

STRATEGY UPDATE

Platform Strategy

IXM GRID



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DIGITAL IN-STORE MARKET TRENDS

- Modern retail turns to a **Unified Commerce** approach
- IXM is an integral part of this online communication strategy
- Software has become the “heart” of digital in-store projects

- Exchange of information and experience between platforms
- Integration in the organisation’s workflows and processes

LEADING INTO THE **FUTURE**

Outstanding product

- Innovative features, focusing on customer value
- State of the art cloud-based technology with a modern UX framework
- High scalability, security and performance for global projects

Highly modular architecture

- Creation of market-specific products
- Bespoke solutions for large customers
- Fast integration of future acquisitions

IXM GRID DEVELOPMENT PRINCIPLES

**CLOUD
NATIVE**

**MICRO
SERVICE**

**GREENFIELD
APPROACH**

IXM GRID ARCHITECTURE



IXM GRID CAPABILITIES

Hyper-modular approach

Open architecture for future content
and application types

IXM GRID CAPABILITIES

New content publishing philosophies

Scalable organization management
for large customers

IXM GRID CAPABILITIES

Leverage AI capabilities

IXM GRID CAPABILITIES

User-centric approach

Process and workflow intelligence

IXM GRID CAPABILITIES

Extensive integration capabilities

Support of customer-specific applications and extensions

POWERING NEXT GEN IXM PLATFORMS

dise

GRASSFISH

User Experience and modules as differentiating factors between products
IXM Grid group standard for Backend and Playout

GROWTH STRATEGY

SCALABILITY

Partnerships

New DISE and Grassfish partners

IXM Grid

IT infrastructure supporting global scalability

One ERP

IT infrastructure supporting global expansion

GLOBAL REACH

Expand Partner Community

Consulting Partners
Integration Partners
Technology Partners

Top-tier Customers

Global Brands
Leading Retailers

Acquisitions

Partners and Customers
Market Reach
Platforms

VERTISEIT CAPITAL MARKETS DAY 2024

ACQUISITION STRATEGY

WHY

- Fuelling growth
- Proven M&A Track-record
- Revenue Stickiness
- Low CAC
- Global Reach

HOW

- Platform for Growth
- Realising Synergies
- Preferred Acquirer

WHAT

- Partners and Customers
- Market Reach
- Platforms