

# COMMERCE SPOTLIGHT

**arvato**  
**BERTELSMANN**  
Arvato Systems



Dear Ladies and Gentlemen,

In today's dynamic business world, precise and consistent product information is essential for successful retailing. Especially e-commerce companies with complex sales structures, extensive product catalogs or frequently changing product ranges face major challenges to remain competitive in the age of generative AI and rising customer expectations. In our "Connecting Customers & Commerce" masterclass, you will learn how AI in Product Information Management (PIM) enables individual offers and customized product searches.

Also, find out how the new EU Packaging Regulation aims to minimize the environmental impact of packaging.

Enjoy reading the October issue of Commerce Spotlight!

Kind regards,

Your Commerce Spotlight Team

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## NEWS & TRENDS

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### Available Now: Masterclass “Pim Powerplay”

Learn how AI enables personalized offers in PIM. We show best practices and demos for retailers who want to revolutionize their PIM – watch it now for free! (German-language)

[READ MORE](#)

### The Path to Sustainable Packaging

The EU Packaging Regulation aims to minimize packaging's environmental impact and increase recycling rates. It is an important step towards the EU Green Deal.

[READ MORE](#)



# SAVE-THE-DATE

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October 22 - 24

## **it-sa 2024**

The it-sa in Nuremberg is Europe's leading trade fair for IT security. This year, we will again be onsite and present our solutions at the Microsoft partner stand in Hall 6, Stand 6-236. Find out why SAP Security is so important, discover innovative solutions for OT Security to keep your operations secure, and learn how Microsoft Copilot for Security can support your security experts in their daily work.

[READ MORE](#)

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## HOW TO CONTACT US

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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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