



Dear Ladies and Gentlemen,

Artificial Intelligence is evolving from a tool to an active driver of commerce. This brings Agentic Commerce, AI-ready product data, and intelligent commerce processes into sharper focus. In this edition, we explore how prepared companies are, where action is needed most, and what our latest study reveals for retailers and brands.

Also learn about the new momentum generated by our partnership with [HANDELSVERBAND.swiss](https://www.handelverband.swiss).

Enjoy reading!

Kind regards,

Your Commerce Spotlight Team

TOP NEWS

Agentic Commerce: Just Hype? 86% Expect Change.
Unlock the study* now.



Agentic Commerce is changing the rules of commerce. But how well prepared are companies for this? Together with ECC KÖLN, we surveyed 100 companies from the retail and manufacturing sectors. The results show that while many recognize the potential of autonomous AI agents, they still see a significant need for action when it comes to product data, processes, and systems. Download the study "Commerce goes Agentic" now to find out what steps companies are taking today. (German-language)

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NEWS



Agentic Commerce: The Guide for Retailers and Brands

Make your product data AI-ready: Our guide outlines the key steps to greater visibility, relevance, and growth. (German-language)

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Service Partner of HANDELSVERBAND.swiss

Arvato Systems Switzerland has been a service partner of HANDELSVERBAND.swiss since July 1, 2026, contributing its expertise in digital commerce, Agentic Commerce, and logistics.

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September 30 - October 1

RETAIL NXT 2026

Is your commerce setup ready for Agentic Commerce? Visit the Arvato Systems team at the Benchmark Bar during RETAIL NXT in Frankfurt. In a free 20-minute assessment, our experts will help you identify opportunities and answer your key Agentic Commerce questions. [Learn more.](#)

November 11

Atlassian Experience Berlin 2026

One day. Three enterprise priorities. Discover how to unlock the value of AI & Rovo, strengthen platform governance, and connect strategy with execution. Join interactive roundtables and gain exclusive access to the RTL Audio Center in Berlin on November 11, 2026. [Register now.](#) (German-language)

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