

Commerce Spotlight

AS ARVATO
SYSTEMS



Dear Ladies and Gentlemen,

Black Friday is much more than a one-day discount event - today, it represents a strategically planned shopping season that challenges IT systems, binds customers, and rethinks commerce. For retailers, performance matters more than price.

In our special edition of Commerce Spotlight, learn how to build the basis for omnichannel strategies, intelligent order orchestration, and AI-powered personalization in Digital Commerce - and turn Black Friday into a sustainable competitive advantage.

Have a look now! Enjoy reading.

Kind regards,

Your Commerce Spotlight Team

TOP TOPIC

A successful duo: omnichannel and GEO. How can you remain visible and relevant across all channels during peak times – and how is Generative Engine Optimization (GEO) changing the rules of the game? Andreas Moos, Business Development Manager at Arvato Systems, talks to IFH Köln about the success factors for omnichannel and GEO in modern commerce in 2026.

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NEWS & TRENDS



Headless Commerce Backend

The basis for features such as wish lists, checkout, real-time inventory reservations, and transparent pricing.

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Order Management in Omnichannel

Intelligent order orchestration ensures smooth processes and cost efficiency - even with high traffic.

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Returns Management

Increasing customer satisfaction and optimizing returns management in the long term - is that possible?

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Omnichannel Shopping Experience

Consistent shopping experiences across all channels - that's omnichannel retailing, as customers expect it today.

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We Empower Your Peak Business ♥ . Shopping events are booming, and system landscapes are coming under pressure. Our unified commerce suite aroma[®] adapts flexibly to your architecture and is capable of processing an impressive 100,000 orders per hour with minimal latency.

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ON-DEMAND-MASTERCLASSES



Masterclass "PIM Powerplay"

Learn how AI enables personalized offers in product information management. We showcase best practices and demos for the retail industry. (German-language)

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Masterclass "Omnichannel Excellence"

Learn how to optimally manage warehouse capacity and orders and use modern tools in branch stores to avoid order cancellations. (German-language)

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Masterclass "The Customer Loyalty Playbook"

Learn how modern technologies and AI optimize the customer experience at various service touchpoints and how you can turn customers into loyal fans in the after-sales sector. (German-language)

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Downloads



Kickstart for Your Digital Commerce Journey

Learn how AI can transform your digital commerce journey in this white paper - with 5+ use cases, implementation tips, and real examples.

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AI Shopping Optimization Guide for Retail

SEO goes GEO: Ready for greater visibility in the AI age? Our AI Shopping Optimization Guide shows you how to generate more traffic with smart product data management. (German-language)

DOWNLOAD NOW



ECC CLUB Study: Social, Assisted, Agentic

E-commerce in transition: New platforms, AI, and social media are changing the rules of the game. Discover the trends and areas of action for retailers. Download Key Insights now! (German-language)

DOWNLOAD NOW

SAVE-THE-DATE



November 26

Webinar AI in Action: "From Hype to Hands-On"

Learn how our customer Global Blue, a leading global provider of retail and payment services, has transformed its global content processes with AI. Don't miss this opportunity to gain actionable insights for your own AI strategy. Register now!

REGISTER NOW



November 27

EHF Session: Shipping, Packaging, and Returns Management in E-Commerce

Learn in our presentation how the combination of platbricks®, shipping management, and autonomous robots accelerates and optimizes fulfillment processes. Register now and gain practical insights. Free of charge for retail companies. (German-language)

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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!

commerce.spotlight@arvato-systems.de



BLOG

Arvato Systems GmbH
Reinhard-Mohn-Straße 18
33333 Gütersloh
Germany

commerce.spotlight@arvato-systems.de
arvato-systems.com

Managing Directors: Frank Brinkmann, Hansjörg Metzger, Ralf Westhoff
Registered Office: District Court Gütersloh
Commercial Registry 3981