

VISIBILITY IS NOT THE SAME AS CONTROL

h HITISY
www.hitisy.de

Real time pricing and app based execution are accelerating high volume mobile trading. For Hitisy GmbH, the challenge is no longer accessing information faster. It is making disciplined decisions before pricing moves again.

A product secured in the morning can lose value by the afternoon.

For distributors holding large live stock positions, decisions now carry immediate financial consequences. Availability shifts constantly. Margins tighten quickly. Visibility alone is no longer enough to protect a business operating at scale.

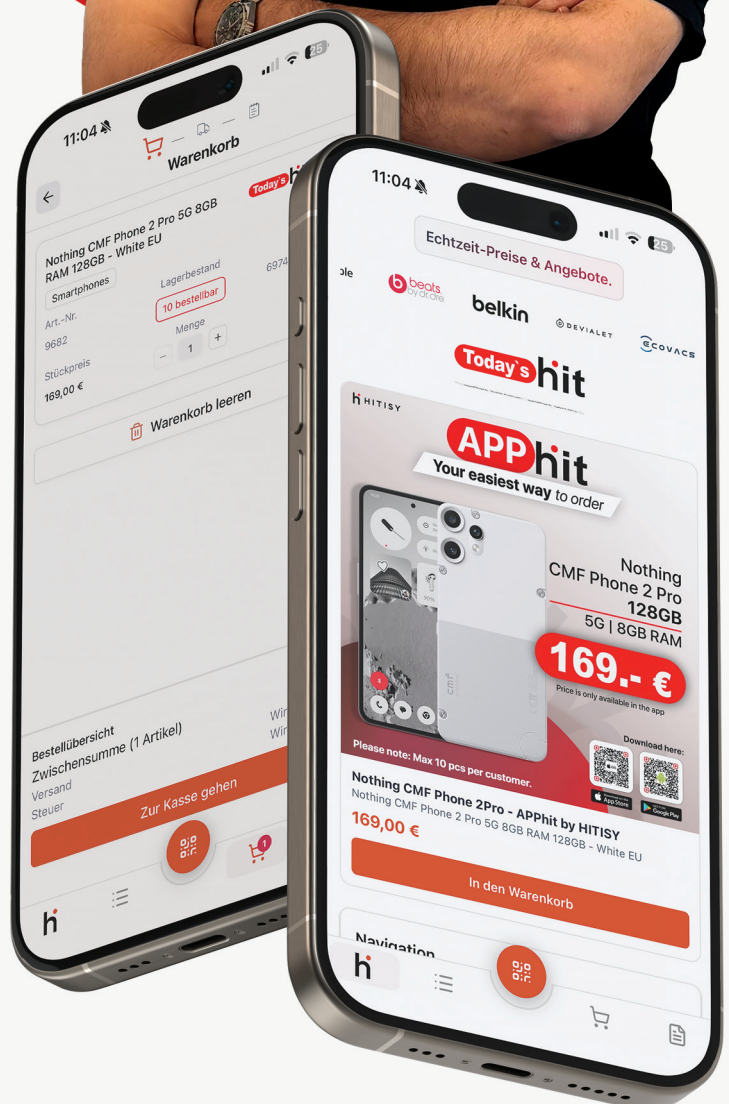
Under the leadership of Deputy Managing Director Murat Mert, the Germany-based distributor has built a business moving around 100,000 devices each month through international trading channels, supplying smartphones and consumer electronics through a model built on fast execution, same day dispatch and increasingly disciplined use of live trading data.

Yet what stands out in Murat's thinking is that speed itself is not treated as the advantage.

Discipline is.

“The biggest risk is that companies confuse speed with profitable business.”

Murat Mert
Deputy Managing Director
Hitisy GmbH



Hitisy GmbH's recently launched app reflects that shift directly. Customers can access live pricing, stock availability and account information in real time. Push notifications surface short term opportunities immediately without relying on spreadsheets or manual updates.

The platform connects directly into day-to-day trading activity. Availability can be checked instantly and orders placed before pricing shifts elsewhere in the channel. Smaller transactions move quickly through the system while larger negotiations still rely on account managers and direct communication.

Mobile trading still depends heavily on trust and direct communication.

As trading volumes increase, the pressure shifts from securing stock quickly to managing exposure accurately. Holding large quantities of live stock creates constant financial risk. The challenge is not simply securing inventory quickly enough. It is ensuring that purchasing, sales and logistics teams are all operating from the same live information while preventing duplicated commitments or inaccurate availability.

Significant investment has gone into systems, workflow coordination and logistics infrastructure as the business expanded. Orders move through an integrated ERP environment connected to approvals, payment status and credit limits. Once cleared, warehouse processing and dispatch move immediately.

The objective is reducing delay where it affects pricing, delivery or customer confidence.

That operational focus extends into international logistics as well.

Through its AEO certification, Hitisy GmbH manages customs documentation internally for shipments outside the EU, including the UK, Switzerland, Dubai and Hong Kong. The advantage is faster customs handling and more reliable planning.

The tension is clear: react too slowly and opportunity disappears. Move too quickly and exposure increases.

New product launches are a good example. Early demand can create heavy buying activity across the

supply chain before pricing stabilises. Companies chasing volume too quickly can find themselves holding expensive stock as availability improves elsewhere.

“Fast deals are not always profitable deals.”

Hitisy GmbH tracks sell-through performance closely, adjusting pricing and promotions quickly when demand begins to soften. The emphasis is not simply moving products ahead of competitors. It is limiting unnecessary exposure before wider price correction hits the channel.

The same discipline applies to relationships.

Repeat trading across international markets depends heavily on how companies behave when conditions become less favourable. According to Murat, transparency during pricing pressure matters more than protecting individual transactions.

“A partner may not accept every price movement, but they will accept honesty, transparency and reliable communication.”

That thinking also explains why ITC Malta continues to hold long term value for the business. Having attended over many years and across different roles within the industry, Murat sees face-to-face meetings as a way to accelerate confidence between companies operating in high value trading environments.

Personal recommendations and direct conversations still influence how confidently businesses move when margins tighten.

As more distributors move towards app-based execution and real time pricing visibility, Hitisy GmbH's position remains clear. Faster systems alone will not protect margin or reduce risk.

In mobile trading, speed increasingly decides who sees the opportunity first. Discipline still decides who remains profitable once pricing catches up.

