

# Commerce Spotlight

**AS** ARVATO  
SYSTEMS



Dear Ladies and Gentlemen,

How do you balance customer expectations and cost efficiency? With an Order Management System (OMS), companies can determine their inventory levels, process orders, and optimize shipping and returns. Find out more about the functions and advantages of an OMS in our latest blog post.

Also, learn how customer service and Loyalty 2.0 ensure enthusiastic and returning customers and why migrating your CMS to Magnolia DXP is beneficial.

Look forward to the March issue of Commerce Spotlight!

Best regards,

Your Commerce Spotlight Team

PS: Have you voted for us yet? This year, we are once again nominated for the Service Provider Award – in three categories: “AI as a Service Provider”, “Managed Security Service Provider” and “Managed Hosting Service Provider”. Vote [here](#). (German-language)

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## TOP NEWS

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**Masterclass “The Customer Loyalty Playbook”.** Find out how modern technologies such as AI optimize the customer experience at various service touchpoints and how you can turn customers into loyal fans in the aftersales area (German-language).

[READ MORE](#)

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## NEWS & TRENDS

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### Efficient Order Management for Retail

Find out how you can optimally and cost-effectively process your orders with an OMS and how you can sustainably increase your customer satisfaction. Read more on our blog!

[READ MORE](#)

## Magnolia DXP

Feeling constrained by the high costs and inflexibility of your current CMS? It's time for a change! Our Magnolia Digital Experience Platform (DXP) offers a more flexible and composable solution to meet your digital needs. Download the migration guide.

[READ MORE](#)



 magnolia

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# SAVE-THE-DATE

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March 26

## Digital Workplace 2025

Are you ready for the digital future? In our German-speaking webinar, you will gain valuable insights into the challenges of the digital workplace and learn how to use AI and best practices to increase efficiency in your company. Sign up now!

[READ MORE](#)



April 30 - July 2

## Impulse Talks for E-Commerce

In three Impulse Talks with the Bundesverband Onlinehandel e.V. we will share insights into social commerce in omnichannel, AI use cases, as well as current regulations and how you can react to them. Register now for free and bring your questions! (German-language)

[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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