


Agenda – Day 1 | Monday, May 11

OPENING		
12:00	Welcome lunch	Arrive, check in, and connect over a relaxed lunch before the real work begins.
13:00	Setting the stage	Tobias Giese opens the Summit and sets the tone with a quick overview of what to expect – for the day’s program, and for the future of commerce.
13:10	AI is eating the world – and e-commerce?	Hear from CEO Markus Dränert on why the next era in B2B commerce is starting now and how Intershop plans to shape it.
13:25	Building the agentic journey: Spring Release Reveal	Learn how the Intershop platform is evolving to boost efficiency, break through digital sales bottlenecks and improve customer retention across more touchpoints with agentic AI.
13:55	Time to dive In	Break out into workshop groups and tackle real commerce challenges together with experts from the Intershop customer and partner community.

14:00–15:00 | DEEP DIVES – ROUND 1




Three parallel sessions. Intensive, interactive, hands-on. Pick the one that matters most to you.

<p>AI IN ACTION From customer portal towards agentic empowered B2B experiences</p> <p>Your customer portal can do more than take orders. See how AI transforms it into a loyalty driver and revenue hub – with real examples from the Intershop ecosystem. <i>Jens van Hal, Tobias Giese</i></p> 	<p>PLATFORM The ops gap: stop optimizing the wrong things</p> <p>Gain a practical prioritization lens to make defensible decisions, focus investments on real operational impact, identify platform bottlenecks, and confidently drive improvements that measurably move your live B2B shop. <i>Alexander Neuhausen, Mario Vesper</i></p> 	<p>STRATEGY & INFRASTRUCTURE Globalization vs. sovereignty: What kind of freedom are you looking for?</p> <p>Sovereignty is suddenly a board-level topic, but what does it actually mean for your commerce stack? An open exchange about control, compliance, and the trade-offs no one else is talking about. <i>Dirk Preisig, André Henning</i></p> 
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15:00–15:30 | Coffee & Networking

15:30–16:30 | DEEP DIVES – ROUND 2

New tables, new perspectives.

<p>AI IN ACTION Hype or Shift? What AI agents will really change in B2B commerce</p> <p>What AI actually delivers in B2B today and where investment truly pays off. An honest assessment, no buzzwords. <i>Patrick Lorenz, Nils Breitmann</i></p> 	<p>AI IN ACTION Put the right AI to work at the right time.</p> <p>AI CAN transform B2B commerce. In this hands-on workshop, you'll assess where your commerce operation actually stands, identify what needs to happen before AI can deliver, and leave with a clear roadmap for applying AI where it creates real value today. <i>Lee Trotter, Samuel Cook, Wayne Teigen</i></p> 	<p>STRATEGY EXCHANGE Redefining the commerce core in the age of AI</p> <p>As AI and agents will reshape commerce workflows, this C-level exchange explores what could be the new commerce core, where control matters most, and where we expect commoditization. <i>Markus Dränert</i></p> 
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CLOSING – DAY 1		
16:30	Beyond the AI hype: e-commerce edition	Philipp Klöckner, one of Germany's leading tech investors and analysts, will join us as our external keynote speaker. In his session, he will deliver a fact-based overview of the latest developments in artificial intelligence and share his perspective on how eCommerce, payments, and advertising may evolve.
17:00	Connecting the dots	The most valuable insights from today's deep dives. What surprised you? What will you take home? An open discussion.
17:20	End of day 1 & get ready	Short break to check in, refresh and head to the evening location

COMMUNITY DINNER & PARTNER AWARDS		
from 18:30 – 23:30	Community Dinner at PATIO Berlin	An evening for the ecosystem. Dinner together, Partner Awards and the conversations that happen when the agenda stops.

Agenda – Day 2 | Tuesday, May 12

MORNING		
09:00	Morning recharge	Coffee, connect and the chance to choose your industry deep dive.
09:30	Opening day 2	Energy kick-off: the three insights from Day 1 that everyone was talking about. Today's focus: what does this mean for your industry & use cases?
09:40	Best in Class: How our award winners drive results	What do our top-performing customers do differently? This year's award winners share the approaches, decisions, and best practices that set them apart.
10:10	Connect: your final chance to network	Last chance for targeted conversations. Request the meetings that matter most to you.

10:30–11:30 | BEST PRACTICES FROM THE INTERSHOP COMMUNITY [INDUSTRY DEEP DIVES]

<p>MANUFACTURING</p> <p>Make It. Sell It. Service It. - Smarter.</p> <p>How agentic AI is rebuilding the aftersales engine for industrial manufacturers.</p> <p><i>Benjamin Rost, Peter Dietrich</i></p> 	<p>WHOLESALE</p> <p>Modernization, without breaking</p> <p>Many wholesalers and brand manufacturer reach a point where the commerce core remains valuable, but the digital experience t starts to feel limiting. How to evolve?</p> <p><i>Atul Jain, Gerrit Enthoven</i></p> 	<p>FRENCH ONLY</p> <p>PWA & IA: templates intelligents 🤖</p> <p>Comment utiliser l'IA pour améliorer et générer des templates PWA plus performants ?</p> <ul style="list-style-type: none"> • Génération de pages (catégories, landing pages) • Optimisation UX automatique (layout, CTA) • SEO automatisé • Personnalisation en temps réel <p><i>Merryl Cocq, François Delboue, Toufik Boudella</i></p> 
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CLOSING

11:30	From inspiration to action	The final stage moment. Your Commitment Wall: every attendee writes down the one thing they'll do differently starting next week.
11:50	Farewell lunch & final networking	Final conversations over lunch. Departure from around 1:00 PM.

WORKSHOP DETAILS

DEEP DIVE R1 | AI IN ACTION

From customer portal towards agentic empowered B2B experiences

Tobias Giese, Jens van Hal

What it's about

How can B2B companies turn after-sales, service, and spare-parts business into a powerful driver of customer satisfaction and long-term loyalty? This session explores how personalized customer portals, service experiences, and emerging agentic commerce capabilities transform the post-purchase phase into a strategic advantage.

Session goals

- Share know-how and best practices on increasing customer loyalty through digital portals
- Provide industry insights on what works in aftermarket and service digitization
- Gather customer feedback on product usage and customization as input for roadmap priorities

DEEP DIVE R1 | PLATFORM

The ops gap: stop optimizing the wrong things

Mario Vesper, Alexander Neuhausen

What it's about

B2B commerce teams are overloaded with improvement backlogs and can realistically fund only a fraction of them. The real challenge isn't execution speed – it's deciding what actually matters. In this working session, we surface real operational pain points from the audience and pressure-test them live against business impact, cost of delay, and organizational readiness. No hype, no feature bingo – real trade-offs.

One pattern shows up consistently: new capabilities are rarely the limiting factor. The operational maturity to make them usable almost always is.

You'll leave with a clear prioritization lens and a repeatable way to run this conversation in your own organization.

Session goals

- Drive concrete decisions or outputs (e.g., priorities, viable options, next steps)
- Establish commitment with clear ownership and agreed follow-up actions

DEEP DIVE R1 | STRATEGY & INFRASTRUCTURE

Globalization vs. sovereignty: what kind of freedom are you looking for?

Dirk Preising, Dr. André Henning

What it's about

Digital sovereignty has moved from a compliance checkbox to a board-level concern. Trade tensions, regulatory shifts (GDPR, EU AI Act, Data Act), and growing unease about US platform dependency are changing how European enterprises think about where their commerce infrastructure runs and who controls it.

This session does not pitch a product. It opens the floor. We will share our current thinking and research activities. It is a structured listening and exchange format.

Important: This session explicitly does not announce a sovereign cloud offering, name specific cloud partners or pricing, or make commitments on timelines.

Session goals

- Surface real customer demand (or lack thereof) for sovereign cloud deployment – hard data for Intershop’s strategic direction
- Understand which sovereignty dimensions matter most: data residency, vendor independence, regulatory compliance, or operational control
- Position Intershop as actively listening and strategically thinking about this topic – without overpromising
- Gather concrete input for partner model and deployment roadmap decisions
- Create a sense of community ownership: “You’re shaping this with us”

DEEP DIVE R2 | AI IN ACTION

Hype or shift? What AI is already changing - and what comes next in B2B commerce

Nils Breitmann

What it’s about

Explore what AI in B2B commerce already delivers today, what is still hype, and how buying and back-office interactions may evolve over the next few years. Starting from a short impulse talk with bold real-world AI examples, participants share their own experiences, exchange perspectives with peers, and discuss what support they need from Intershop.

Session goals

- Give customers and partners practical orientation on what is real and what is next
- Help attendees identify where AI creates the most value for their business
- Help Intershop understand which capabilities and support matter most in an agentic commerce landscape

DEEP DIVE R2 | AI IN ACTION

Put the right AI to work at the right time

Lee Trotter, Samuel Cook, Wayne Teigen

What it’s about

Most B2B organizations know AI matters, but few know where to start. This workshop is built for practitioners. We start with an honest assessment of where your commerce foundation actually stands – across data quality, customer experience, and operational readiness. From there, we work through where AI can genuinely help today.

You’ll walk out with a personalized roadmap: where to apply AI, and what to leave alone for now.

Session goals

- Conduct an honest assessment of current commerce reality and AI readiness
- Identify the biggest bottlenecks holding B2B companies back
- Apply the Job-to-Be-Done framework to prioritize AI investments
- Leave with a personalized roadmap for AI application

Redefining the commerce core in the age of AI

Markus Dränert

What it's about

A closed-door roundtable for senior decision-makers: how to make smart technology decisions in times of hype. Open, honest, among peers.

Session goals

- Create a safe space for honest exchange among C-level peers
- Share frameworks for evaluating AI investments and technology bets
- Build stronger relationships between Intershop leadership and key customer decision-makers

Make it. Sell it. Service it. - Smarter

Peter Dietrich, Benjamin Rost

What it's about

For industrial manufacturers, the aftermarket is one of the most stable and profitable parts of the business. And it's also the part that's still run on PDF catalogs, Excel files, manual approvals, and disconnected systems. Customers wait, technicians juggle apps, revenue and customer loyalty quietly leak.

In this working session, we look at where agentic AI actually pays off in this specific reality. We share use cases from manufacturers, then open the floor: what's breaking in your aftermarket today, and which use cases would move the needle for you?

Session goals

- Give manufacturers a clear lens on where agentic AI creates real value in the aftermarket – and where it doesn't
- Surface the operational pain points that participants actually face today
- Help Intershop and partners understand which capabilities matter most for the manufacturing vertical
- Send everyone home with a one-page canvas they've started filling in for their own organization

How to modernise your Intershop platform, without breaking what works

Gerrit Enthoven, Atul Jain

What it's about

Many wholesalers and brand manufacturer reach a point where the commerce core remains valuable, but the digital experience around it starts to feel limiting. Frontend flexibility, content velocity, search relevance, experimentation, and customer journey optimisation often become harder to scale within one platform setup. In this workshop, we will help Intershop customers recognise the early signals that their current architecture needs to evolve. How to assess the impact on complexity, governance, cost, and long-term TCO.

Session goals

- Identify possible symptoms and areas of improvement

- Diagnose root-causes, ownership, process, operating model, technology, other?
- Share ideas for modernization best practices and identify the best options based on impact vs complexity

INDUSTRY DEEP DIVE | FRENCH ONLY

PWA & intégration SI (API/ERP/CRM)

Toufik Boudellal, Merryl Cocq

What it's about

Comment intégrer efficacement la PWA dans l'écosystème existant? Cette session couvre la connexion ERP (par exemple Odoo), l'architecture API-first, et les questions de scalabilité.

Session goals

- Connexion ERP (e.g., Odoo)
- Architecture API-first
- Scalabilité