

CONNECT 2024

SET THE STAGE

Executive Summary

CONNECT AT A GLANCE

350+

ATTENDEES

17

SPONSORS

19

COUNTRIES
REPRESENTED

45

CUSTOMER
SPEAKERS

60+

SESSIONS

Industry leaders and data enthusiasts from around the world converged in Orlando, Florida, for two full days of inspiration and innovative insights at Connect 2024.

From mainstage presentations to fireside chats and breakout sessions, our customers' successes took center stage. Attendees got a first-hand look at the latest advancements in AI and master data management (MDM) and how our customers are leveraging it to drive significant value in their businesses.



With record-breaking attendance and an atmosphere buzzing with excitement, Connect 2024 was the place to be for learning, networking and collaboration. Thank you to all the attendees, speakers and partners for making Connect 2024 an unforgettable experience!

CONNECT 2024

CONTRIBUTING TO A BETTER WORLD

As attendees gathered to watch the mainstage presentations, they were encouraged to grab a refillable aluminum bottle and personalize it with stickers for use throughout the event. The refillable bottles are tied to Stibo Systems' commitment to reduce climate impact by:

Reducing waste: Each refillable bottle can replace over 167 single-use bottles per year

Saving resources: Refillable bottles replace the need for single-use plastic bottles, which require petroleum and energy to produce

Cutting carbon emissions: Compared to single-use plastic bottles, refillable bottles can cut down carbon emissions by 2.5 pounds per bottle

Protecting wildlife: Less plastic waste means less risk to our marine life and wildlife



Innovation sets the stage for success

Stibo Systems' CEO Adrian Carr kicked off Connect with highlights from this summer's iconic Glastonbury festival, **drawing parallels between the evolution of music and current AI trends.** While many thought that electronic pop was going to kill rock music, those fears subsided as electronics paved the way for musical innovation. The same is happening with AI, as companies are beginning to move past the fears associated with it, experimenting with adoption and hyper-automation.

How is your organization preparing for the changes that will accompany AI? Adrian underscored the importance of adaptability, emphasizing that your company's AI readiness will require a culture of innovation, agile infrastructure and trustworthy data.

Fireside chat with Marriott

John Tully, Stibo Systems' Chief Sales Officer, sat down with Matt D'Elia from Marriott to discuss the hotel's journey with Stibo Systems and the **impact data can have on the customer experience**. Matt talked about the importance of having accurate information on Marriott's website and how it can significantly impact guest satisfaction.

The company recently completed phase one of its Stibo Systems Platform implementation, which involved **replacing a 22-year-old platform and launching seamlessly to 10,000 hotels overnight**. Learn more about Marriott's phased implementation approach and the role that data management will play in enhancing the hotel's booking experience in the future.

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Clearly **the PIM part of Stibo Systems is what sets it apart**, and it's exactly what we need. You don't think of things at a hotel as a product, but they are, and that's what we're really excited about with the technology.

MATT D'ELIA, DIRECTOR, CATALOG PLATFORM, MARRIOTT

Trustworthy data for superior customer experiences

More data doesn't necessarily translate into better results. In fact, Neda Nia, Chief Product Officer at Stibo Systems, noted that **although companies are collecting more data than ever before, 80% are still struggling to derive meaningful insights from it.**

Neda and her team shared details about Stibo Systems' commitment to incremental and radical innovation, along with a live demo. Learn how Stibo Systems is enhancing customer MDM with "human-in-the loop" AI-enabled capabilities to make customer data more useful, so companies can take their customer experiences to the next level.

“ Within a given year we do between 9-15 acquisitions. That essentially means we’re doing one acquisition a month. We needed a way to quickly process all of that acquiring data. In order to do that, **we needed a way of matching those records and by utilizing Stibo Systems Platform’s matching algorithms, we’re now able to do that very quickly.** Prior to using Stibo Systems Platform, it would take us 1-2 weeks to do that matching process, and now with Stibo Systems Platform and the matching algorithms that we have in place, we’re able to do that in 3-4 days.

BRIAN LEE, DIRECTOR, DATA MANAGEMENT OFFICE, REYES HOLDINGS



Fireside chat with Reyes

Stibo Systems’ John Tully sat down with Brian Lee from Reyes Holdings, a food and beverage distributor, to discuss the company’s challenges **managing customer, product and employee data across its complex business structure.**

Since implementing Stibo Systems Platform, the company has significantly improved data centralization, streamlined acquisition processes and enhanced data governance. Brian emphasized the importance of stakeholder education and shared plans to further integrate and expand the company’s MDM capabilities.

Trustworthy data for rich product experiences

Stibo Systems' Neda Nia and her team joined the stage again to share the company's vision for the **next generation of product data management**. This new era of product data revolves around three key pillars: creating a connected ecosystem, where product data management serves as the central nervous system of your digital commerce and related data operations; gaining performance insights through integrated digital shelf analytics; and leveraging PIM as a revenue engine to drive conversions and boost customer loyalty.

The team shared a live demo, showcasing how the next generation of PIM enables rich product experiences through its AI-enabled capabilities.



Our vision is that the next generation of product data is not just about managing data but about **driving revenue, enhancing customer experiences and adapting to an ever-changing global marketplace.**

NEDA NIA, CHIEF PRODUCT OFFICER,
STIBO SYSTEMS

State of AI: The business leader view

Gustavo Amorim, Stibo Systems' Chief Marketing Officer, reflected on **how quickly the conversation around AI is changing**, sharing insights from a recent survey of 100 U.S. business leaders.

The research report highlights widespread AI adoption across various business functions, with 76% of leaders believing AI's benefits outweigh its challenges. Learn more about the survey findings, how to increase end customers' trust in your organization's use of AI and what is needed to support responsible AI.

AI success, empowered by MDM. MDM success, empowered by AI.

Stibo Systems' Neda Nia and her team **explored AI's ROI**, highlighting two transformative use cases. Integrating AI capabilities within MDM can enhance accuracy and drive efficiency, delivering greater ROI. Additionally, MDM serves as a complementary tool in the enterprise ecosystem, ensuring companies have trustworthy data to fuel AI initiatives.

The session also featured a live demo, illustrating how combining data with AI can elevate online consumer experiences.

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Anything that we can do to support our customers, **to cut out that waste in their construction process by giving them great data**, then that's where I want to go.

BRANDON LASSITER, VICE PRESIDENT,
ENTERPRISE DATA & ANALYTICS, FERGUSON

Fireside chat with Ferguson

Stibo Systems' John Tully sat down with Brandon Lassiter from Ferguson to discuss how the company has **improved its product onboarding efficiency, cutting it by nearly 50% in nine months through technology and process improvements**. Brandon highlighted the use of machine learning to enhance data categorization,

improving accuracy from 78% to 92%. He shared Ferguson's ambitious vision to achieve a "zero product backlog" with 48-hour onboarding times and how the company is exploring innovative technologies like augmented reality to revolutionize customer experiences.

ERP and complex business ecosystem success

Stibo Systems' Chief Delivery Officer Oliver McVeigh discussed the **evolution of ERP systems and their critical role in digital transformation**, highlighting the challenges of aligning these systems with evolving business processes. He emphasized the importance of balancing operational demands with strategic transformation, particularly during transitions like moving to SAP's S/4HANA.

Oliver shared how Stibo Systems helps support the S/4 HANA transition by optimizing data management and governance processes to improve business outcomes and reduce risk.

SAP S/4HANA



Fireside chat with John Wiley

John Wiley's Saravana Kuppusamy sat down with Stibo Systems' John Tully to discuss the publishing company's modernization efforts. John Wiley is in the process of migrating its businesses over to the S/4HANA platform, onboarding its master data to Stibo Systems Platform.

Saravana emphasized the importance of aligning modernization objectives with the organization's strategy goals, effective change management, platform agility and robust data governance.



Stibo Systems fits nicely with our broader technology roadmap. Now Stibo Systems Platform is going to play the role of our enterprise MDM. It's going to be syndicating data not just to our S/4HANA, order-to-cash platforms, but to our ecommerce, to our rights and royalty systems, and to third parties.

SARAVANA KUPPUSAMY, SENIOR DIRECTOR – ENTERPRISE APPLICATIONS, JOHN WILEY



NETWORKING HIGHLIGHTS

Throughout the event, attendees had many opportunities to forge new connections and strengthen existing relationships. From networking receptions, great food, cocktails and hat-making to a Universal Studios block party filled with karaoke singing and dueling pianos, much fun was had by all.

1:1 insights

In addition to the breakout sessions, attendees took advantage of the Connect Marketplace to meet with Stibo Systems' partners and explore their innovative solutions. The Genius Bars were also extremely popular, giving attendees an opportunity to view demos and meet one-on-one with data experts.



Women in Technology luncheon

More than 65 women attended this year's inaugural Women in Technology luncheon. The special gathering was sponsored by Accenture and hosted by Stibo Systems' Neda Nia, Miriam Molino Sánchez and Arnjah Dillard.

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We're here today because we're **passionate about empowering women in technology to invest in themselves, while also lifting others up.** We're truly stronger when we support each other, and this luncheon gave us the chance to share, connect and grow together.

ARNJAH DILLARD, RETAIL PRACTICE LEAD,
STIBO SYSTEMS

Customer innovation awards

A highlight of Connect 2024 was Stibo Systems' first-ever customer awards. Congratulations to this year's winners:



Marriott
Customer
Experience
Excellence



SRAM
Cloud
Excellence



Kingspan
Sustainability
Champion



Colgate-Palmolive
Platform Innovator
of the Year



**Office Max
New Zealand**
AI Innovator of
the Year



Chick-fil-A
Best Master
Data Strategy



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The Stibo Systems team curated **two packed days of insights**. From roadmaps to customer stories, it was an eye-opener. I was even honored to share the OfficeMax New Zealand journey.

While we've excelled in PIM and DAM for master data management, Stibo Systems highlighted the broader landscape. Their solutions – like ESG (Environmental, Social, and Governance), a new supplier data synchronization portal (PBX), and customer/contact master data management – made me realize **we've only been scratching the surface**.

A standout takeaway for me was the roadmap. The introduction of machine learning (ML) tools that match duplicate data sets and auto-populate missing data is a game-changer. It will enhance data accuracy and accelerate processes, setting a new standard for efficiency.

**JEFF SUTTON, HEAD OF TRANSFORMATION,
OFFICEMAX NEW ZEALAND**

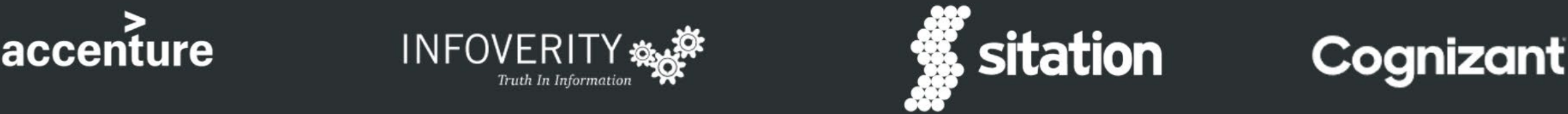


A heartfelt thank you to all of our sponsors whose support and participation greatly enriched the Connect 2024 experience. Their innovative solutions and expertise played a crucial role in making this event a resounding success.

PRESENTING



GOLD



SILVER



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