COMMERCE SPOTLIGHT

arvato
BERTELSMANN
Arvato Systems

Dear Ladies and Gentlemen,

Today's e-commerce customers expect a personalized customer experience that is consistent across a wide range of channels. Retail is now clearly "multichannel-first" and personalization in e-commerce is mandatory. Learn in the May issue of Commerce Spotlight how generative AI can help you to address all target groups - on all channels.

Also, read the new ECC Club study to find out how retailers can inspire their customers and tap into new sales potential in these challenging times.

Enjoy reading!

Kind regards,

Your Commerce Spotlight Team

NEWS & TRENDS

Personalize without Limits

E-commerce PIM and AI: a perfect combination! In our blog we show examples of how generative AI, image analysis and even video generation can be perfectly integrated into your PIM.

READ MORE

Study: With Channel Magic Out of the Crisis!

How can retailers create new, attractive purchasing incentives in challenging times? The new ECC CLUB study is now available for download free of charge (German-language).

READ MORE

SAVE-THE-DATE

June 5 - 11

SAP Innovation Tour 2024

Together with our partner SAP, we invite you to a summit expedition to new heights of innovation, efficiency, and customer satisfaction in the SAP environment. Register now for the dates in Hamburg or Frankfurt!

READ MORE

June 13

Efficient Data Management for CSRD-Compliant ESG Reporting

Would you like to implement your ESG reporting in a CSRD-compliant and efficient manner, but don't know how to collect the necessary data professionally? Learn in our webinar what requirements you will face and how you can successfully master this challenge. Reserve your place in the webinar!

READ MORE

June 19

OWL Cloud Summit 2024

After the successful events of the last two years, we are once again opening the doors of the SchücoArena in Bielefeld for our exchange on the topics of cloud transformation, generative AI, cyber security and digitization - presented by Microsoft and Arvato Systems. Join us for practical sessions and experience exciting use cases. Take the opportunity to exchange ideas with other participants and experts from Microsoft and Arvato Systems.

READ MORE

FIND ALL OUR EVENTS HERE

HOW TO CONTACT US

Do you have any questions, ideas or suggestions?

We are looking forward to your feedback!

Write to us!

commerce.spotlight@arvato-systems.de