

COMMERCE SPOTLIGHT

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Arvato Systems



Dear Ladies and Gentlemen,

Digital Commerce is more than just a buzzword. Particularly retailers whose core business is based on omnichannel customer relationships are often faced with the question of the most sensible steps, efficient interfaces, and long-term solutions. The answer lies in a clever strategy and a partner who has comprehensive industry expertise and can offer customized solutions.

Ralf Westhoff, CEO Retail & Consumer Products, explains in an exclusive interview how Arvato Systems connects customers and commerce through innovative solutions. Read more about this in our Top News.

In the current issue of Commerce Spotlight, also learn about the differences between Digital Commerce and e-commerce, why hyper-personalization is essential in marketing and how the “From Farm to Fork” strategy aims to achieve a sustainable food system in the EU.

Enjoy watching and reading!

Kind regards,

Your Commerce Spotlight Team

TOP NEWS

"We" in Digital Commerce. At Arvato Systems, we live by the motto *We Empower Digital Leaders*. We understand that the "how" of Digital Commerce is inextricably linked to the "We" - our combined expertise and commitment.

Ralf Westhoff, CEO Retail & Consumer Products at Arvato Systems, explains in an interview how we drive digital customer-centric retail. Watch the exclusive interview now.

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NEWS & TRENDS



Digital Commerce vs. E-Commerce

Digital Commerce and e-commerce are still often used interchangeably. There are practical and strategic differences, but also similarities. Learn how to find the right model for your online business.

[READ MORE](#)

From Farm to Fork

The “From Farm to Fork” strategy is one of the core initiatives of the EU Green Deal to support a healthier and more sustainable food system. Learn more about the context, vision and measures in our two-part blog series.

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SAVE-THE-DATE



June 26 - 27

SAP BTP Customer Success Days 2024

The SAP Customer Success Days for the Business Technology Platform (SAP BTP) at Kraftwerk Zurich are all about integration and AI. The event is the perfect opportunity to connect with like-minded people and SAP experts to share experiences, achievements and insights while learning from solution experts. Register now!

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HOW TO CONTACT US

Do you have any questions, ideas or suggestions?

We are looking forward to your feedback!

Write to us!

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BLOG

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