

Commerce Spotlight

AS ARVATO
SYSTEMS



Dear Ladies and Gentlemen,

In digital commerce, a consistent, cross-channel customer journey is no longer a nice-to-have, but a clear competitive advantage. Our aroma® Unified Commerce Suite creates transparency in all relevant areas - from customer interaction and order processing to returns management - enabling a fully integrated commerce strategy. Find out more about the latest success story of our solution in our Top News section.

Also, learn how to make your product information AI-ready and why modern field service management is crucial.

With this edition, we are taking a short pause. The next edition of Commerce Spotlight will be published in September.

We wish you a relaxing summer and look forward to providing you with the latest news and events soon.

Enjoy reading!

Kind regards,

Your Commerce Spotlight Team

TOP NEWS

A single suite, a wide range of uses: aroma®. With the aroma® Commerce backend, you can manage checkout, prices, and inventory centrally - in real time and across all channels. The recording of our latest K5 presentation shows an actual success story for our Unified Commerce Suite.

Watch it now! (German-language)

[WATCH NOW](#)

NEWS & TRENDS

 [Download](#)

**AI Shopping
Optimization Guide**
Enhanced visibility in
ChatGPT & Co.: How to make
your products AI-ready

AI Shopping Optimization Guide for Retail

SEO goes GEO: Ready to boost your visibility in the age of AI? Our guide (German-language) shows how smart product data management can drive more traffic to your shop.

[READ MORE](#)

Modern Field Service Management

Logistics managers are under pressure to make processes more efficient, transparent, and digital. Weaknesses that affect costs, quality, and customer satisfaction are particularly evident in field service management.

[READ MORE](#)

SAVE-THE-DATE



September 16

platbricks® Experience Day 2025

Experience platbricks® technology firsthand! Together with exciting partners from the IoT field, we cordially invite you to an insightful afternoon full of innovations, concrete application examples, and exclusive networking opportunities. Register now! (German-language)

[READ MORE](#)



October 23

Digital B2B Forum 2025

The annual Digital B2B Forum in Zurich focuses on digitalization in the B2B sector. It offers professionals a valuable platform to exchange ideas on current trends, best practices, and innovations. The forum includes presentations by experts, networking opportunities, and panel discussions on various aspects of Digital Transformation in the B2B sector.

[READ MORE](#)

[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!

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