

Commerce Spotlight

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Dear Ladies and Gentlemen,

In basic terms, a “digital twin” can be defined as a virtual representation of a physical product, process or service. Find out in Commerce Spotlight’s July issue that there is also clear added value - both for brands and retailers as well as for consumers - through the use of a “digital twin” for consumer goods.

Also, learn more about how to meet the challenges in the logistics landscape in our new white paper "SAP Transformation in Logistics".

We wish you a wonderful and relaxing summer and holiday season.

Best regards,

Your Commerce Spotlight-Team

PS: Our big [online survey](#) has started: Innovative strategies for countering piracy! Together with the agency Karg and Petersen, we determine how companies in Europe can effectively defend themselves against counterfeiting. Take 10 minutes for our anonymous survey!

NEWS & TRENDS

Use of “digital twins”

The "digital twin" is the representation of a physical product in the digital world. Learn more about the added value for the consumer goods industry based on 8 application scenarios.

[READ MORE](#)



SAP Transformation in Logistics

Learn how to face challenges in logistics with a holistic software environment and what cloud-based applications can do for you.

[READ MORE](#)

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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