



CONNECT 2025

DRIVE THE FUTURE

EXECUTIVE SUMMARY

CONNECT AT A GLANCE

500+

ATTENDEES

22

SPONSORS

28

COUNTRIES
REPRESENTED

26

CUSTOMER
SPEAKERS

60+

TRANSFORMATIVE
SESSIONS

More than 500 participants gathered in Berlin for our largest Connect ever, where we explored how **Stibo Systems is driving the future with trustworthy data**. Industry leaders shared how they're enabling AI success, delivering superior customer and product experiences, empowering ERP transformation, and achieving measurable results with trusted master data.

Over three days of packed sessions, hands-on training and networking opportunities, attendees were **inspired by big ideas and bold visions**. From regional meetups and the Connect Marketplace to the epic Connect party, our entire ecosystem came together to connect, collaborate and chart the course forward.

Thank you to all the attendees, speakers and partners for making Connect 2025 an unforgettable experience!

MAINSTAGE HIGHLIGHTS

INNOVATION DRIVES THE FUTURE

Stibo Systems' CEO Adrian Carr opened Connect with details about Berlin's impressive innovation journey. When Berlin released municipal data in 2015, it sparked evidence-based innovation in transportation, safety and urban design – all because the city anticipated future challenges and didn't wait to innovate.

He highlighted how industry leaders are doing the same by **spotting signals early and acting boldly**: Adidas turning plastic waste from the ocean into millions of shoes, Oatly creating a plant-based revolution from lactose intolerance research, and Warner Bros. Discovery monetizing nostalgia through its Storyverse platform.

The key takeaway: **Data and technology alone aren't enough. Success requires turning data into clarity, clarity into action, and action into impact.** Adrian challenged attendees to be ready, read the signals and act decisively. The future isn't something to wait for, but instead something we can drive together.

[WATCH NOW](#)



“It’s our turn to anticipate the trends, to innovate boldly and to lead with purpose.”

ADRIAN CARR
CEO, STIBO SYSTEMS

CONNECT 2025

A man with a beard, wearing a dark suit and a light-colored shirt, stands on a stage. He is holding a small yellow object in his hands. Behind him is a large blue screen with the word "FUTURE" in large, white, stylized letters. The word "DRIVE" is partially visible at the top left of the screen.

“So many of you are doing business with each other, and many more may become potential partners in the future. We should be doing everything we can – not just to offer tools or systems – but to actively connect you with each other and make those connections faster, smarter and more scalable than ever.”

ALEX OSHA
SENIOR PRODUCT MANAGER,
STIBO SYSTEMS

MAINSTAGE HIGHLIGHTS

THE FUTURE OF COMMERCE

Stibo Systems’ CMO Gustavo Amorim discussed how commerce is evolving to agentic commerce, where AI agents will soon handle conversations and execute tasks on behalf of buyers and sellers. As part of this evolution, **product data will need to be contextualized for the conversations that agents are programmed to have in performing those tasks.**

NEW PRODUCT INITIATIVE

Building on this vision, Stibo Systems’ Alex Osha announced our new initiative to **actively connect retailers with brand owners within Stibo Systems’ customer network for faster, smarter product data onboarding and syndication.** Two customers joined the mainstage to share their experiences as part of the pilot program.

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Interested in learning more?
Contact us at connect@stibosystems.com.

“Without the right data, you won’t be able to get the right outcomes. That’s why managing your master data is becoming even more important than it already is.”

GUSTAVO AMORIM
CMO, STIBO SYSTEMS



MAINSTAGE HIGHLIGHTS

THE ECONOMIC IMPACT OF AI

Stibo Systems’ Gustavo Amorim explored AI value creation through BlackRock Investment Institute’s buildout, adoption and transformation framework. BlackRock estimates **AI adoption delivers 10-30% productivity gains**. True transformation, however, will occur when AI creates entirely new tasks, jobs and industries not yet imagined.

This will require overcoming cognitive biases like the “Einstellung effect” (reusing old solutions) and “satisficing” (settling for “good enough”). AI can help break those traps by offering an unprecedented volume and variation of new perspectives and experimentation – as long as trustworthy master data serves as the foundation.

WATCH NOW

A photograph of two men sitting in modern chairs for a fireside chat. The man on the left, Mike Blough, is wearing a dark blue suit and glasses, looking towards the other man. The man on the right, Jeff Sutton, is wearing a light blue blazer and khaki pants, looking towards the camera. The background is a light-colored wall with a grid of small square patterns.

FIRESIDE CHAT

OFFICEMAX NEW ZEALAND

Stibo Systems' CSO Mike Blough sat down with Jeff Sutton from OfficeMax New Zealand, a B2B reseller serving 100,000 businesses, to discuss its AI transformation journey. Through an organizational restructuring, Stibo Systems Platform implementation and strategic AI deployment, the company **cut product setup time from six weeks to four hours** and streamlined workflows from 10-15 people down to two. It also added AI for specific tasks like automated web descriptions and customer chatbots, reducing call center traffic by 60-70%.

For those starting out with AI, Jeff offered practical advice: Understand your company policy and secure legal approval before starting; identify the specific problem you're trying to solve rather than implementing AI for its own sake; understand the full cost structure; and make sure you have buy-in to change the structure of how people work.

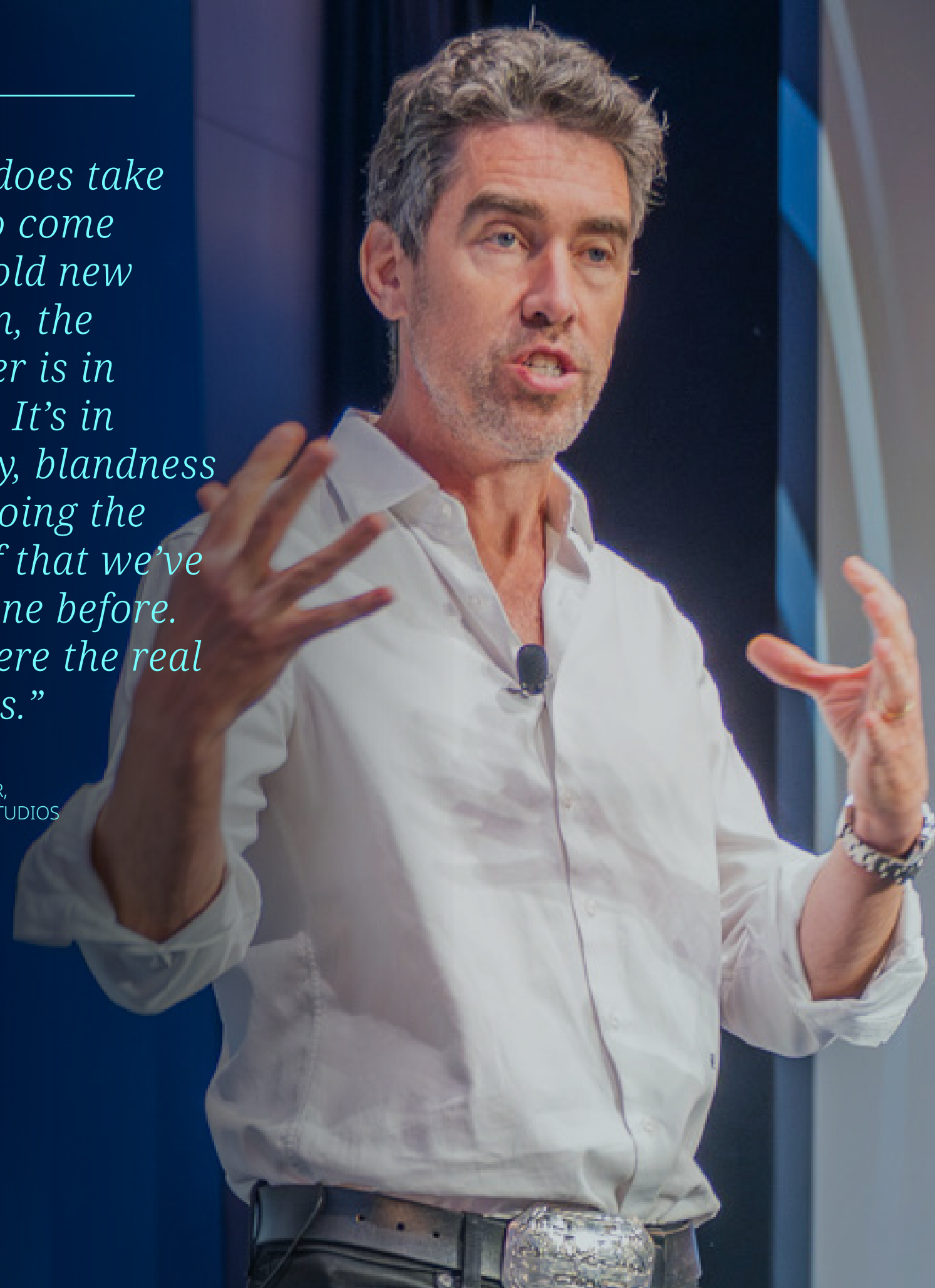
WATCH NOW

“By restructuring the business – making sure people knew what they needed to do, had the skills to do it, had KPIs and measurables – by implementing Stibo Systems Platform with workflows and then augmenting them with AI, we went from six weeks to set up a SKU to four hours.”

JEFF SUTTON
HEAD OF TRANSFORMATION AND CHIEF TECHNOLOGY OFFICER,
OFFICEMAX NEW ZEALAND

“While it does take bravery to come up with bold new innovation, the real danger is in sameness. It’s in conformity, blandness and just doing the same stuff that we’ve always done before. That’s where the real danger lies.”

JASON BEVAN
MANAGING DIRECTOR,
CONTENT CREATOR STUDIOS



KEYNOTE

FUEL YOUR ORGANIZATION WITH CREATIVITY AND INNOVATION

Jason Bevan, a veteran film marketer behind franchises like Harry Potter and The Dark Knight, emphasized the importance of taking bold risks and assembling diverse teams when building a culture of creativity and innovation. He illustrated this with examples like the Batmobile, which was deliberately designed without traditional car designers, and disruptive box-office successes like Joker and Barbie.

Jason shared several actionable strategies with attendees such as cultivating a positive atmosphere when brainstorming; changing environments to spark fresh thinking; getting comfortable with being uncomfortable; and grounding creative ideas in solid data.

MAINSTAGE HIGHLIGHTS

THE POWER OF B2B CUSTOMER DATA

Before companies can leverage AI to fuel their strategic initiatives, they need a trustworthy data foundation. Yet, many organizations are facing dual data challenges: They're drowning in siloed customer information, and that customer data is constantly changing.

Stibo Systems' Jignesh Patel shared how our Business Partner Data Cloud solution enables companies to solve these problems through two approaches. First is the consolidation approach, which enables users to **create, sustain and govern a single version of the truth** across those siloed islands of information. The second is a central authorship approach, which enables **more authoritative control and governance around the creation of customer data, so users can ensure they're creating it right the first time.**

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Interested in learning more about Business Partner Data Cloud?
Contact us at connect@stibosystems.com

“No more mistaken identities. No more losing track of customers. Turn clean, connected data into your most powerful commercial asset.”

JIGNESH PATEL
SENIOR DIRECTOR, PRODUCT STRATEGY,
STIBO SYSTEMS





FIRESIDE CHAT

MANITOU GROUP

Stibo Systems' CSO Mike Blough sat down with Manitou Group's Randy Carey about how the industrial equipment manufacturer is evolving into a more global, digital and agile organization. He shared how the company uses Stibo Systems Business Partner Data Cloud to **create a unified view of its business partner data**, which is then pushed to its critical business systems.

Randy shared how Manitou is currently using AI for warranty scoring, drastically reducing approval times while flagging fraudulent claims. The company is also exploring digital twins for its equipment to enable real-time equipment monitoring.

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“Before, we used to create dealers in all of our separate systems globally. Today, it’s now in one system. It’s controlled, good quality, and it brings a higher value to the organization. So now we know who our dealers are, what they’re responsible for, and what product lines they carry.”

RANDY CAREY
DATA EXPERIENCE, IT DIRECTOR,
MANITOU GROUP



FIRESIDE CHAT

THE CLOROX COMPANY

Stibo Systems' CEO Adrian Carr sat down with Chau Banks from The Clorox Company to discuss the CPG brand's impressive five-year business transformation. Throughout the journey, the company followed a clear guiding principle – "lead with data and enable through technology" – when future-proofing systems, building new capabilities and implementing S/4HANA.

A key decision was to keep Stibo Systems Platform as the core of its data across multiple domains. Chau emphasized the importance of organizational change management to ensure people understand why master data is foundational. Her advice for ERP implementations? Plan ahead, prioritize data readiness and quality, and involve business teams from the start.

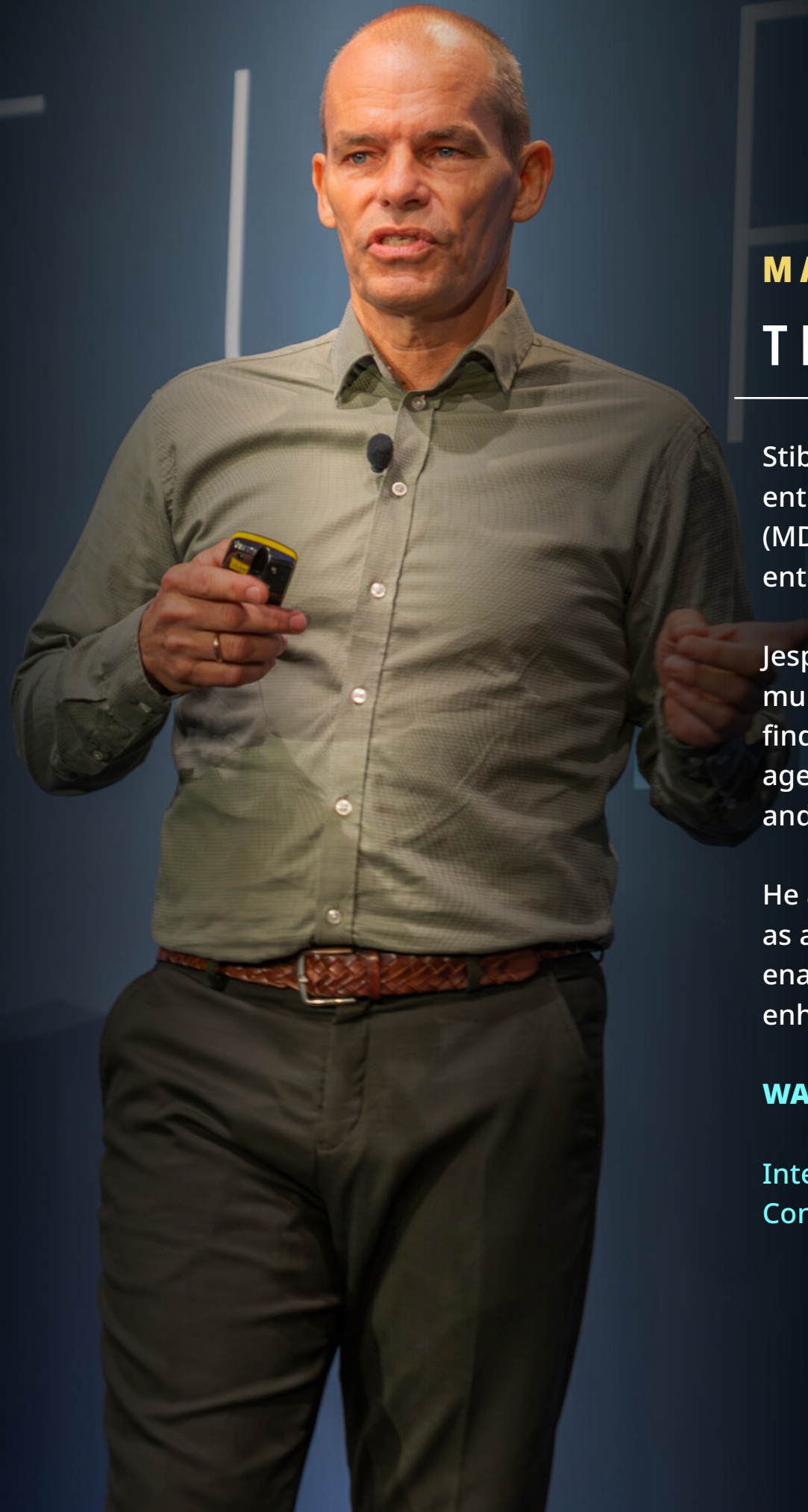
WATCH NOW

"When I hear data is green and data is 100%, it just makes me really proud."

CHAU BANKS
SENIOR VICE PRESIDENT AND CHIEF INFORMATION AND DATA OFFICER,
THE CLOROX COMPANY

“As everybody else is racing to build AI applications, we’re building the data infrastructure that makes AI enterprise ready. We’re not just participating in this evolution. We’re enabling it.”

JESPER GRODE
SENIOR DIRECTOR, PRODUCT INNOVATION,
STIBO SYSTEMS



MAINSTAGE HIGHLIGHTS

THE FUTURE OF MDM IS AGENTIC

Stibo Systems’ Jesper Grode mapped out five layers of the AI enterprise landscape, explaining how master data management (MDM) provides the trustworthy, governed data that makes enterprise AI work reliably and effectively.

Jesper showcased Stibo Systems’ agentic MDM prototypes, where multiple agents handle tasks like reviewing supplier offerings, finding missing images and generating marketing content. The agents can accelerate processes while keeping humans in the loop and business processes intact.

He also announced the limited availability of Stibo Systems Data as a Service (DaaS) Model Context Protocol (MCP) Server, which will enable conversational agents to serve master data in real time for enhanced online commerce experiences.

WATCH NOW

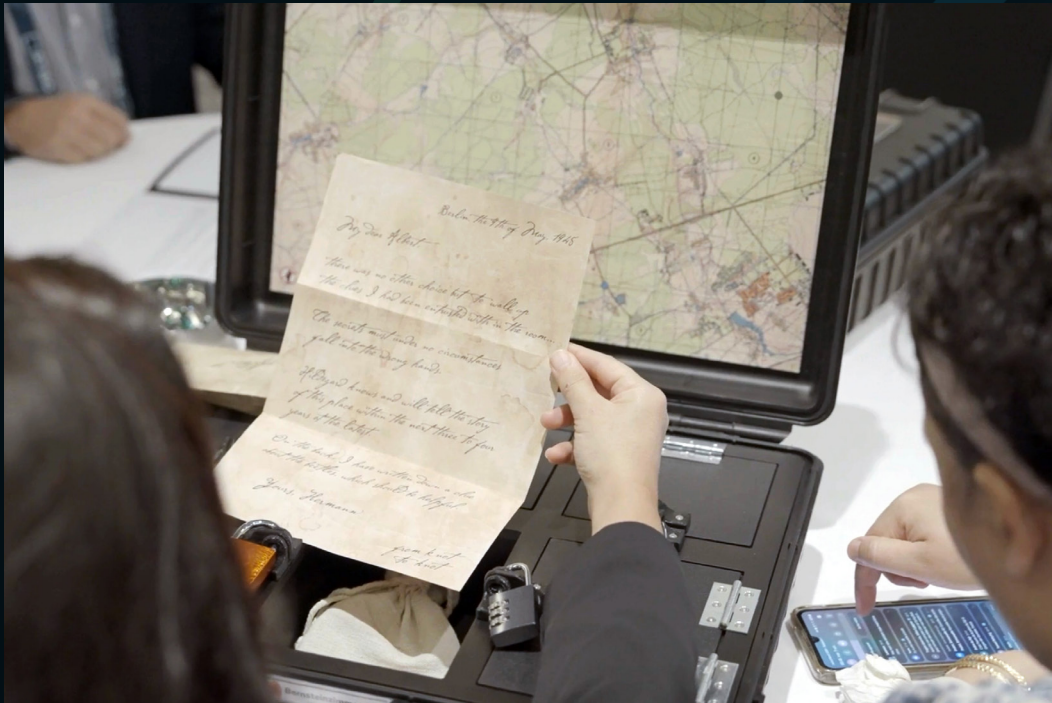
Interested in learning more about Stibo Systems DaaS MCP Server? Contact us at connect@stibosystems.com.

CONFERENCE HIGHLIGHTS



WELCOME RECEPTION

The first night in Berlin was the perfect blend of traditional German charm and cutting-edge innovation. Attendees savored classic currywurst and pretzel boards while getting a taste of the future with Mixly, an AI bartender that turned song selections into custom cocktails and mocktails. Guests wandered between classic and 360° photo booths and a caricature artist, capturing memories and collecting personalized keepsakes.



REGIONAL MEETUPS

Regional meetups paired local peers for speed networking and escape room challenges. These interactive sessions turned networking into an adventure, helping attendees forge genuine connections in an engaging, collaborative environment.

CONFERENCE HIGHLIGHTS



SESSIONS, TRAINING AND DEMOS

The agenda was packed with business, technical and customer-led sessions, training and demos, with AI dominating the conversation and driving attendance at the most popular breakouts:

- Mastering Product Data Onboarding with Agentic AI: Reducing Effort, Increasing Quality
- AI-Powered Paths to Operational Excellence
- AI Meets MDM: Powering the Future with Copilots, Model Context Protocols, and Customer Innovation



CONNECT MARKETPLACE

The Connect Marketplace had it all: sponsor booths, theater sessions on hot topics like agentic AI and compliance, and the ever-popular Genius Bar. Those expert-led 1:1 meetings were completely booked, with 150+ appointments over three days. Turns out, nothing beats time with the people who know Stibo Systems' solutions inside and out.

CONFERENCE HIGHLIGHTS



WOMEN IN TECHNOLOGY

This year’s Women in Technology luncheon brought together 50 women for honest conversations about career journeys, overcoming obstacles and creating networks that lift each other up.



ONBOARDING CONNECTION BOOTH

Attendees got a live, hands-on look at how product data onboarding works. Using real customer data models from their own Stibo Systems setup, participants could connect with top brands, see how data flows from business partners, and experience the onboarding process in action.

CONFERENCE HIGHLIGHTS



CONNECT PARTY

Berlin's historic Arminius Markthalle set the scene for a fantastic night of food, music and pure celebration. Attendees explored bustling food stalls while enjoying stilt walkers, a marionette duo, the "Berlin Späti" wheel of fortune and a musical dessert cart. The Alfred Mehnert & Das Berlin Metropol Orchestra traded sets with a DJ, keeping the dance floor packed all night.



STIBO SYSTEMS STORE

Throughout Connect, attendees earned points through app activities to redeem exclusive company merchandise at the Stibo Systems store. From branded apparel to tech accessories, there was something for everyone to choose from – including the must-have Stibo Systems socks!

CUSTOMER INNOVATION AWARDS

AMAZING RESULTS FROM OUR AMAZING CUSTOMERS

Congratulations to this year's award winners

Lyreco

Best Master Data Strategy

Mitchells & Butlers

AI-Driven MDM Transformation

Diageo

Product Experience Excellence

Manitou Group

Customer Experience Excellence

Bosch

Platform Innovator of the Year

Hager Group

Better Data, Better Business, Better World



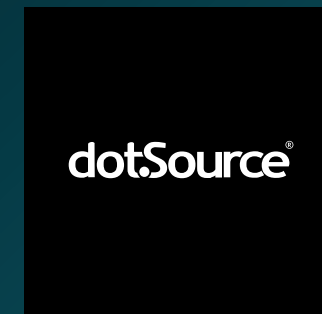
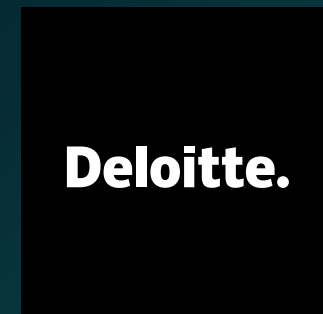
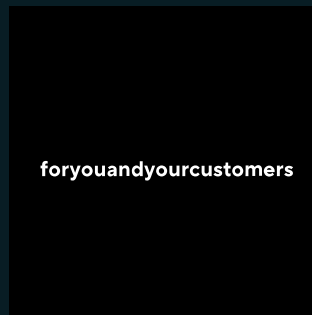
“Thrilled to receive the Product Experience Excellence Award on behalf of Diageo, among 120+ global brands in Berlin. This milestone celebrates how far our teams have come in shaping a connected, AI-ready future through our Product Experience Management (PXM) journey. We shared how intelligent product data, powered by AI and design thinking, enables agentic commerce – where every product story inspires a purchase moment. This recognition reflects our commitment to turning trusted data into richer, more consistent and more discoverable experiences across retailers and channels.”

PRASANNA KUMAR
GLOBAL DIGITAL COMMERCE EXPERIENCE DIRECTOR,
DIAGEO

SPONSORS

A BIG THANK YOU TO OUR CONNECT 2025 SPONSORS

We are grateful for your partnership, advocacy and commitment to innovation. Here's to shaping the future together.





CONNECT 2025

THE TAKEAWAY

To close out the event, attendees were presented with a piece of history to remember the event and the connections made. These colorful pieces of the Berlin wall originated from the west side, where the concrete barrier had been transformed into a canvas of hope and unity through vibrant graffiti.



An aerial photograph of a city skyline at sunset. The sky is filled with orange and yellow clouds. In the foreground, a wide river flows under a large, multi-arched bridge. The city skyline is visible in the background, with several tall skyscrapers. The text "CONNECT 2026" is overlaid in the top left corner.

CONNECT 2026

AUSTIN

SAVE THE DATE – SEPT 28-30

SEE YOU NEXT YEAR!