

## AGENDA Evening Reception, Monday, 30th of January

Location: Hotel Dolce at "Stephan's Bar", next to the hotel lobby

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6:00 pm **Registration**

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6:30 pm **Networking together**

Enjoy welcome drinks & winter BBQ and expert talks in a relaxed atmosphere

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## AGENDA Conference, Tuesday, 31st of January

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8:00 am **Breakfast talk with hybris expert**

Take this opportunity to meet with hybris experts and partners, at Hotel Breakfast-Room

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9:00 am **Conference Opening**

Ariel Lüdi, CEO & Member of the Board, hybris

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9:30 am **hybris and iCongo join forces to create a global market leader in multichannel commerce**

Carsten Thoma, COO & Member of the Board, hybris

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10:00 am **Unify the best elements of both companies' technologies and services**

**Product Integration and Roadmap**, Thomas Hertz, SVP Products, hybris

**Delivery Model and Service Offerings**, Katrin Günter, SVP Global Services, hybris

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10:40 am **Opening up New Markets**

**Customer Keynote: Brightpoint.Inc. USA**, Jeremy Rogers, Director e Business

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11:00 am **COFFEE -BREAK**

One on One-Meetings

Visit the hybris Showcase featuring mobile POS and mobile tag wall at the hybris & Partner booth  
(Paul Ramshaw & Team)

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11:20 am **A truly integrated multi-channel environment makes commerce complete**

**Product strategy**, Stefan Schmidt, VP Product Strategy, hybris

**Handle large volumes of data**, Andy Bucksteeg, Director Technology, hybris

**Data management as prerequisite for good customer experience**, Molly Williams, Senior Product Strategist, hybris

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12:20 pm **LUNCH**

One on One-Meetings

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1:20 pm **A truly integrated multi-channel environment makes commerce complete (continued)**  
**Superior customer care through Order Management**, Lisa de Souza, Product Owner for Order Management, hybris  
**Combining social, local and mobile commerce to provide a compelling shopping & customer service experience for your customers**, Paul Ramshaw, Product Strategist, hybris  
**Reporting in a multi-channel environment**, Kathleen O'Brien, Product Strategist, hybris  
**hybris Accelerator for faster time to market**, Kees de Vos, VP Business Consulting, hybris

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2:40 pm **Speed up your time to market: A hybris Accelerator Project**  
**Customer Keynote: Les Facettes**, Emanuel Schleussinger, CTO

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3:00 pm **hybris Multichannel Accelerator for new Verticals – Telco and Digital Products**

- **hybris' approach for "non-traditional retail" verticals**
- **E-commerce for digital and subscription based products**
- **Accelerator solutions for Telecommunications and Digital industries**

Moritz Zimmermann, CTO, hybris

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3:20 pm **Modern Shopkeeping: Directing for multichannel success**  
**Customer Keynote: Lakeland Ltd. UK**, Tony Preedy, Marketing Director

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3:40 pm **COFFEE -BREAK**  
One on One-Meetings

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4:00 pm **hybris Services**  
**Managed Services**, Jan Hübbers, VP Support & Application Management, hybris & Josh Ostrega, GVP Managed Services, hybris  
**Professional Services – a global team of experts to assure your project success**, Stephen Hardy, VP Professional Services, hybris / John Keating, VP Services North America, hybris

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4:40 pm **hybris Partner Ecosystem**  
**Introduction & Update** Frank Schoutissen, VP Channel, hybris  
**hybris Partner-Speech**  
**Partner enablement and certification update**, Ulf Bonfert, Director Partner Enablement, hybris

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5:20 pm **Multichannel – the way forward**  
Kees de Vos, VP Business Consulting, hybris

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5:40 pm **General Session**, Carsten Thoma, COO & Member of the Board, hybris  
Discussion: What are YOUR future priorities?  
What do you expect from hybris?  
Wrap Up

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6:15 pm **End of conference**  
Optional One on One-Meetings