COMMERCE SPOTLIGHT

Dear Ladies and Gentlemen,

The cloud-based SAP Business Technology Platform (SAP BTP) combines application development, automation, data management, analytics and planning, integration and AI capabilities in a unified environment optimized for SAP applications. Learn more about how you can use SAP BTP to respond to modern requirements, redesign or create new business processes to achieve your Digital Transformation goals.

Also, read why customer acquisition and retention is the key to business success.

And finally: Thank you for your interest in "Commerce Spotlight", our retail and consumer goods industry newsletter. We wish you and your family relaxing holidays, a happy New Year and all the best for 2024.

Kind regards,

Your Commerce Spotlight Team

NEWS & TRENDS

SAP BTP

The SAP Business Technology Platform (BTP) offers a wide range of functions and services to companies of all sizes and industries that want to digitize and optimize their business processes.

READ MORE

Succeeding in Customer Centricity

Acquiring and retaining customers is the key to the company's success. Read how companies succeed in putting their customers at the center of attention.

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SAVE-THE-DATE

January 16 - March 7

Webinar Series: Get Ready for Copilot - Generative AI for Your Business

Don't miss our exclusive webinar series on Generative AI and Copilot. You will receive in-depth insights, practical applications and the basics to use these technologies optimally in your company.

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Do you have any questions, ideas or suggestions?

We are looking forward to your feedback!

Write to us!

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