as a Service (DaaS)

Distribution as a Service gives brands and manufacturers the full operational back office, data insight and chain structure of a modern distributor, without intermediate layers or stacked margins. Brands, representatives and shops work together more smartly while keeping their own margins.

FLAGSHIP PRODUCT · AREND RETAIL · DAAS

Distribution as a Service (DaaS)

Your commercial team at the customer, us behind the scenes. Choose exactly the operational modules that relieve your brand or distribution team, transparently followed up and scalable per market.



Back office for representatives & brands

Orders, follow-up, supplier portals and reporting taken off your hands so your people spend more time with customers.

Planning and service cycle

A fixed monthly cycle for your core range with stock planning and a monthly review: fewer lost sales, more reliable lead times.

Marketing support

Campaign planning, product content, newsletters and social media for consistent communication to dealers and buyers.

Co-op / MDF administration

Dealers' marketing budgets and claims managed and followed up neatly, so every euro is demonstrably well spent.

Demo pool management

Full overview of your demo equipment: who has which device, until when, and what comes back. No more lost demos.

Compliance export

Product data for compliance collected per country and prepared in the requested format at consistently high quality.

RMA & returns management

Dealer returns and repairs handled smoothly along your own route, with transparent follow-up per case.

Stock & dropship

Dealers sell your stock online with direct delivery from your warehouse: a wider range without extra shop stock.

"The reach and structure of a distributor, with the freedom and margin of doing business directly."

AREND CONSULTING · 1/2

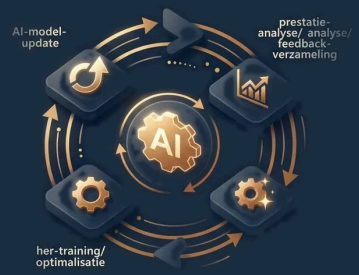
Process Audits & Digital Transition

Growing without chaos first requires clarity. Arend Consulting reviews your commercial, logistical and administrative processes soberly, names where time and margin leak away and draws up a realistic action plan your team can truly carry out.

STRATEGY WITH BOTH FEET ON THE GROUND

First see clearly, then improve with focus

No theoretical consultancy folders, but direct practical experience from retail, distribution, e-commerce and day-to-day SME operations.



Process review & bottleneck analysis

A review of order flow, stock, invoicing, customer follow-up and internal communication with concrete improvement priorities.

Support with digital transition

A step-by-step move to modern software and automated workflows without halting your daily operations.

Omnichannel & e-commerce strategy

Alignment between physical shops, webshop, dealer network and online findability in Google and AI.

Supply chain & chain optimisation

Smarter collaboration between brand, supplier, warehouse and retailer for shorter lead times and higher availability.

STEP 01

Review

We map your current workflows, tools and time-wasters clearly.

STEP 02

Prioritise

We choose the actions with the greatest impact and fastest payback.

STEP 03

Execute

We build and support through concrete execution days on the shop floor.

STEP 04

Embed

We train your team so new agreements keep working.

“Every lasting improvement starts with one honest conversation about how the work really runs today.”

AREND CONSULTING · 2/2

Workshops, Training & AI Policy

The best software or AI only works as well as the people who use it every day. With hands-on workshops, team training and personal support we make sure your employees modernise with confidence, structure and enjoyment.



TEAM TRAINING

Workshops tailored to your team

Interactive sessions on Odoo, digital work processes, e-commerce and practical AI use, always based on your own files and examples.



FRAMEWORK & DIRECTION

Responsible AI policy

Clear rules for your organisation: which tools do we use, how do we protect confidential customer and company data, and where does AI really save time?

FORMAT 01

Management session

A half day sharpening focus on strategy, digital choices, AI opportunities and a concrete roadmap for the coming months.

FORMAT 02

Team workshop

Hands-on training for sales, back office or marketing so everyone works faster and more consistently right away.

FORMAT 03

Execution days

Fixed working days on which we convert processes together with your team, set up dashboards and answer questions on the spot.

> *“Change does not succeed by emailing a manual, but by taking people along on the shop floor.”*

AREND EVENTS · 1/2 · LIVING-ROOM CONCERTS, RECEPTIONS & CORPORATE EVENTS

Live music that makes every space speak

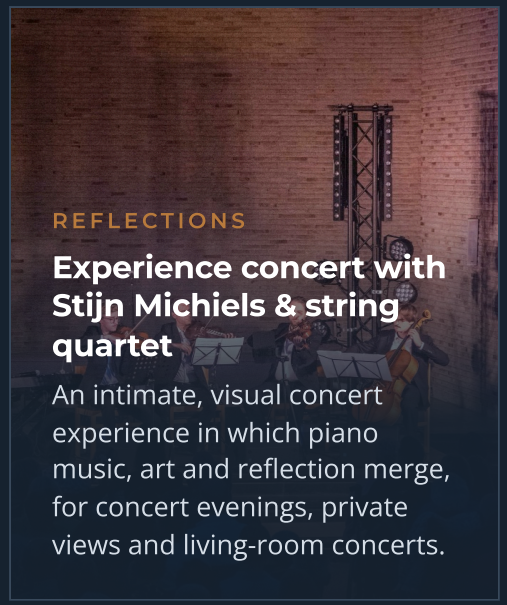
From an intimate living-room concert to a summer garden party by the water or a stylish corporate event: we combine piano, live music, lighting, sound and catering into one seamless total experience. Choose from solo piano, string quartet, piano quintet (piano + string quartet), jazz duo or jazz trio. All styles are open for discussion and we arrange on request too.



LIVE MUSIC TAILORED TO YOU

Concerts & custom arrangements

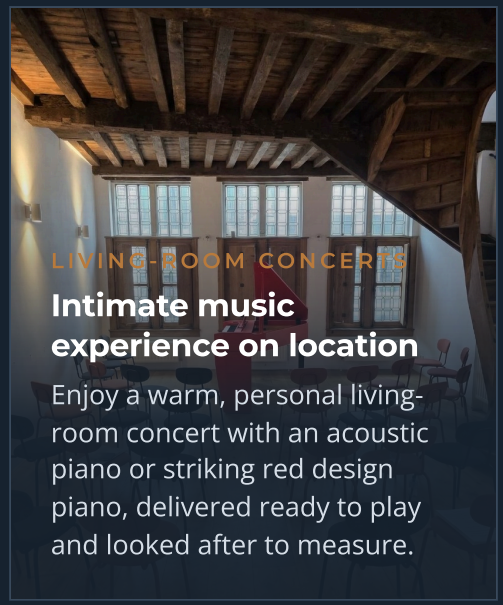
Stylish line-ups from solo piano and piano quintet to string quartet, jazz duo or jazz trio, matched to the acoustics of your hall, castle or living room.



REFLECTIONS

Experience concert with Stijn Michiels & string quartet

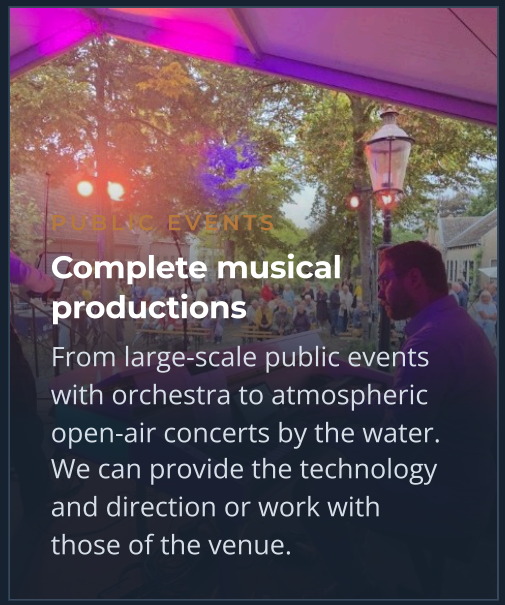
An intimate, visual concert experience in which piano music, art and reflection merge, for concert evenings, private views and living-room concerts.



LIVING-ROOM CONCERTS

Intimate music experience on location

Enjoy a warm, personal living-room concert with an acoustic piano or striking red design piano, delivered ready to play and looked after to measure.



PUBLIC EVENTS

Complete musical productions

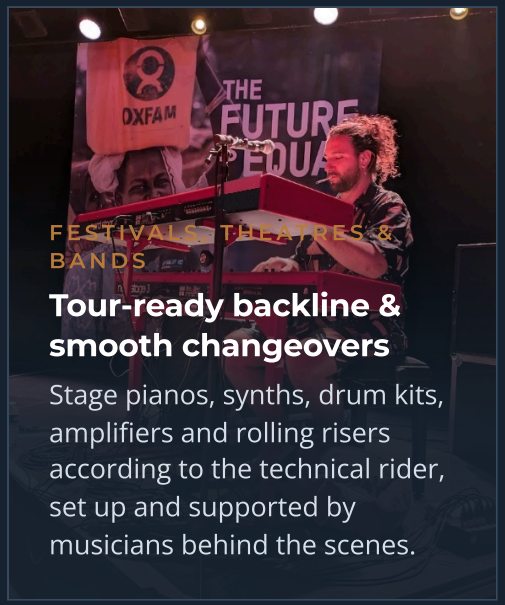
From large-scale public events with orchestra to atmospheric open-air concerts by the water. We can provide the technology and direction or work with those of the venue.

“Warm live music, piano and flawless technology turn every space into a lasting memory.”

AREND EVENTS · 2/2 · STAGE TECHNOLOGY, LAUNCHES & EDUCATION

Backline, Lighting, Sound & Performances

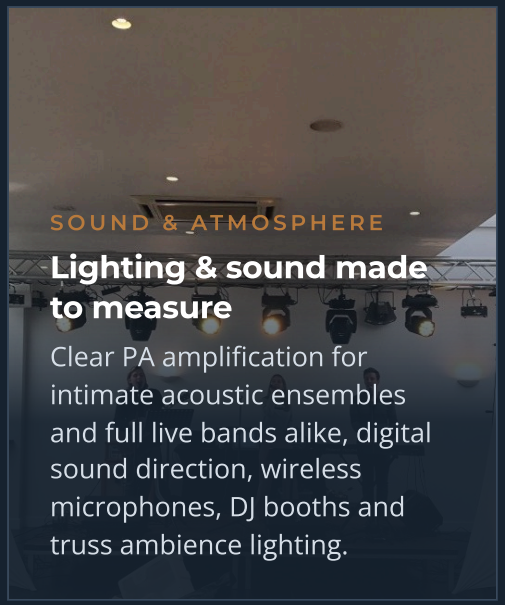
A strong performance or corporate event deserves equally polished technology. From tour-ready festival backline with smooth changeovers to complete PA systems, digital sound direction, truss lighting, product demonstrations and school performances: fully self-sufficient at your location.



FESTIVALS, THEATRES & BANDS

Tour-ready backline & smooth changeovers

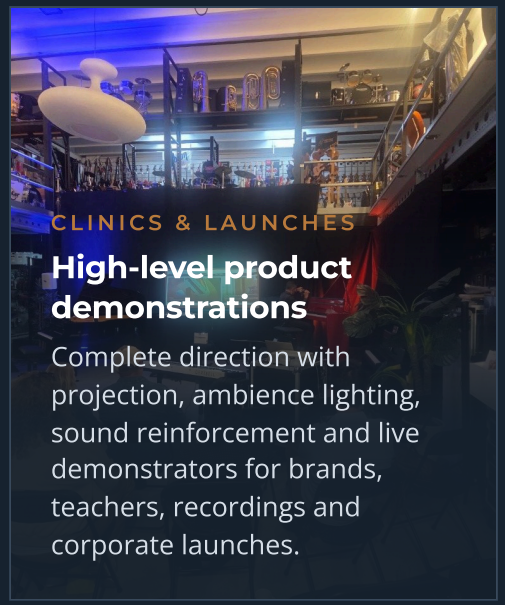
Stage pianos, synths, drum kits, amplifiers and rolling risers according to the technical rider, set up and supported by musicians behind the scenes.



SOUND & ATMOSPHERE

Lighting & sound made to measure

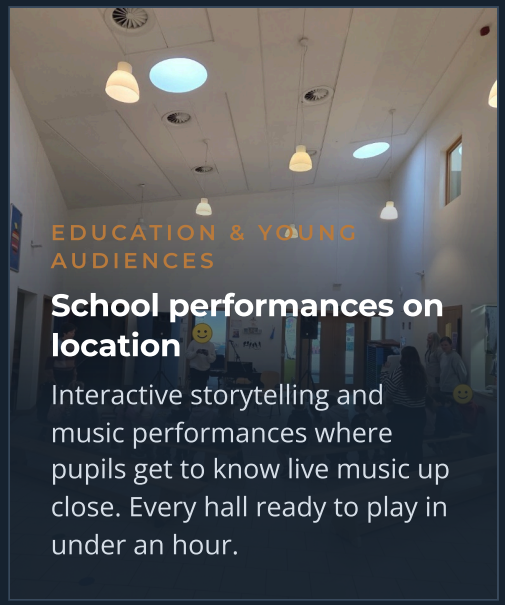
Clear PA amplification for intimate acoustic ensembles and full live bands alike, digital sound direction, wireless microphones, DJ booths and truss ambience lighting.



CLINICS & LAUNCHES

High-level product demonstrations

Complete direction with projection, ambience lighting, sound reinforcement and live demonstrators for brands, teachers, recordings and corporate launches.



EDUCATION & YOUNG AUDIENCES

School performances on location

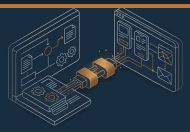
Interactive storytelling and music performances where pupils get to know live music up close. Every hall ready to play in under an hour.

> *“Whether thirty children sit on school chairs or a thousand visitors fill a festival square: every detail counts.”*

COMPLETE OVERVIEW OF SERVICES FOR BRANDS, RETAILERS AND SMES

The Arend Group Portal

Through the Arend Group Portal you choose exactly the building blocks your brand, shop or business needs today: modular, transparent and seamlessly aligned.



AREND DIGITAL

Software & AI

Odoo ERP & business software
Central set-up for accounting, stock, CRM and sales. Other packages too.

Webshop & POS integrations
Seamless integration with WooCommerce, Shopify, POS systems and suppliers.

Process automation & integrations
Automated order flows, invoicing, stock sync and dashboards.

AI & digital employees
Safe Trusted AI that removes repetitive work, with a human in charge.



AREND RETAIL

Retail Insight

Retail Insight subscription
Daily view of dealers, price, stock and lead time.

Findability scan
4-week measurement at Benelux dealers with report and explanation.

Ready to buy
Correct product info, images, price and stock at every dealer.

Brand & product page audit
Objective score and concrete action list per dealer.

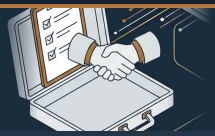
Content & SEO/AI package
Strong product pages for Google and AI assistants.

AI mentions
Measure how often ChatGPT & Gemini recommend your brand.

Product content to retailers
One central content feed: supply once, correct everywhere.

Execution days
Fixed days per month to carry out improvements together.

Extra country (International)
Dealer follow-up outside the Benelux, e.g. in DE, FR and DK.



AREND RETAIL

Distribution as a Service

Back office for representatives & brands
Orders, follow-up, supplier portals and reporting.

Planning and service cycle
A fixed monthly cycle and stock planning for your core range.

Marketing support
Campaign planning, product content, newsletters and social media.

Co-op / MDF administration
Focused management and follow-up of dealer budgets and claims.

Demo pool management
Full overview of loaned demo equipment and returns.

Compliance export
Product data collected per country in the requested format.

RMA & returns management
Returns and repairs handled transparently per case.

Stock & dropship
Dealers sell your stock with direct delivery.



AREND CONSULTING

Advice & support

Process audits & digital transition
A sober review of commercial and administrative workflows.

Workshops, training & support
Hands-on sessions on Odoo, omnichannel and responsible AI use.

Responsible AI policy
Clear rules for AI in your organisation: tools, data and human oversight.



AREND EVENTS

Live music & stage technology

Concerts
Solo piano, string quartet, piano quintet, jazz duo or jazz trio, matched to your hall or living room.

Receptions
Live music that sets the mood without drowning out the conversation.

Corporate events
From company party to public event, with technology and direction in one hand.

Product presentations
Clinics and launches with projection, lighting, sound and live demonstrators.

School performances
Interactive storytelling and music performances, the hall ready to play in under an hour.

Backline
Tour-ready backline and smooth changeovers according to the technical rider.

Lighting & sound
PA, sound direction, microphones and ambience lighting, fully self-sufficient.

TAILORED TO YOUR ORGANISATION · NO MANDATORY PACKAGE

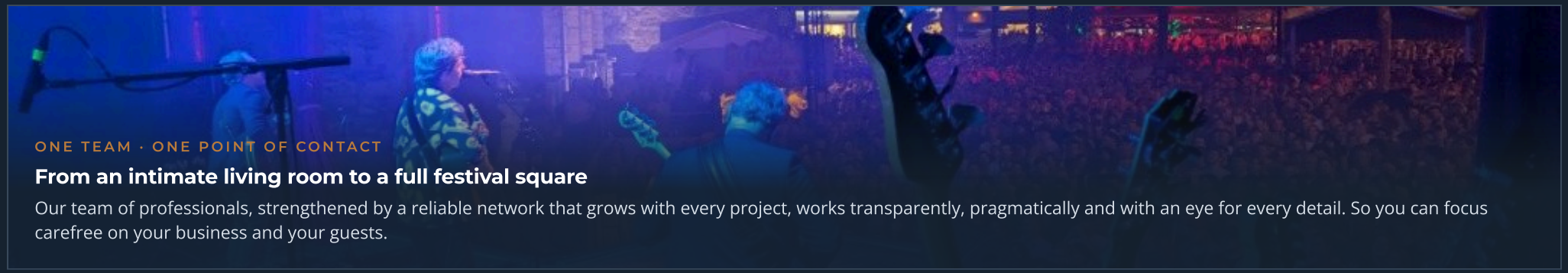
Start small, build step by step

Start small with a single scan or build up step by step. Every engagement begins with a clear conversation and a concrete first step. Request your no-obligation introduction or portal access.

A CLEAR APPROACH IN FOUR STEPS

Your project or event without worries

Whether you are planning a digital transition, a retail programme, a process audit or an unforgettable concert or corporate event: at Arend Group you have **one fixed point of contact** who thinks along from first sketch to flawless execution.



ONE TEAM · ONE POINT OF CONTACT

From an intimate living room to a full festival square

Our team of professionals, strengthened by a reliable network that grows with every project, works transparently, pragmatically and with an eye for every detail. So you can focus carefree on your business and your guests.

STEP 01

Introduction

A no-obligation conversation about your goals, challenges, audience or desired atmosphere.

STEP 02

Clear proposal

Clear scope, modular approach and transparent planning without surprises.

STEP 03

Execution

Expert set-up, build, technology and personal support tailored to you.

STEP 04

Lasting growth

Fixed follow-up, measurable results and one partner who thinks along with you.

Get in touch, no obligation

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