COMMERCE SPOTLIGHT

arvato
BERTELSMANN
Arvato Systems

Dear Ladies and Gentlemen,

Hyper-personalization has become increasingly important in recent years. By using big data and artificial intelligence, companies can get a deep understanding of their customers' behavior and preferences. This enables them to provide tailored and timely offers, products, and services, thereby improving the customer experience and increasing customer loyalty. Learn how you can generate more leads and increase your sales potential with hyper-personalization in the second webinar of our new webinar series "Connecting Customers & Commerce". Read more in our Top News and in our event overview.

Also, learn in the current issue of Commerce Spotlight how SAP BTP is driving Digital Transformation and how Arvato Systems supported "DAS FUTTERHAUS" on its way to digital business.

Have a look right now. Enjoy reading!

Kind regards,

Your Commerce Spotlight Team

TOP NEWS

Webinar series: Connecting Customers & Commerce. Webinar 1 provided exciting insights into a strong product data management system and the use of generative AI for improved data quality and efficient workflows.

The series goes on! In the next webinar on February 20, you will learn how you can achieve a real conversion boost through a tailored customer approach and optimized sales channels.

Participation is free of charge. Register now for the entire series and create digital wow moments with us! (Only in German language)

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NEWS & TRENDS

SAP BTP

The SAP Business Technology Platform (SAP BTP) combines application development, integration, data and analytics, and AI in a single, flexible platform.

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SAP AMS for DAS FUTTERHAUS

Accompanied by Arvato Systems, the group of companies made its process landscape fit for the further expansion of the store network and the path to digital business.
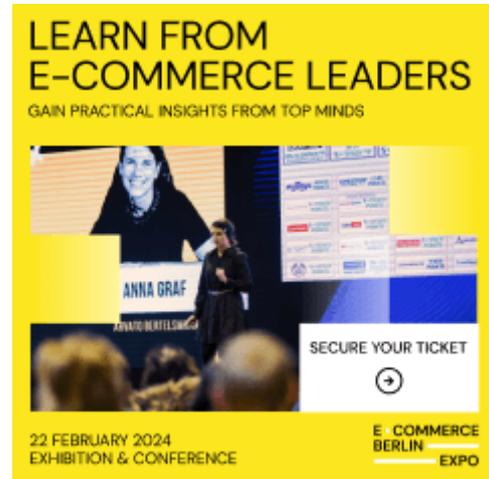
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SAVE-THE-DATE

February 20

Webinar #2: Hyper-personalization and Channel Design

Exclusively from our (German-language) webinar series "Connecting Customers & Commerce": Learn how targeted hyper-personalization and effective channel design can increase your conversion rate and promote long-term customer loyalty.

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February 22

E-Commerce Berlin Expo 2024

Join Anna Graf and Lea Horn from Arvato Systems hosting an exclusive AI stage at E-Commerce Berlin Expo 2024. Anna Graf will also be a moderator of the panel discussion on "E-Commerce Evolution: Navigating the Future with Web3, GenAI and Gaming". Don't miss this insightful event!
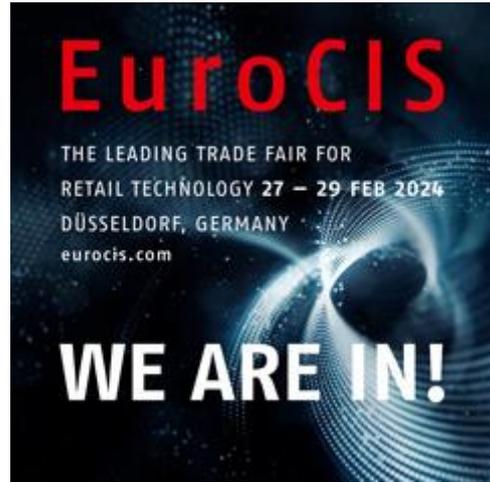
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February 22 - March 7

Road to LogiMAT

To increase your anticipation of the international logistics trade fair and prepare you in the best possible way, we would like to invite you to our webinar series "Road to LogiMAT". Discover the innovative future potential of logistics now.

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February 27 - 29

Arvato Systems @ EuroCIS 2024

We are excited to be at EuroCIS this year together with our partner Zucchetti. Visit us at our partner's booth and look forward to innovative solutions and products that we offer for your retail business. Make an appointment now!

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FIND ALL OUR EVENTS HERE

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