

DMEXCO 2026 | B2B Commerce Stage

If you can't outprice them, outserve them

It's about running your customer business more efficiently
and preparing it for an agentic future.

Uwe Stefan Fricke | EVP Go-to-Market

ACT I

The world
just got harder
for western
manufacturers.

You cannot control all of that.

But you can control how efficiently you run your business.

1.7%

Advanced-economy
growth in 2026
not enough to grow
your way out

2–3x

EU electricity prices
versus the US
a structural cost
disadvantage

-25%

EU target to reduce
administrative burden
bureaucracy is a
competitiveness issue

You cannot control all of that.
But you can control how efficiently you run your business.

+315%

Robot imports

EU imports of Chinese industrial robots in one year — prices down 29%.

14%

World exports

China's share of world exports — already ahead of Germany's ~8%.

€360bn+

Trade surplus

China's 2025 trade surplus with the EU — still growing double-digits.

We can't out-cheap that. We have to out-serve it.

Growth is limited in majure industries. Costs are higher.
People are scarce. And complexity is increasing.

The answer is not cheaper products



The answer is better customer business.

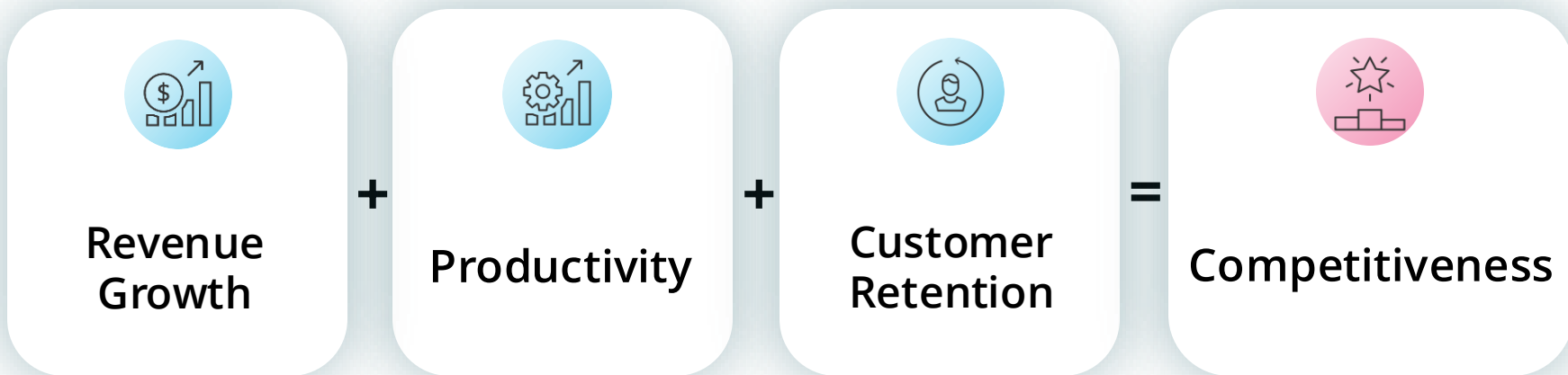


More service. More uptime. Less friction.



Created with AI assistance.

If the environment won't give you growth, productivity becomes strategic.



“If you can’t hire your way out of the problem, you have to automate your way out of it”.
Digital commerce is one answer for that challenge.

B2B Commerce is self-service.

HISTORICALLY

Who delivered the advice

Catalogues & leaflets

Product data sheets

Sales reps & key accounts

Technical experts on the phone

AT SCALE

Who has to deliver it now

Search & recommendations

Visual product finder

Copilots for buyers

Self-service — 24/7, every time

The advisory function does not disappear. It has to be re-platformed.

ACT II

The job is no longer
to show products.
The job is to scale
expertise.

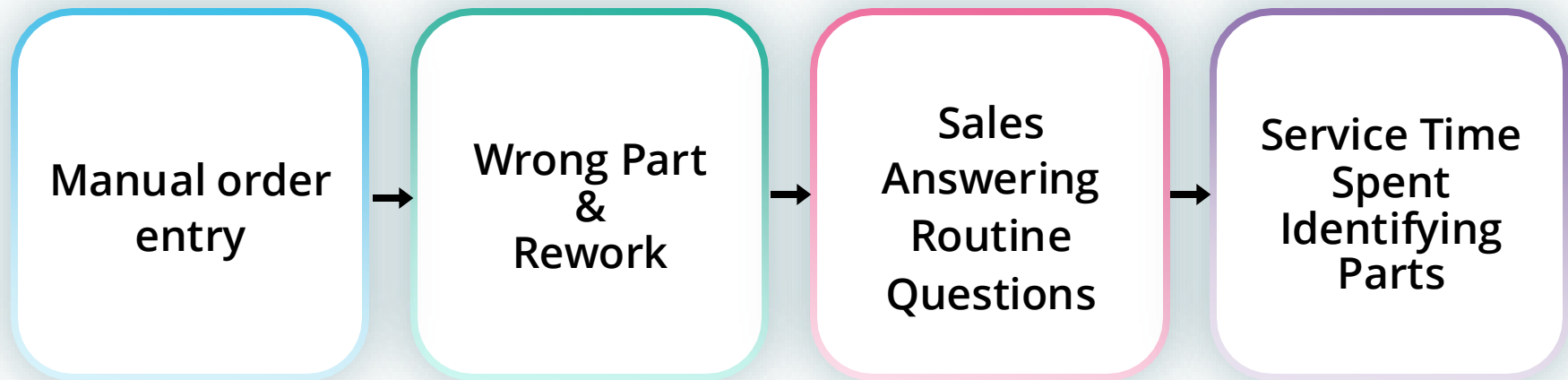
Find the right
spare part.

Check
compatibility
and contract
price.

Confirm
availability and
delivery.

Order without
waiting for a
salesperson.

The real cost problem is not the webshop.
It's the customer-facing operating model.



That is cost-to-serve. And it is still full of manual work.

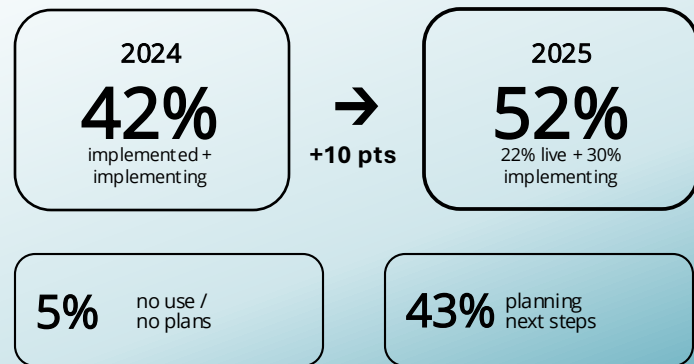
ACT III

AI is moving from
pilots to operating
models.



Adoption is scaling — and the digital commerce market is moving with it.

GEN AI IN COMMERCIAL PROCESSES



Source: McKinsey Global B2B Pulse Survey, Dec 2025, n=3,664.

WHAT THE MARKET IS OPTIMIZING FOR

1

AI & AGENTIC COMMERCE

Zero-click sales • intent-based personalization
conversational shopping • autonomous decisions

2

FUTURE-PROOF COMMERCE ARCHITECTURE

Open APIs • LLM interoperability
MCP / agent discovery • composable integration

3

INTEGRATED ADVANCED TECHNOLOGIES

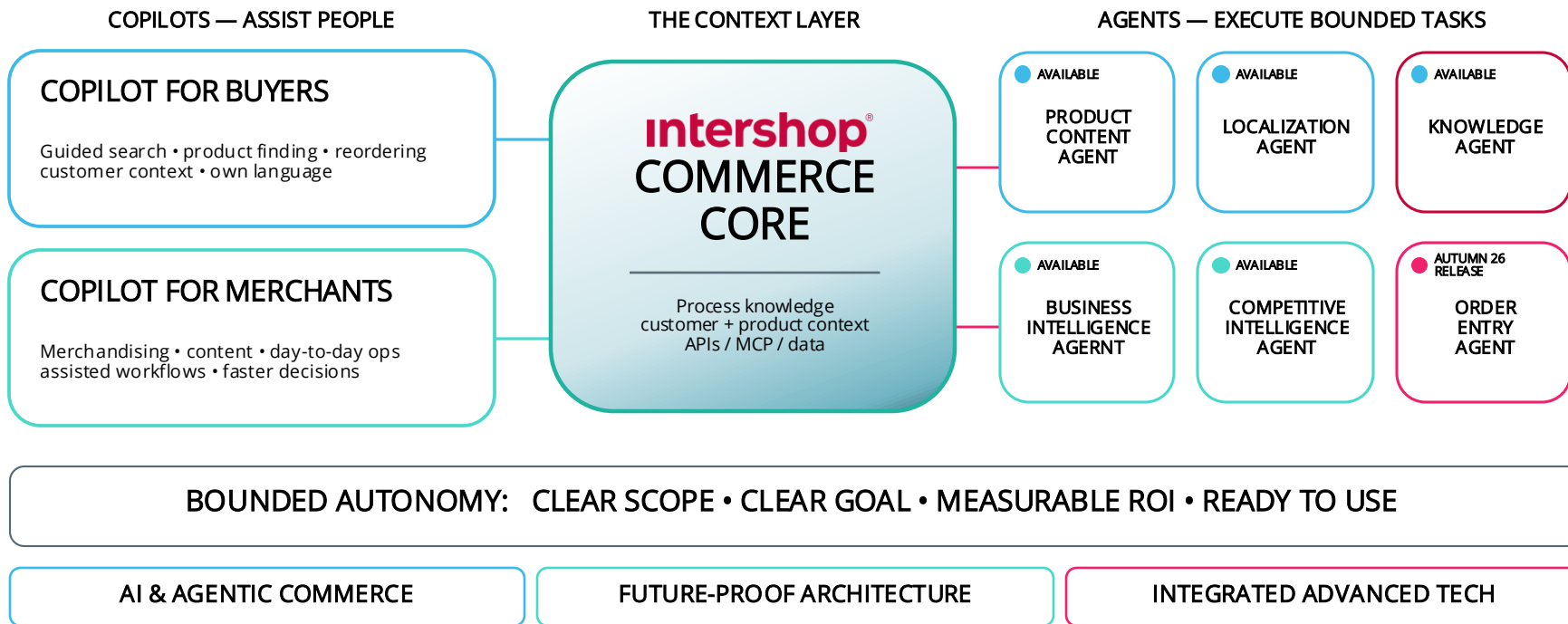
Personalization • competitive intelligence
visual product finding • pricing optimization

Source: Gartner Market Overview for Digital Commerce Platforms, Jul 2026.

The question is no longer “should we experiment with AI?”
It is “where should AI run the business?”

Copilots assist people. Agents execute work.

Intershop combines AI, process knowledge and commerce context into a scalable operating model.



Future proofing commerce architecture

Implementing agentic commerce standards in Intershop

ACP



Agentic commerce protocol

Developed by: OpenAI, Stripe

Used for: Product discovery and purchase by AI tools

On Intershop since Spring 2026:
ACP Product discovery feeds make your products more visible to high-intent customers in AI searches.

UCP



Universal commerce protocol

Developed by: Google

Used for: Product discovery and purchase by AI tools

On Intershop in Fall 2026:
The frontend is crawlable by UCP-supporting AIs, making your product more visible in AI searches.

MCP



Model context protocol

Developed by: Anthropic

Used for: Giving external AIs structured access to software with defined guardrails

On Intershop in Fall 2026:
Developer documentation is AI-friendly for easier customization with AI coding tools.

The strategic point: context & action must become accessible to ai –
securely, commercially and at scale.

Recognition is good. Execution makes AI real.

Intershop combines analyst trust, specialist focus and global delivery capacity.

Strong recognition across analysts

FORRESTER
5/5 scores in categories that matter most for B2B commerce.

Strong Performer

PARADIGM B2B
Rapidly emerging AI functionality.

11 of 12 medals

IDC
Modular stack with substantial B2B functionality out of the box

Leader

GARTNER
Digital Commerce Platform market view in progress.

October 2026

Why Intershop de-risks AI programs

100% independent

The only major eCommerce specialist that is fully independent.

EU-based

Anchored in Europe - relevant for governance, trust and compliance.

Global operation

Worldwide presence enables large programs following the sun.

What makes AI initiatives work

- Start from a measured business problem.
- Tie every use case to P&L and KPIs.
- Let outcome owners lead — not IT alone.
- Show wireframes, screenshots and value early.
- Plan change management and education from day one.

A great ai initiative has an owner, KPIs and a path to adoption

Don't only believe us – believe our customers.

Douglas Dynamics — dealer portal



75%

of dealers onboarded
in 3.5 months



+233%

User base
(1,500 → 5,000)



+328%

online ordering
in-season

B2B Commerce is no longer
about selling online.

inTIME East Coast

COMPUTERS | CONFERRING | NETWORKS | SERVERS | BUSINESS RENTAL | SPECIALS

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CHRONO CRUISER

CONSUMABLES

ADD-ONS

Temperature Controller \$194.00

Air Filtration \$195.30

Climate Control \$119.99

Servo Drive \$172.00

Temperature Controller \$194.00

Air Filtration \$195.30

Climate Control \$119.99

Servo Drive \$172.00

Navigation: Home / My Account / Machines / CHRONO CRUISER-114-301

Account Overview

- Purchases
- Order History
- Requestors
- Quoting
- Order Templates
- My Approvals
- Approvals
- My Machines
- Machines
- My Organization
- Addresses
- User Management
- Cost Center Management
- Claim Management
- Purchase
- My Profile
- Profile Settings
- Payment
- Logout

Consumables

- Add-ons
- Spare Parts
- Spare Parts - 3D Model
- Services

Intershop is **built to boost** your B2B business.

Thank you.

Uwe Stefan Fricke
EVP Go-to-Market at Intershop

