



Dear Ladies and Gentlemen,

Innovations in AI, modern content architectures, and new regulatory requirements are bringing about lasting changes in retail. Learn how Agentic Commerce enables new shopping experiences, why composable CMS solutions are gaining importance, and what strategic opportunities the Digital Product Passport unlocks.

With this issue, we are taking a break for the summer. We wish you a sunny and relaxing summer time. The next issue of Commerce Spotlight will be available in September.

Enjoy reading!

Kind regards,

Your Commerce Spotlight Team

TOP NEWS



Arvato Systems Advances Agentic Commerce

Together with payment provider Nuvei, its partner Visa, and the fashion brand Kings and Priests, Arvato Systems has successfully implemented a pilot project in the field of Agentic Commerce. For the first time, a full transaction was completed entirely by an AI agent within the agent environment - without redirecting the user to a traditional checkout process.

MEHR

NEWS



Headless and Composable CMS Solutions

When content is no longer limited to a single website but needs to appear in apps, portals, and POS systems, a composable architecture may be the right approach. We'll demonstrate the benefits of a composable CMS using a real-world example.

[READ MORE](#)

Digital Product Passport: A Game Changer for Retail?

The Digital Product Passport (DPP) is evolving from a regulatory requirement into a strategic tool for digital commerce. In a new article for cmm360, discover how the DPP can help fundamentally reshape digital commerce - both economically and technologically. (German-language)

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EVENTS

September 16

platbricks® Experience Day 2026

Anyone looking to further develop logistics processes or make informed assessments of technological options needs guidance, practical insights, and the opportunity to exchange ideas. That's why we're bringing together specialists and executives from logistics, IT, and supply chain management in Cologne on September 16. [Will you be there?](#) (German-language)

September 17

Digital Workplace Forum 2026

Between new technologies and tight budgets, it's easy to lose sight of what really matters. At the Digital Workplace Forum, we'll help you set the right priorities to deliver the best possible user experience. Look forward to real-world insights instead of dry theory. [Register now!](#) (German-language)

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