

Press Release

Visitor attendance record for the 7th Online Media Net Innovation Day 2019

apollon, organiser of the OMN Innovation Day, is overwhelmed by the high number of participants

Pforzheim, 27/05/2019: On the 23rd of May 2019, the annual OMN Innovation Day took place for the seventh time in the Centre for Art and Media (ZKM) in Karlsruhe. Globally recognised digital experts, marketing and IT managers from the companies Fahrrad XXL, IKEA, and ORSAY as well as technology partners of apollon GmbH+Co. KG talked about the automation accelerator "Digitisation and AI" at the exclusive marketing event for omnichannel commerce. Also part of the event were first insights into the upcoming release of Online Media Net (OMN), the leading software for automated product data communication and omnichannel marketing. Around 250 specialists and executives from retail, mail order, and industry came together to exchange views and be inspired by top-class lectures. Jan Doering, freelance moderator and TV editor, moderated the programme with exciting live voting.

After the welcome by Norbert Weckerle, CEO of apollon, Dr. Ing. Sven J. Koerner, CEO of thingsTHINKING, began the day. Led by the press as one of the top 18 AI experts worldwide, Koerner took the stage true to his mantra "Life's a rock show, better on stage" and gave valuable insights into the world of artificial intelligence. The theory was followed by the first practical report. Nico vom Hagen, Head of IT at Fahrrad-XXL.de, presented the challenges of an ERP and parallel PIM implementation. The best practices companies should consider before implementing a PIM system were particularly exciting. To finish, Niklas Schultes took over. The trained advertising and fashion photographer worked for a long time in management at Otto and was one of the drivers of digitally transforming Otto. As Head of International Marketing (Interim), he is currently designing the near future of marketing at ORSAY. In his presentation, Schultes gave an overview of innovation projects in connected commerce using the example of ORSAY. It continued seamlessly with the next customer project - this time with the multinational furnishing company IKEA. Adam Wretström and Robert Winstanley, both responsible for media production at IKEA, presented IKEA's content strategy and gave insights into how Online Media Net supports them in their daily work. Worldwide, using the legendary IKEA catalogue and other e-commerce channels as an example. Before the break, Oliver Köhlert, Managing Director of e-velopment, presented how crucial cross-channel interaction with end customers is and how PIM systems from master data storage systems are transformed into a central and digital core system for all marketing and sales processes. The programme continued after some refreshments. Thomas Bacani, Senior Sales Manager at Across Systems, presented the translation management

of multilingual content. The audience experienced how they prepare their product information for international e-commerce. To finish, Johannes Betz, Head of Marketing & Academy at GMG, took over and led the guests into the world of colours. He demonstrated how to get the colour right in today's workflow. Among others, to joint customer IKEA. apollon presenters Johannes Haas and Xuetao Li were the next speakers. They described why good content is essential in product communication and master data is insufficient. Using the example of Alexa live, the proof that there can be no flow of goods without flow of data was delivered in an excellent way. This was followed by a coffee top up, during which Alexa provided plenty of conversation. The next presentation from internal speakers Oliver Baum and Michael Deisler was all about artificial intelligence (AI). How product content with OMN and AI-based services can be created and processed automatically was presented to customers, prospective customers, and partners. And it can be done at all levels of the product data journey: from product installation to product images to the production of product texts - fully automated. Another highlight of the day followed the overwhelming power of AI and the relief of non-value added marketing activities. Tobias Marks, Director of Sales at apollon, gave the first look into OMN's new release - OMN5. The user interface underwent fundamental optimisation, which has been completely implemented on the basis of HTML5 technology and the latest UI/UX findings in order to give users even more intuitive user guidance. But the new release also has more speed thanks to HTML5, in addition to a significant increase in security and flexibility. New search and workflow technologies, innovative marketplace connectivity, and features such as built-in spell checking, in-line editing for spreadsheets, and an integrated dashboard and AI-based services are also included in the new release. The grand finale was presented by Prof. Dr. Klemens Skibicki, better known as Prof. Ski. As the final keynote speaker and consultant on the topic of "Digital Transformation", he is a facilitator of stepping into the digital age and in his presentation spoke in an impressive way about how managing the digital future is primarily a matter of mind.

Norbert Weckerle, CEO of apollon: "This year's OMN Innovation Day was an absolute high-flyer. I am overwhelmed by the number of participants - it makes me very happy! Special thanks to our speakers for the impressive presentations, for their openness and constructive cooperation in preparing for the event. Many thanks also to our moderator Jan Doering, who excellently guided us through the day. I would like to express my thanks internally as well, to Wenke Wuhler, our event expert, and your adept team, as well as to everyone involved in this event and its preparation. The biggest thanks go to all our guests for coming. Thank you for being there, trusting us, and giving us your precious time. I am already looking forward to the next OMN Innovation Day next year. As always with innovation about marketing automation and omnichannel commerce."

Further impressions, released presentations as well as customer interviews from different industries can be found at: www.omn-innovation.com

About apollon:

apollon is the leading software provider for integrated and holistic solutions aimed at automating the communication of product data and at distributing data seamlessly, without media discontinuity, within omnichannel commerce. The focus is on customer benefit, perfect usability, and the future viability of the software solutions. The specially developed solutions help companies make marketing processes more flexible and cost-effective and address customers effectively across all channels – from online shops to marketplaces to social media and print. The core product and central hub is Online Media Net (OMN) with the modules Channel Management (CM), Product Information Management (PIM), Media Asset Management (MAM), Web-to-Print (W2P) and Workflow Management (WM). The holistic solution OMN stands out for its high integration of all modules and for maximum automation of processes for content creation and output. In conjunction with the open system interfaces and extensive configurability, this enables a very high level of flexibility and rapid system implementation. In addition, apollon has a strong partner network with which its own software portfolio can be supplemented at any time if required. The solution expertise consists not only of technical implementation of the system, but also includes customer-specific advice on process automation and a digitisation strategy.

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