

# Commerce Spotlight

**AS** ARVATO  
SYSTEMS



Dear Ladies and Gentlemen,

Temu, SHEIN & Co. are turning e-commerce upside down. The new ECC CLUB Study 2026 shows why purchasing decisions today are based on trust, convenience, and control - not just price.

Also in the current issue of Commerce Spotlight: Customer communication as a competitive advantage and SAP S/4HANA as an opportunity for future-proof logistics.

Enjoy reading!

Kind regards,

Your Commerce Spotlight Team

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## TOP NEWS

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Platforms such as Temu, SHEIN & Co. are rapidly changing online retail: while established providers continue to enjoy trust, new, data-driven platform models are driving speed, pricing logic, and consumer behavior. The **ECC CLUB Study 2026** shows how consumers today weigh up trust and skepticism, proximity and distance, convenience and control - and why purchasing decisions are about much more than just price. Download key insights now for free (German-language):

[READ MORE](#)

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## NEWS & TRENDS

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### Competitive Advantage Through State-of-the-Art Customer Communication

The modern, scalable solution enables Kleinanzeigen.de to streamline its sales process and improve customer service.

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## SAP S/4HANA for Your Logistics

With the end of maintenance for SAP Business Suite 7 on December 31, 2027, there is not only time pressure to act, but also the opportunity for a fundamental realignment of the entire supply chain architecture.

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# SAVE-THE-DATE

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March 24 - 26

## LogiMAT 2026

Experience the digital supply chain in practice: In Hall 4 at Booth F10, we invite you to try out the usability of digital solutions live at interactive stations.

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April 21

## Generative AI Summit 2026

Join us in Cologne and discover practical solutions and strategies for scaling AI in your company at the Generative AI Summit. (German-language)

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## HOW TO CONTACT US

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**Do you have any questions, ideas or suggestions?**

**We are looking forward to your feedback!**

**Write to us!**

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