





Day 2

harmony  In an entertaining way, ex-board member & transformation expert Silke Kanes will give us ideas on how we can use "colleague AI" as a catalyst for new leadership and innovation.  Silke Kanes, consultant for digitalization & agile leadership		
Presentation: Change Management in IT Transformations – Necessary Evil or Success Factor?  This presentation will explain the importance of effective change management for successful IT transformations. The presentation offers practical insights and strategies for efficiently managing change and promoting the acceptance of change within the company.  Volker Abt, Bbh Consulting	Presentation: Innovation in B2B with a Composable Digital Landscape  Modern digital channels of innovative organizations are powered by high-quality product information, seamless integrations between systems, process automation, AI, and speedy experiences across a variety of touchpoints with your brand.  In this session, we will illuminate the importance of PIM for manufacturers and distributors alike, illustrate the connection between high-quality product content and relevant customer experiences. And ultimately, we will discuss how speed to innovation can be achieved by architecting for a composable digital ecosystem poised to enable "buyer and seller interactions of tomorrow™".  Joe Albrecht, Managing Partner & CEO of Xngage LLC  Anna Van Klev, Schlüter-System KG	Hands-on: Viamedici Print Visual - A New Star is Born  Print Visual is the new print publishing solution from Viamedici, which also supports Web2Print scenarios. This session provides an overview of practical applications, strategic directions, and a roadmap outlook.  Patrick Wagner, Senior Developer, Viamedici Software GmbH Simon Hammer, Senior Developer, Viamedici Software GmbH  Axel Karmann, valantic CEC Deutschland GmbH
Presentation: Closing the Loop - Strategies for the integration of Digital Shelf Analytics and PIM for maximum E-commerce performance  Discover the latest trends and opportunities for an innovative combination of Digital Shelf Analytics (DSA) and PIM. This presentation is an indispensable resource for decisionmakers and product data managers who want to take their e-commerce strategies to the next level and future-proof their e-commerce business.  Sebastian Klumpp, CEO, XPLN GmbH	Presentation: Using Cloudinary for Generative Al Transformations  Creatively transform your images, using Al to automatically generate pixels that integrate seamlessly into the picture. Use these transformations to extend your images to new dimensions, remove, replace or recolor items, or restore degraded images.  Ralph Bellinghausen, Partner Manager, Cloudinary  Ben Woodhouse, Senior Solution Engineer, Cloudinary	Presentation: Next Level Publishing with InBetween  Automated creation of catalogs while increasing productivity at the same time. Take a look at the customer example to see how easy it  Torsten Blümel, InBetween Deutschland GmbH





You have the opportunity to meet with our Viamedici experts in our lounge for 1x1 meetings. Appointments can be made either in advance via your contact

person or directly at the Viamedici Info Point during the event.