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Summit 25

Building the new Digital Experience Champion

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Hello!

Stephanie Kawan
Partner Manager DACH
Ibexa

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Summit 25

NEW RECORD

+300

Registrations

One of the most **exciting Agendas**

- Ibexa DXP Product Announcements!
- More than 40 workshops!
- Free Tech and Editorial Certifications
- Keynote with World Leaders from the Marketing and Digital IT landscape
- AI roundtable
- 5+ Customer experience sharing sessions
- 2 side events with Quable and Actito

Explore the Latest Innovations of Ibexa DXP

Get inspiration from World Leaders

Connect with your Peers and Extend your Network

Are you ready?

ibexa

Summit 25

Martech in 2025

Can composable platforms simplify your MarTech stack?

SCOTT BRINKER, EDITOR AT CHIEFMARTEC.COM

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HubSpot

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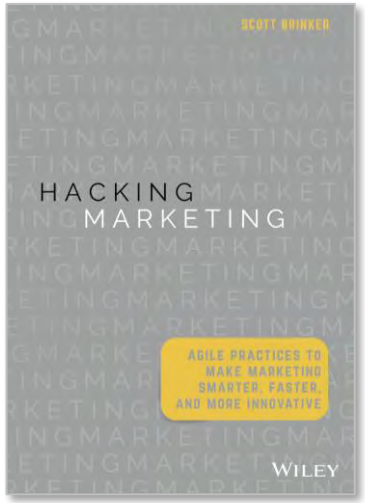
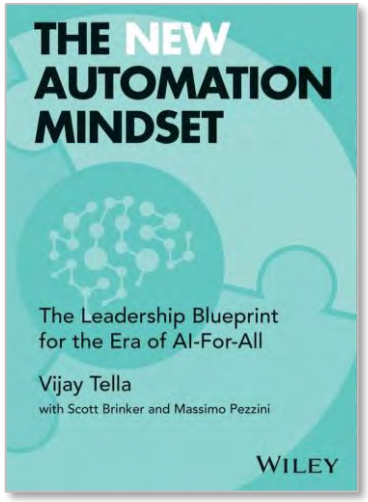
chiefmartec

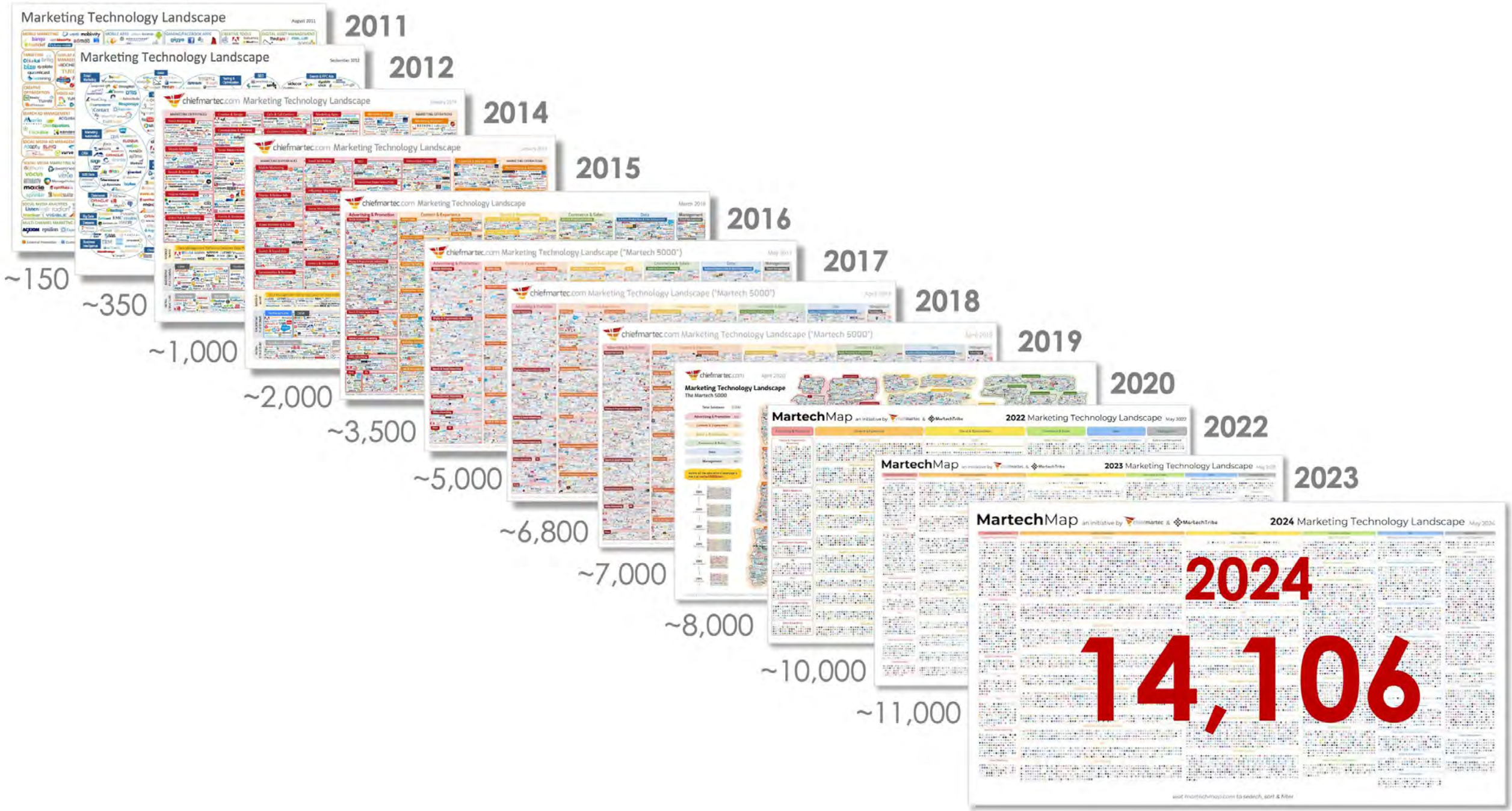
Editor



Author, Best-Selling
Hacking Marketing



Co-Author, Best-Selling
The New Automation Mindset


Marketing Technology Landscape
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~150
Marketing Technology Landscape
2012
~350
chiefmartec.com Marketing Technology Landscape
2014
~1,000
chiefmartec.com Marketing Technology Landscape
2015
~2,000
chiefmartec.com Marketing Technology Landscape
2016
~3,500
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
2017
~5,000
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2018
~6,800
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
2019
~7,000
chiefmartec.com
Marketing Technology Landscape
The Martech 5000
2020
~8,000
MartechMap an initiative by
2022 Marketing Technology Landscape
2022
~10,000
MartechMap an initiative by
2023 Marketing Technology Landscape
2023
~11,000
MartechMap an initiative by
2024 Marketing Technology Landscape
2024
14,106

MartechMap an initiative by chiefmartec & MartechTribe

2024 Marketing Technology Landscape May 2024

visit martechmap.com to search, sort & filter

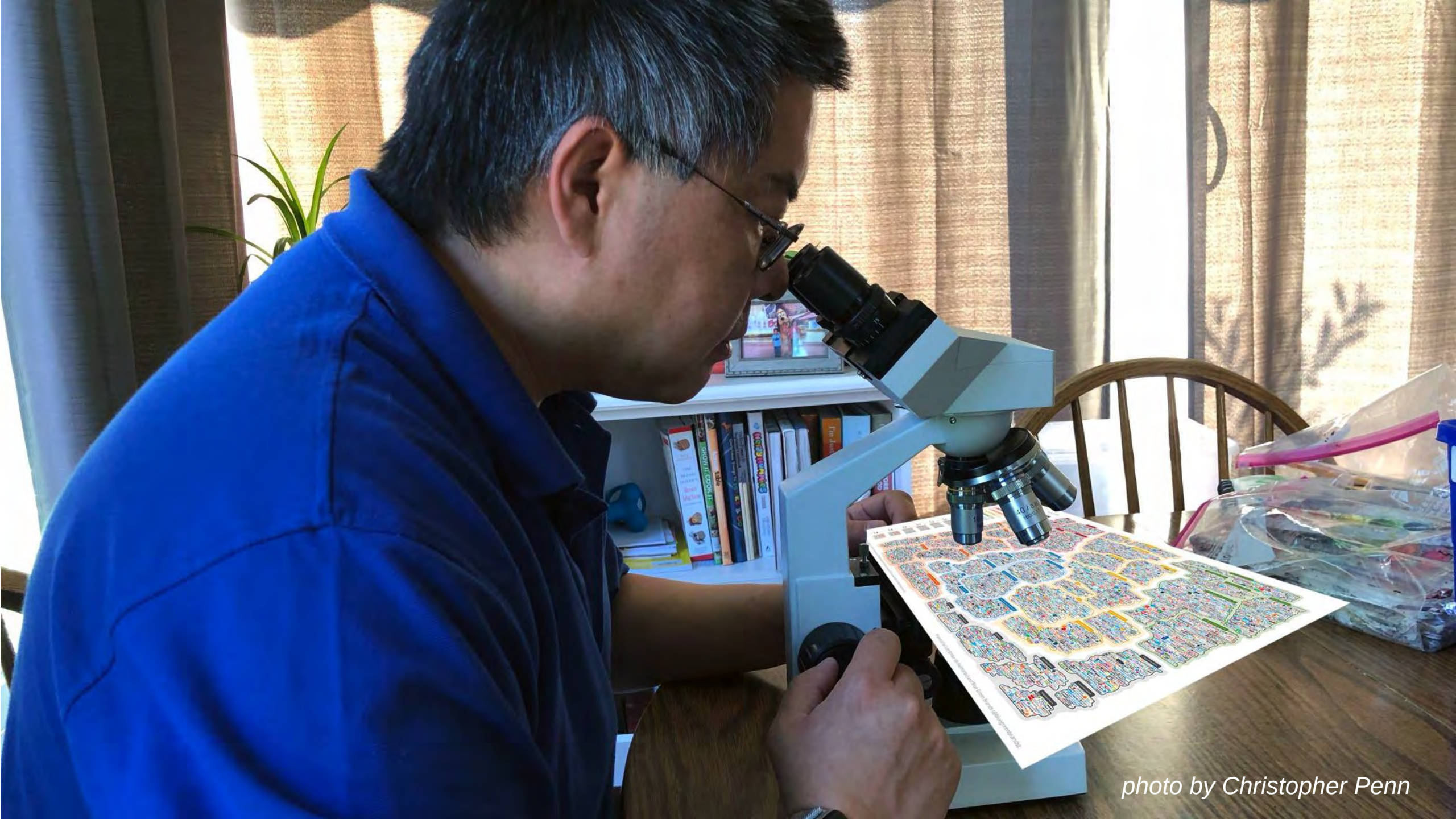
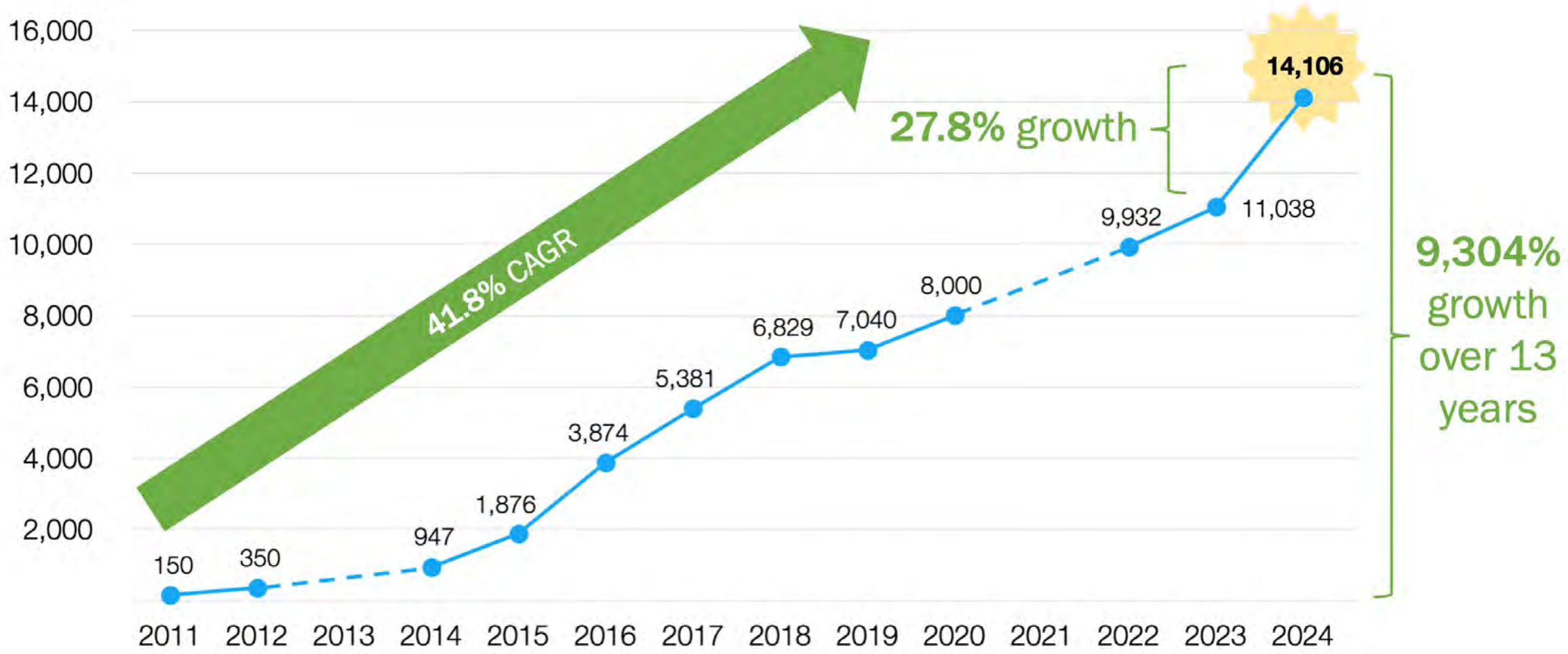
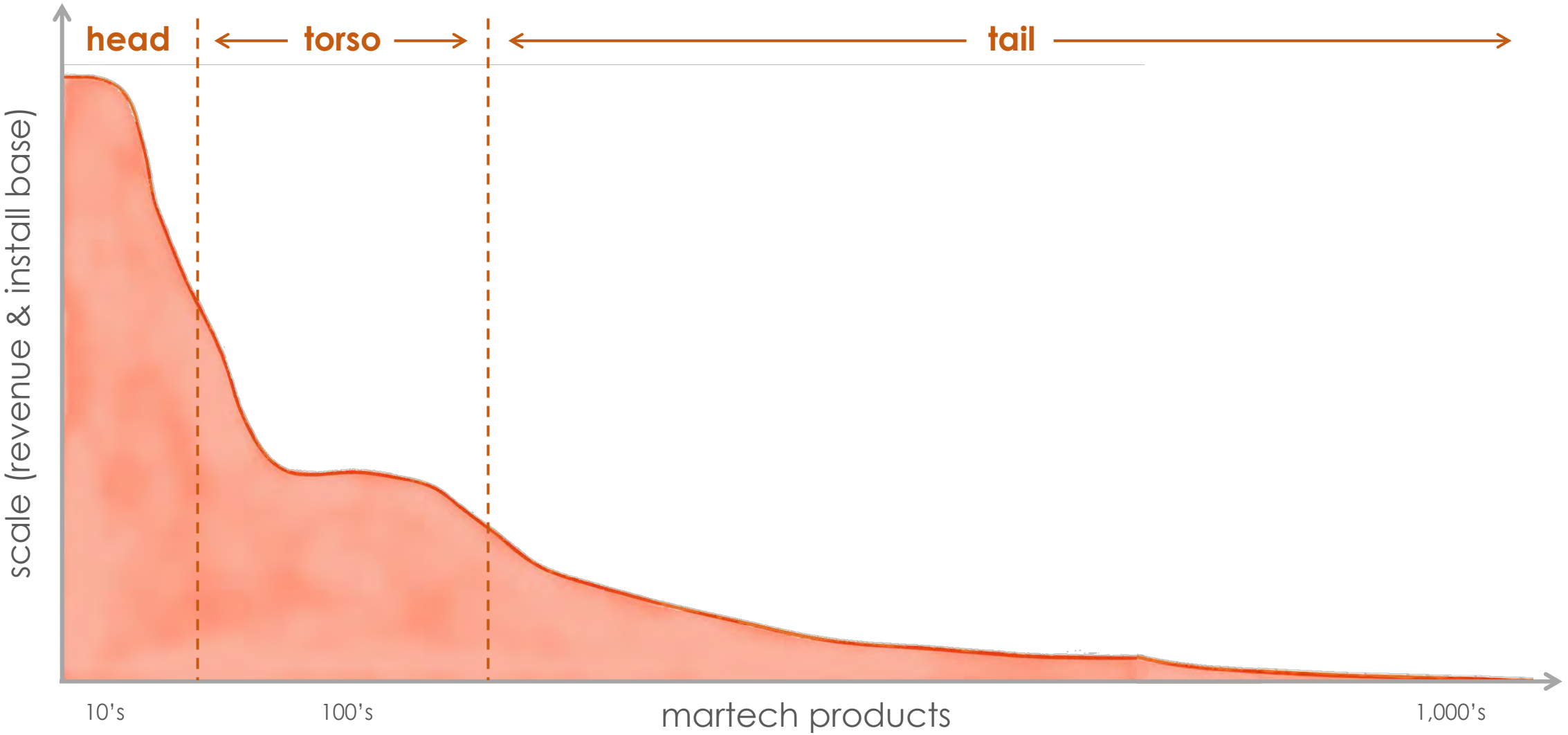
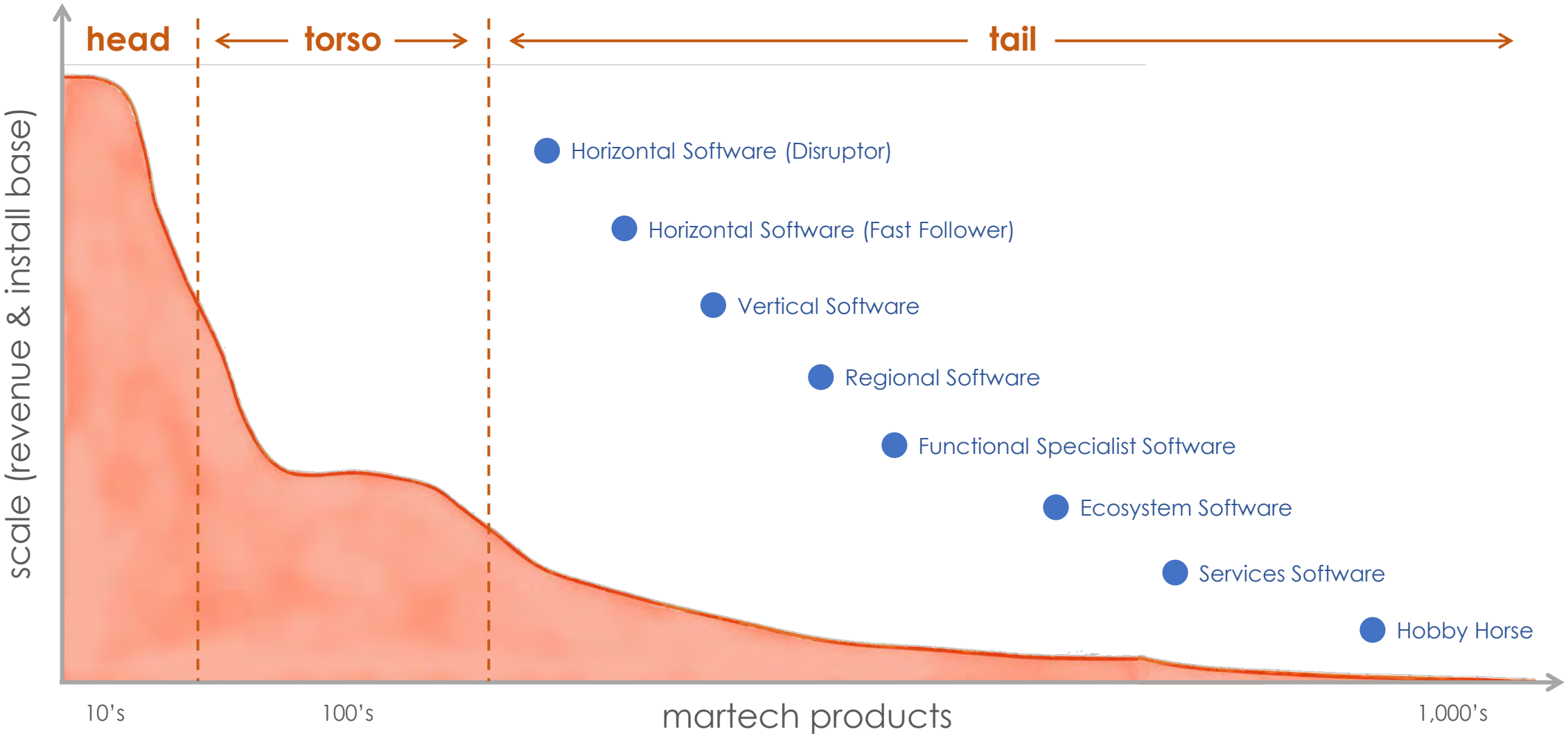
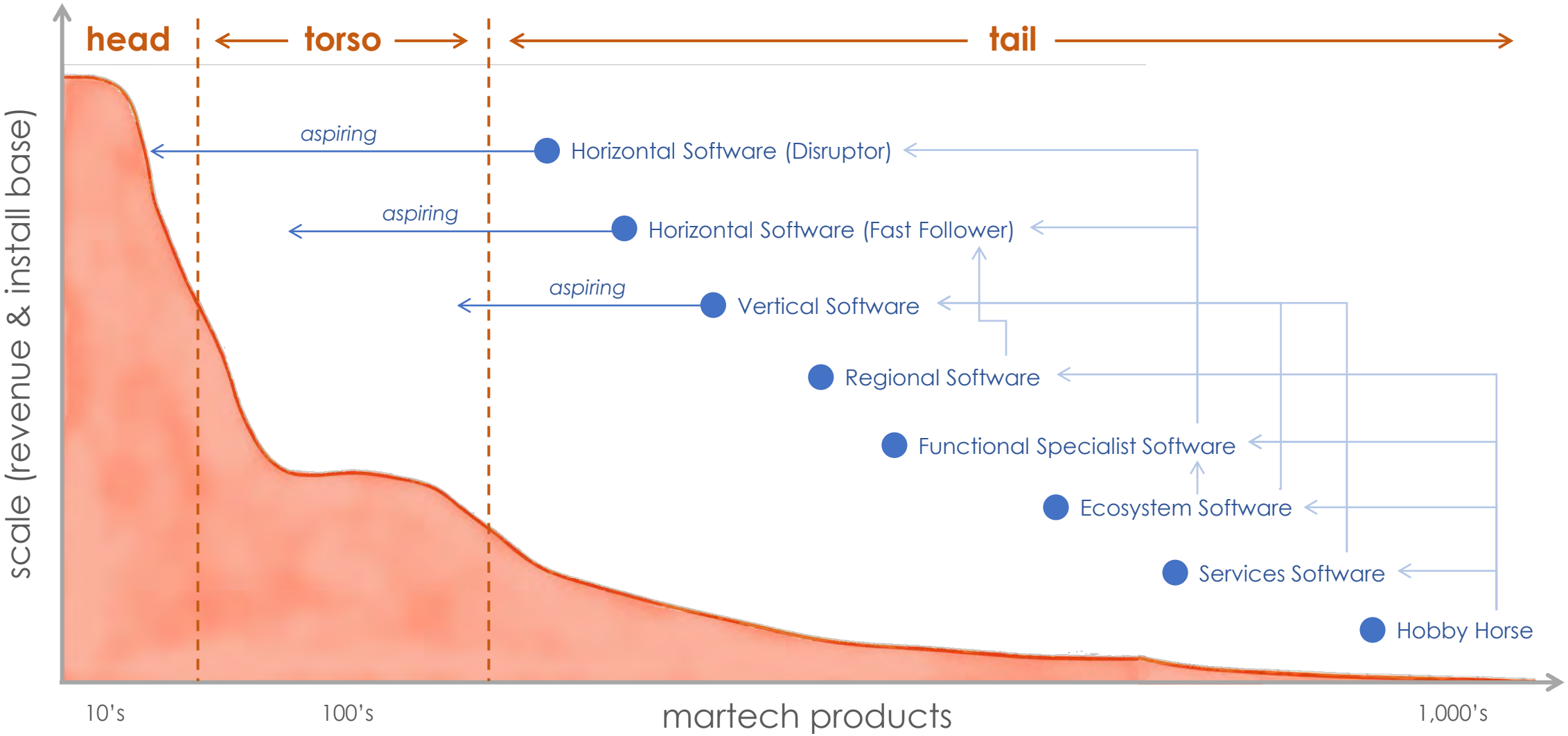


photo by Christopher Penn

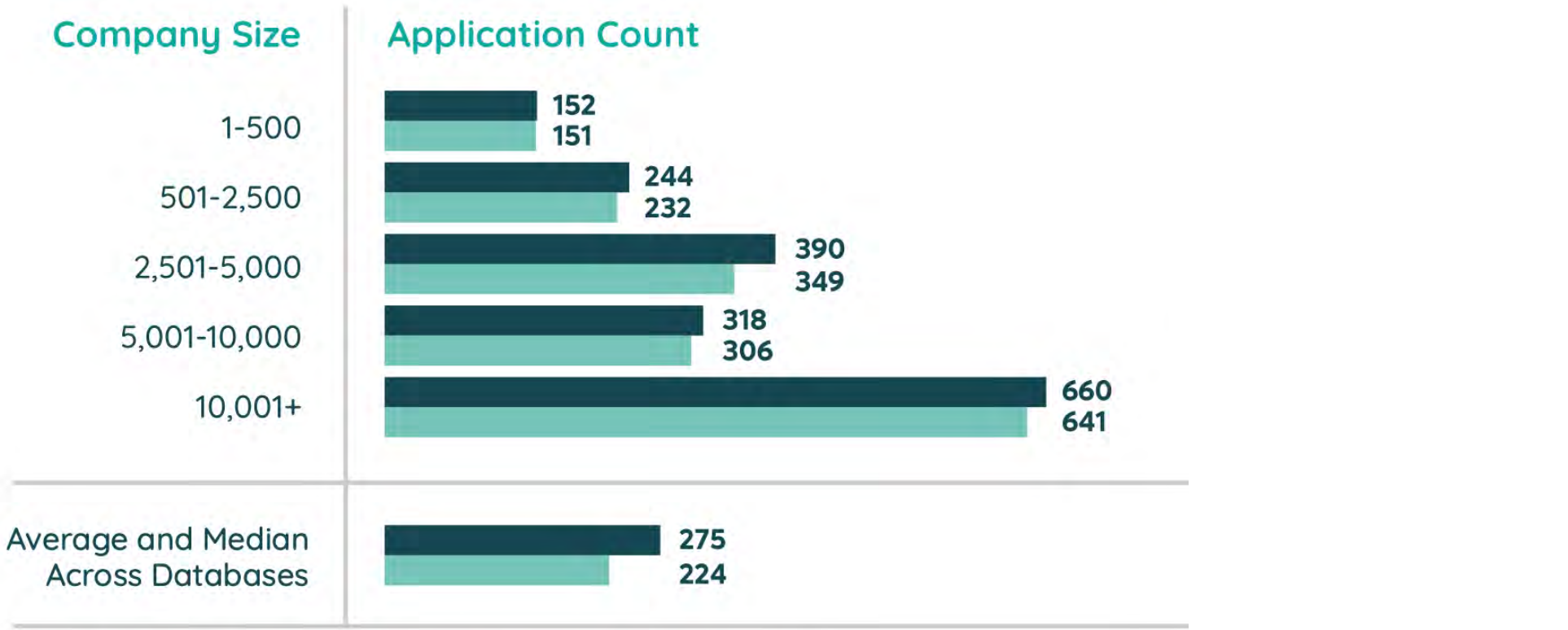

16,000
14,000
12,000
10,000
8,000
6,000
4,000
2,000
41.8% CAGR
27.8% growth
9,304% growth over 13 years
14,106
11,038
9,932
8,000
7,040
6,829
5,381
3,874
1,876
947
350
150
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024


head
torso
tail
scale (revenue & install base)
10's
100's
martech products
1,000's


head
torso
tail
scale (revenue & install base)
Horizontal Software (Disruptor)
Horizontal Software (Fast Follower)
Vertical Software
Regional Software
Functional Specialist Software
Ecosystem Software
Services Software
Hobby Horse
10's
100's
martech products
1,000's

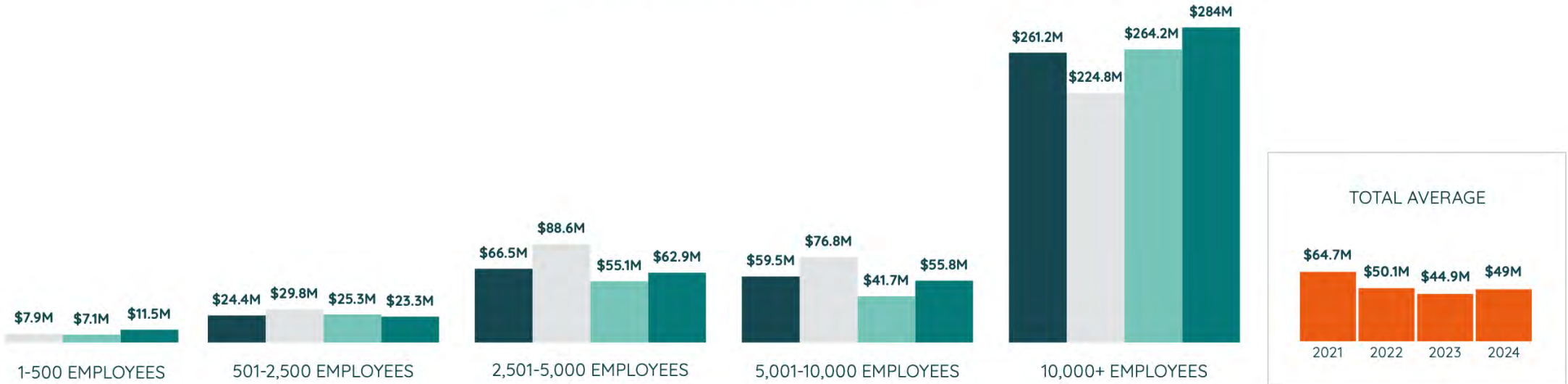

head
torso
tail
scale (revenue & install base)
aspiring
Horizontal Software (Disruptor)
aspiring
Horizontal Software (Fast Follower)
aspiring
Vertical Software
Regional Software
Functional Specialist Software
Ecosystem Software
Services Software
Hobby Horse
10's
100's
martech products
1,000's

SaaS Portfolio Size and Spend



Source: Zylo 2025 SaaS Management Index Report

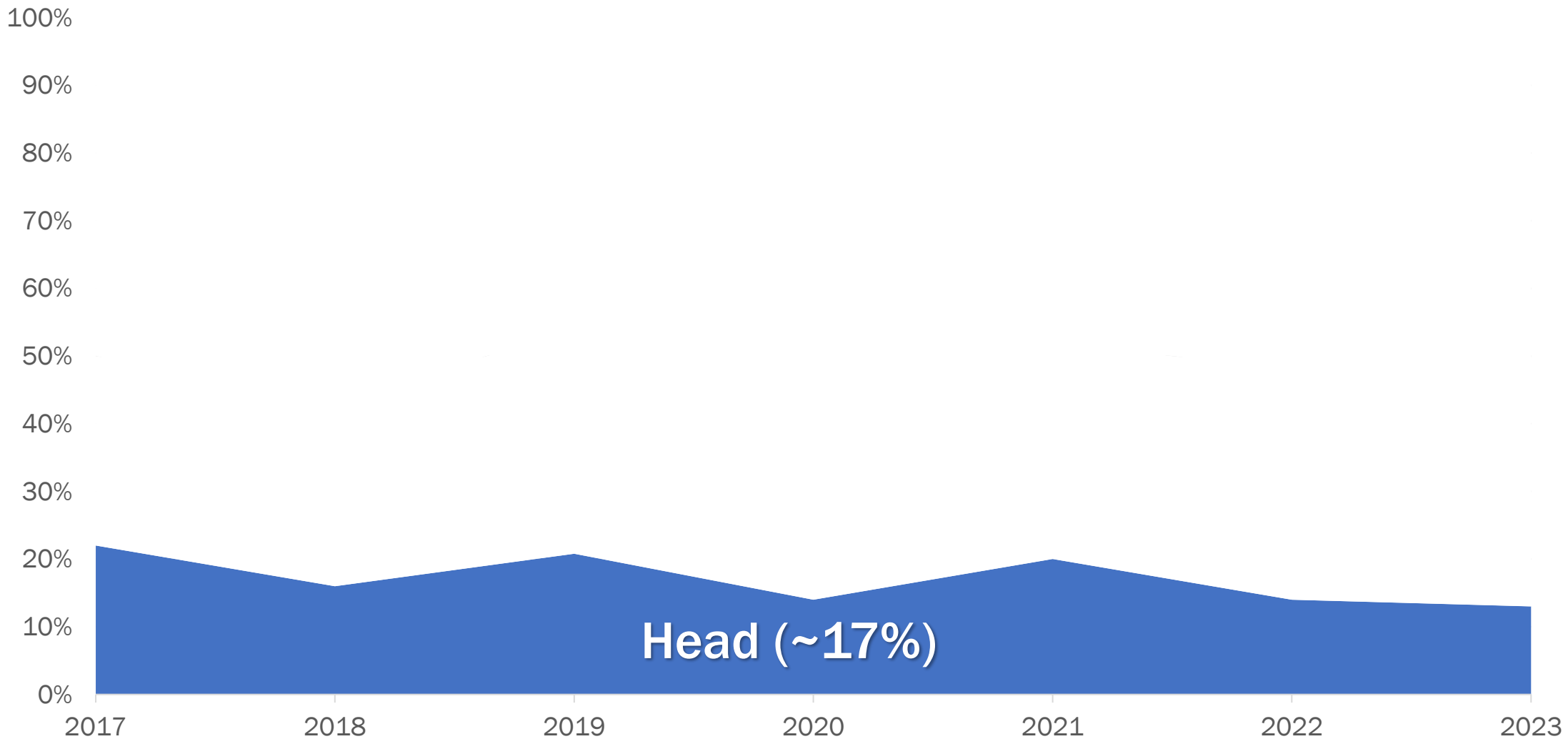
Average SaaS Spend Year Over Year



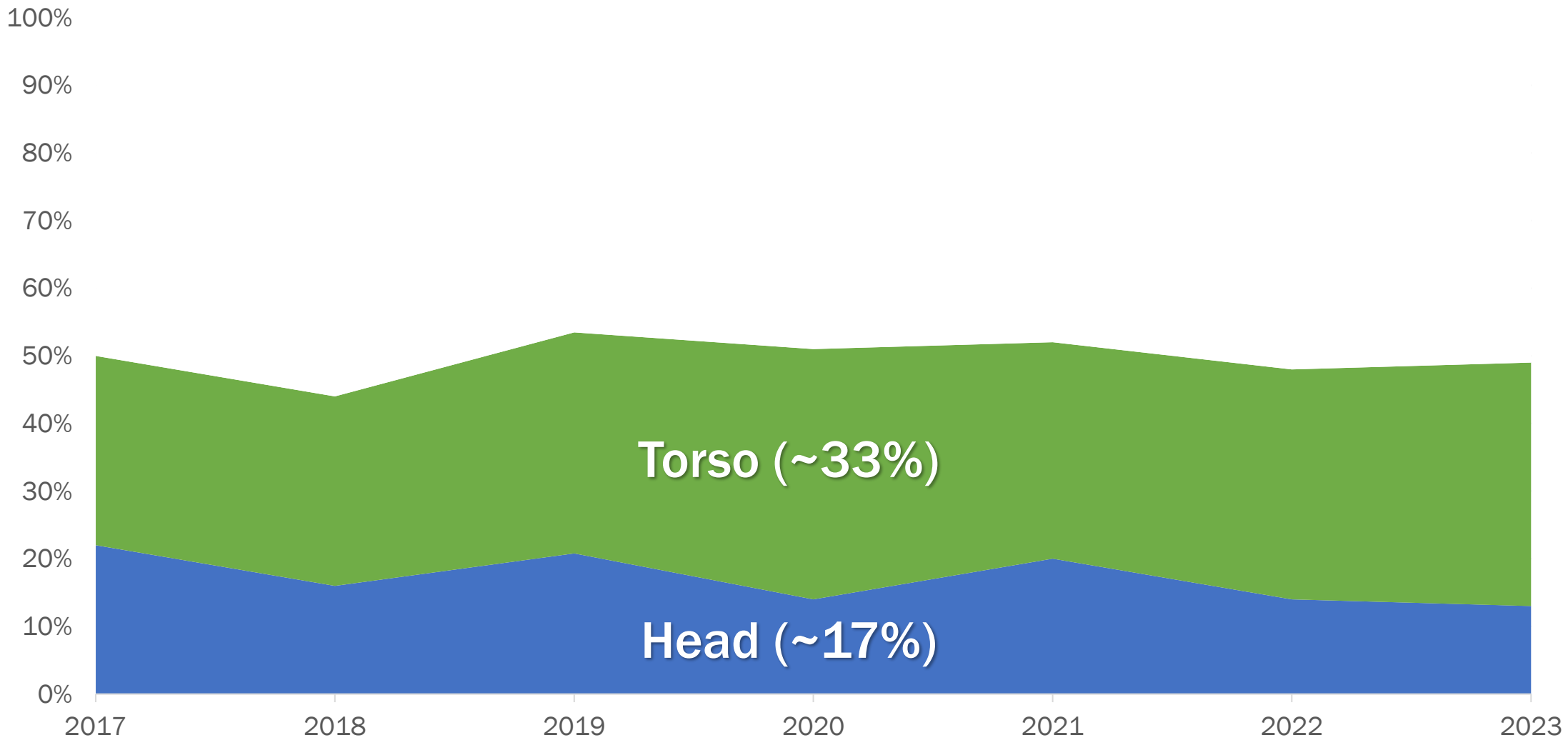
Average Portfolio Size Year Over Year

Source: Zylo 2025 SaaS Management Index Report

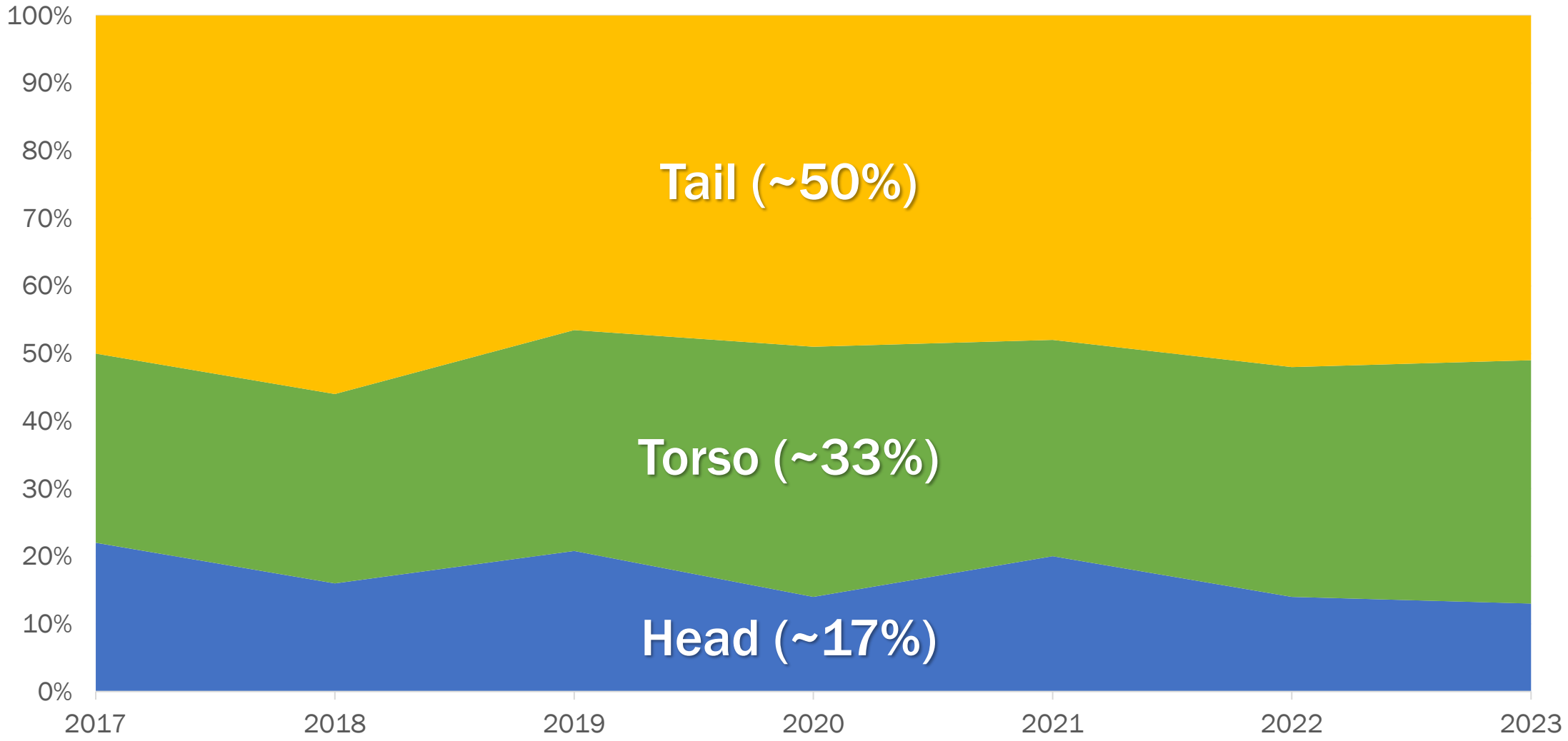
Distribution of Products in Martech Stacks



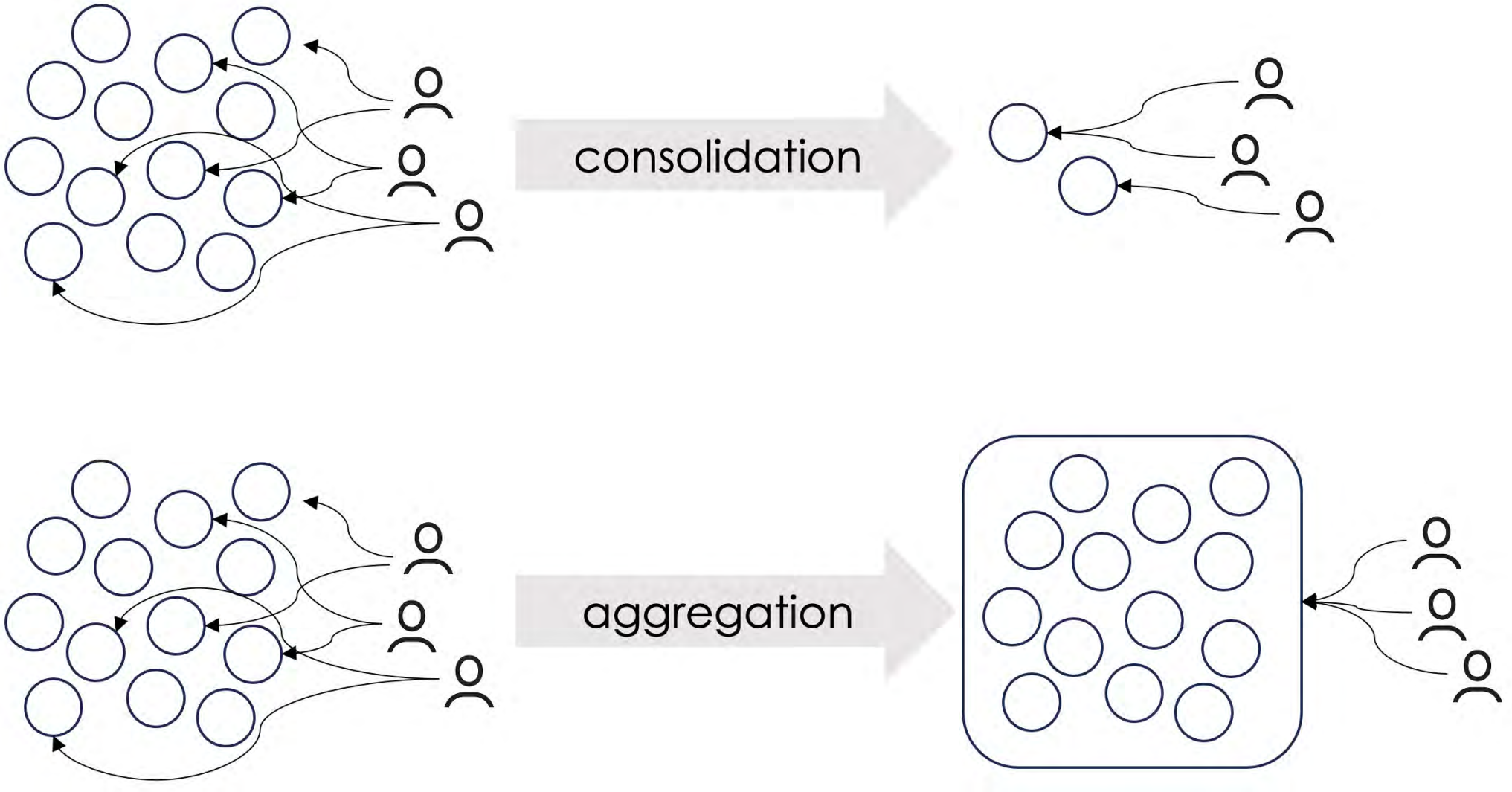
Distribution of Products in Martech Stacks



Distribution of Products in Martech Stacks



consolidation


consolidation
aggregation

	1st Age of Martech
Commercial Software	Suite vs. Best-of-Breed

	1st Age of Martech
Commercial Software	Suite vs. Best-of-Breed
Professional Services	Software vs. Services

	1st Age of Martech
Commercial Software	Suite vs. Best-of-Breed
Professional Services	Software vs. Services
Custom Software	Build vs. Buy

	1st Age of Martech	2nd Age of Martech
Commercial Software	Suite vs. Best-of-Breed	Platform Ecosystems
Professional Services	Software vs. Services	
Custom Software	Build vs. Buy	

	1st Age of Martech	2nd Age of Martech
Commercial Software	Suite vs. Best-of-Breed	Platform Ecosystems
Professional Services	Software vs. Services	Blended Models of Software & Services
Custom Software	Build vs. Buy	

	1st Age of Martech	2nd Age of Martech
Commercial Software	Suite vs. Best-of-Breed	Platform Ecosystems
Professional Services	Software vs. Services	Blended Models of Software & Services
Custom Software	Build vs. Buy	Custom Apps on Commercial Platforms

	1st Age of Martech	2nd Age of Martech
Commercial Software	Suite vs. Best-of-Breed	Platform Ecosystems
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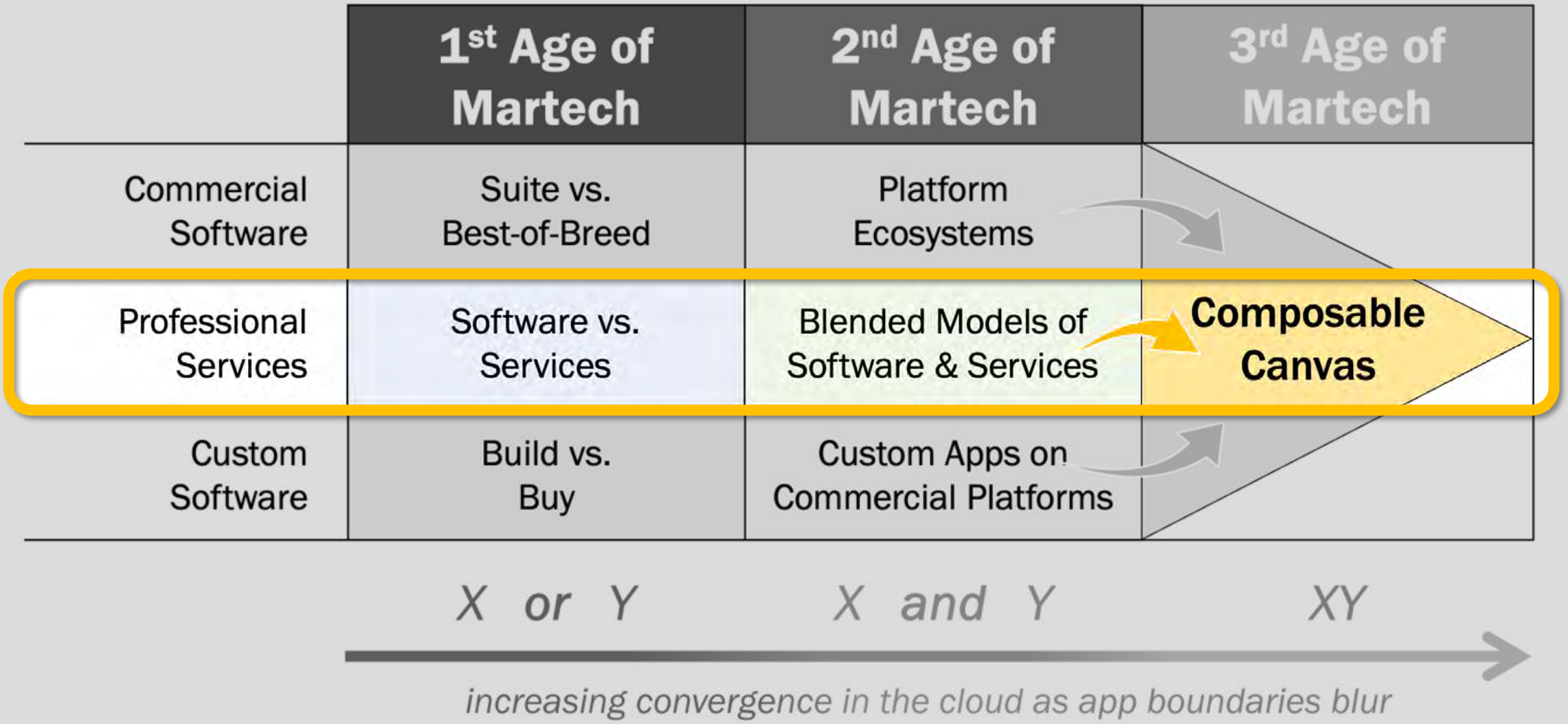
	1st Age of Martech	2nd Age of Martech	3rd Age of Martech
Commercial Software	Suite vs. Best-of-Breed	Platform Ecosystems	Composable Canvas
Professional Services	Software vs. Services	Blended Models of Software & Services	
Custom Software	Build vs. Buy	Custom Apps on Commercial Platforms	

X **or** *Y* *X* **and** *Y* *XY*

increasing convergence in the cloud as app boundaries blur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2nd Age of Martech
3rd Age of Martech
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XY
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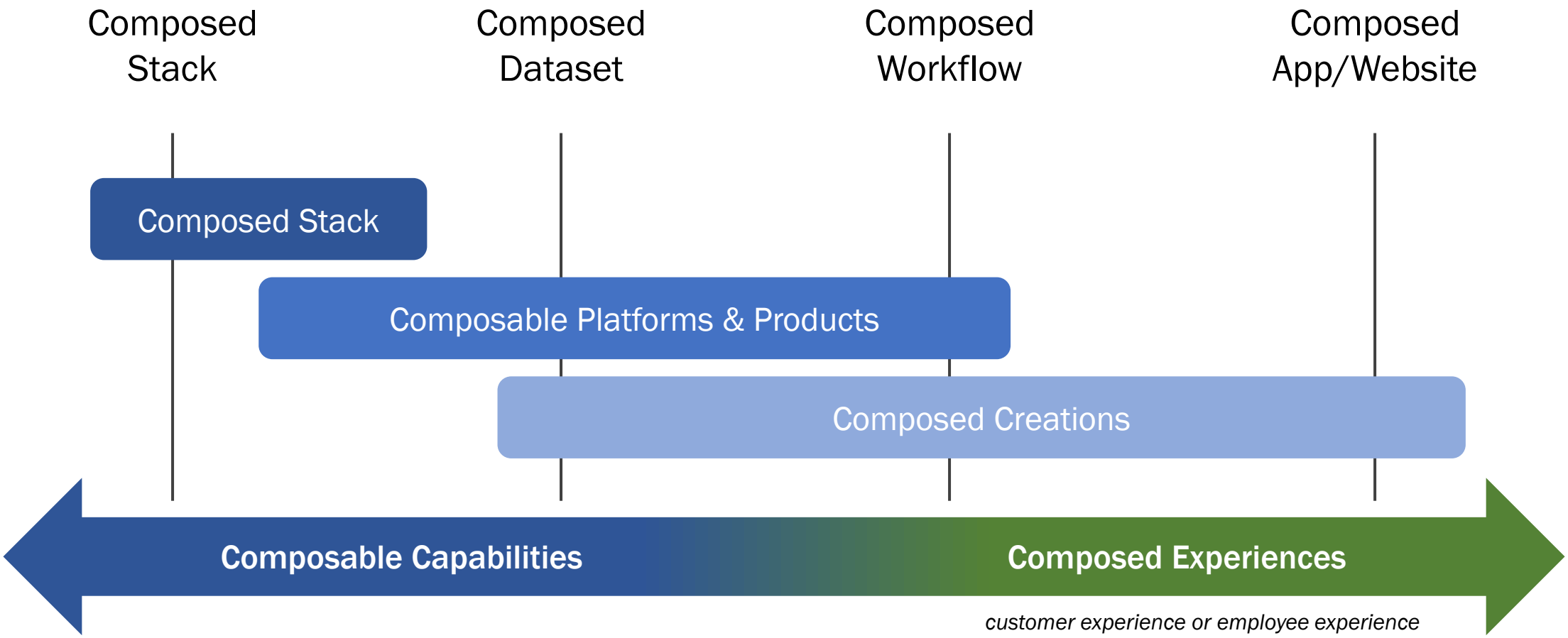
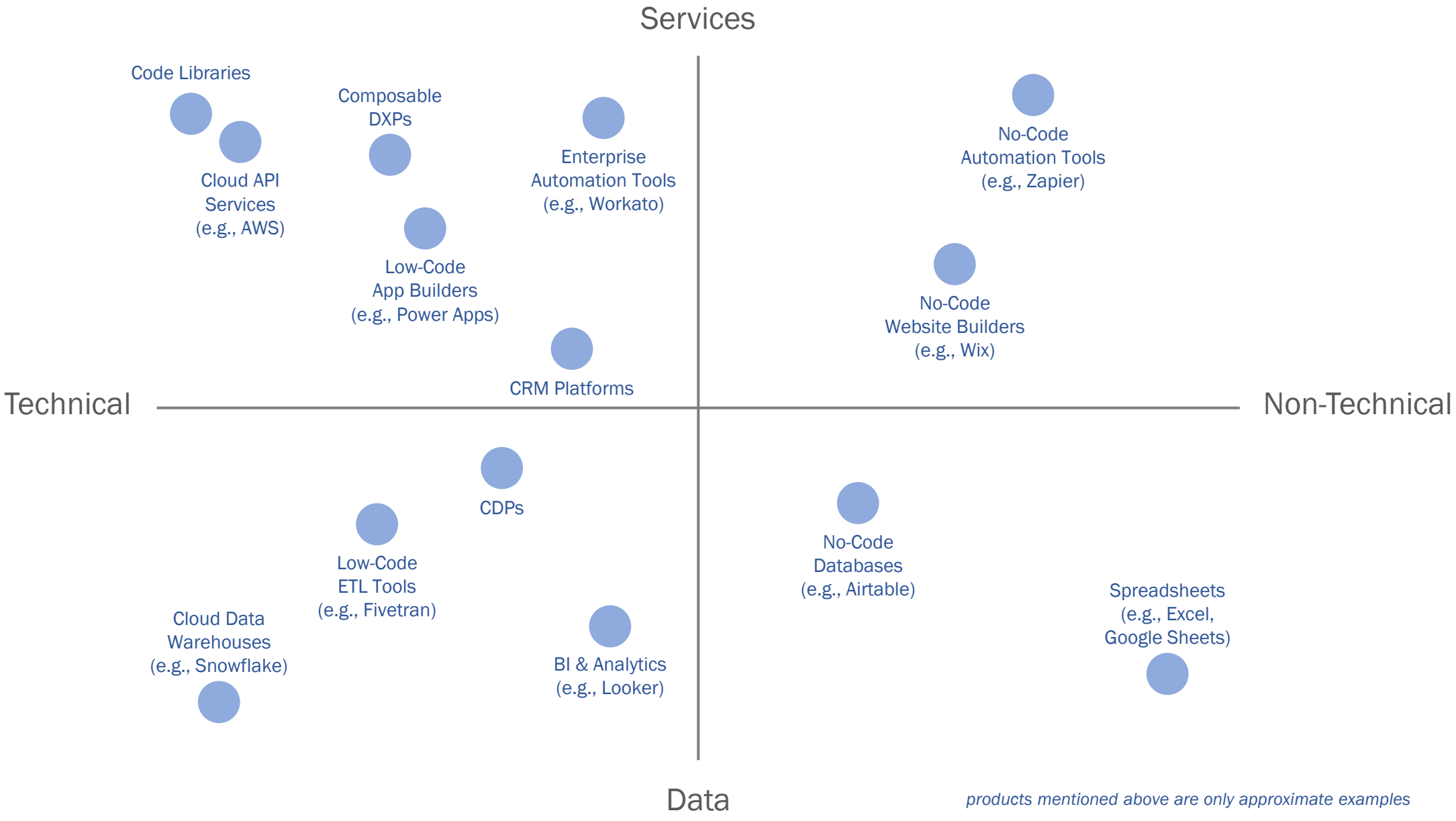
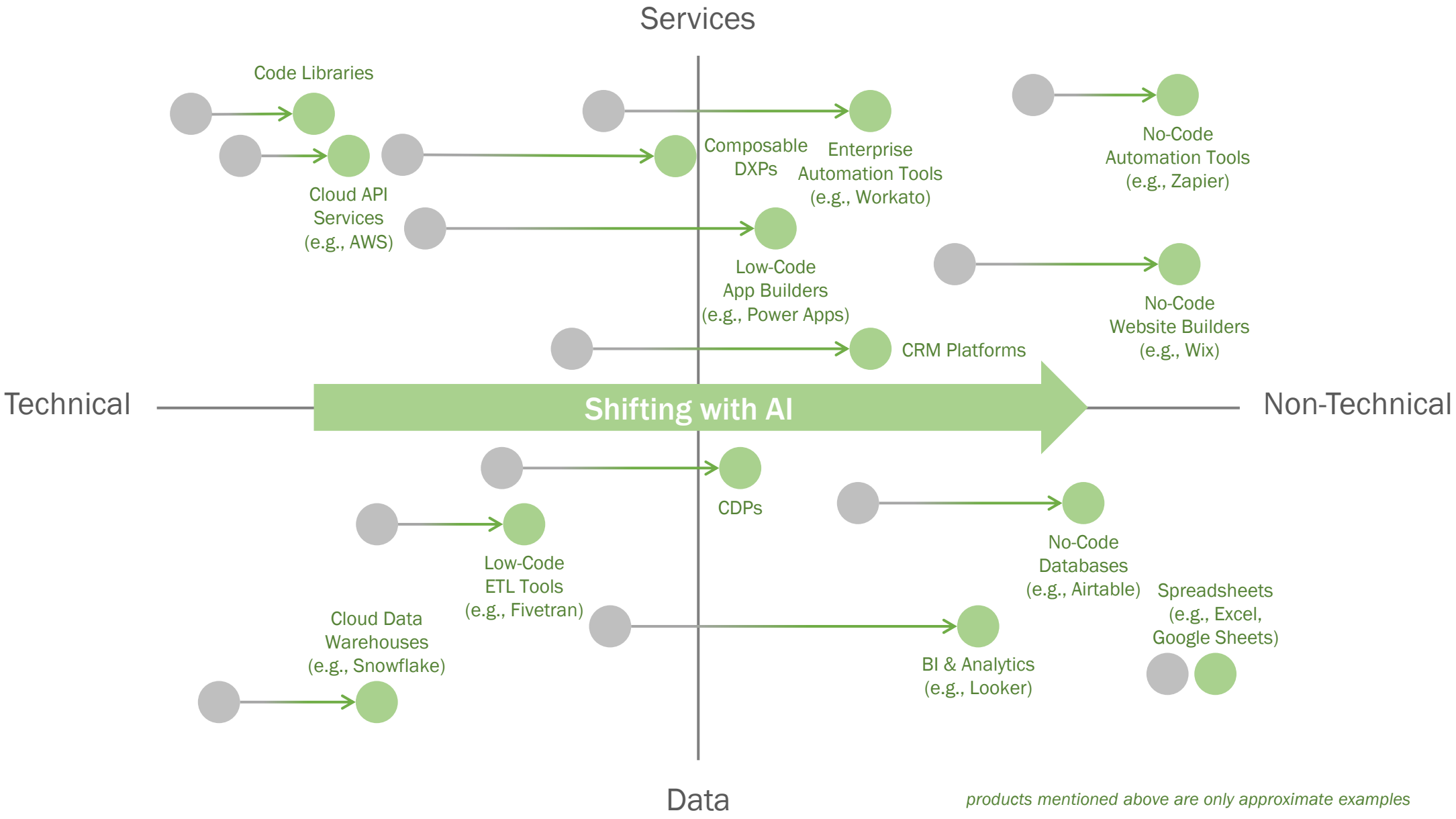

Composed Stack
Composed Dataset
Composed Workflow
Composed App/Website
Composed Stack
Composable Platforms & Products
Composed Creations
Composable Capabilities
Composed Experiences
customer experience or employee experience

Spectrum of Composability



products mentioned above are only approximate examples

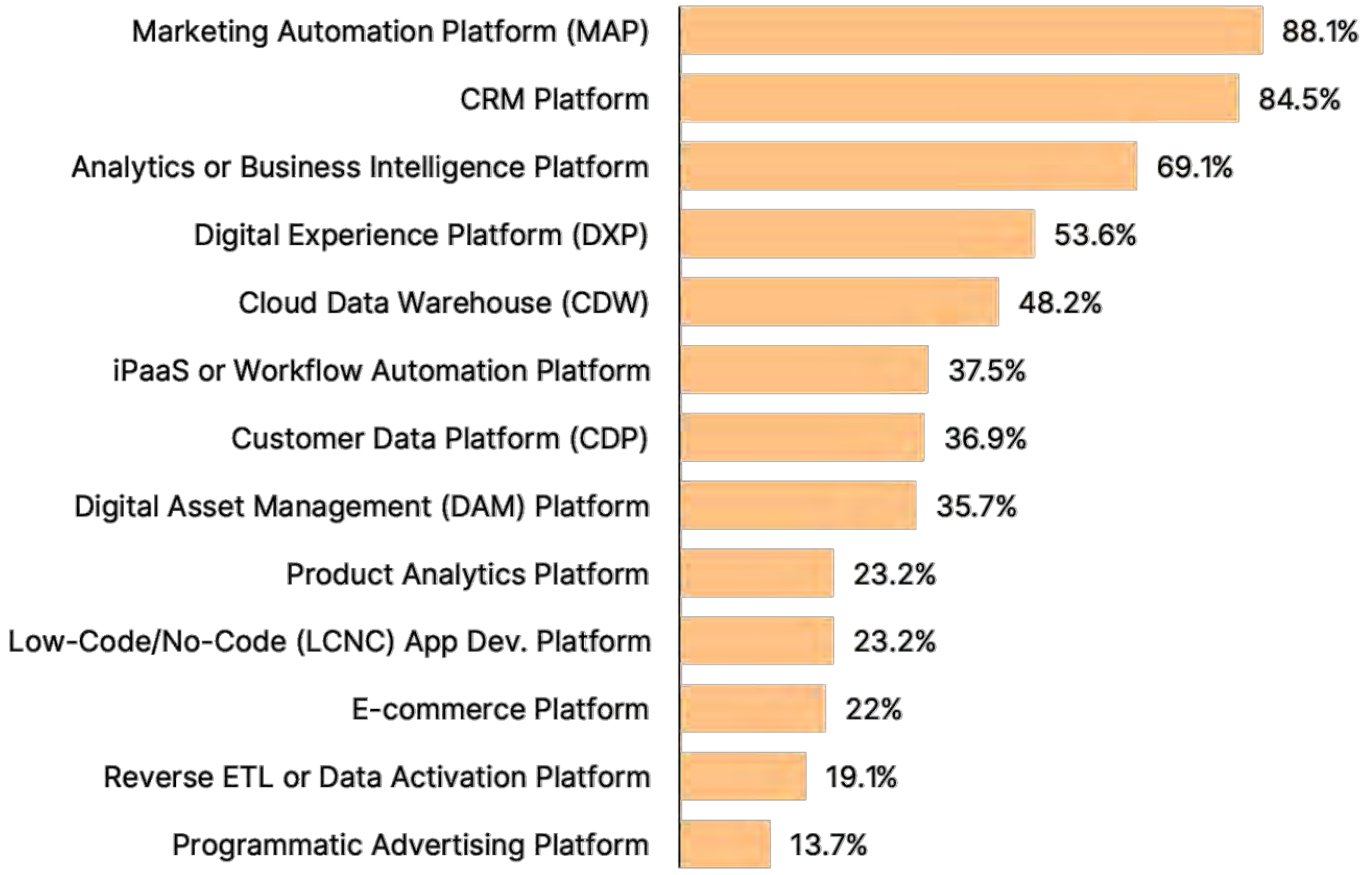
Spectrum of Composability



products mentioned above are only approximate examples

Martech stacks have multiple platforms...

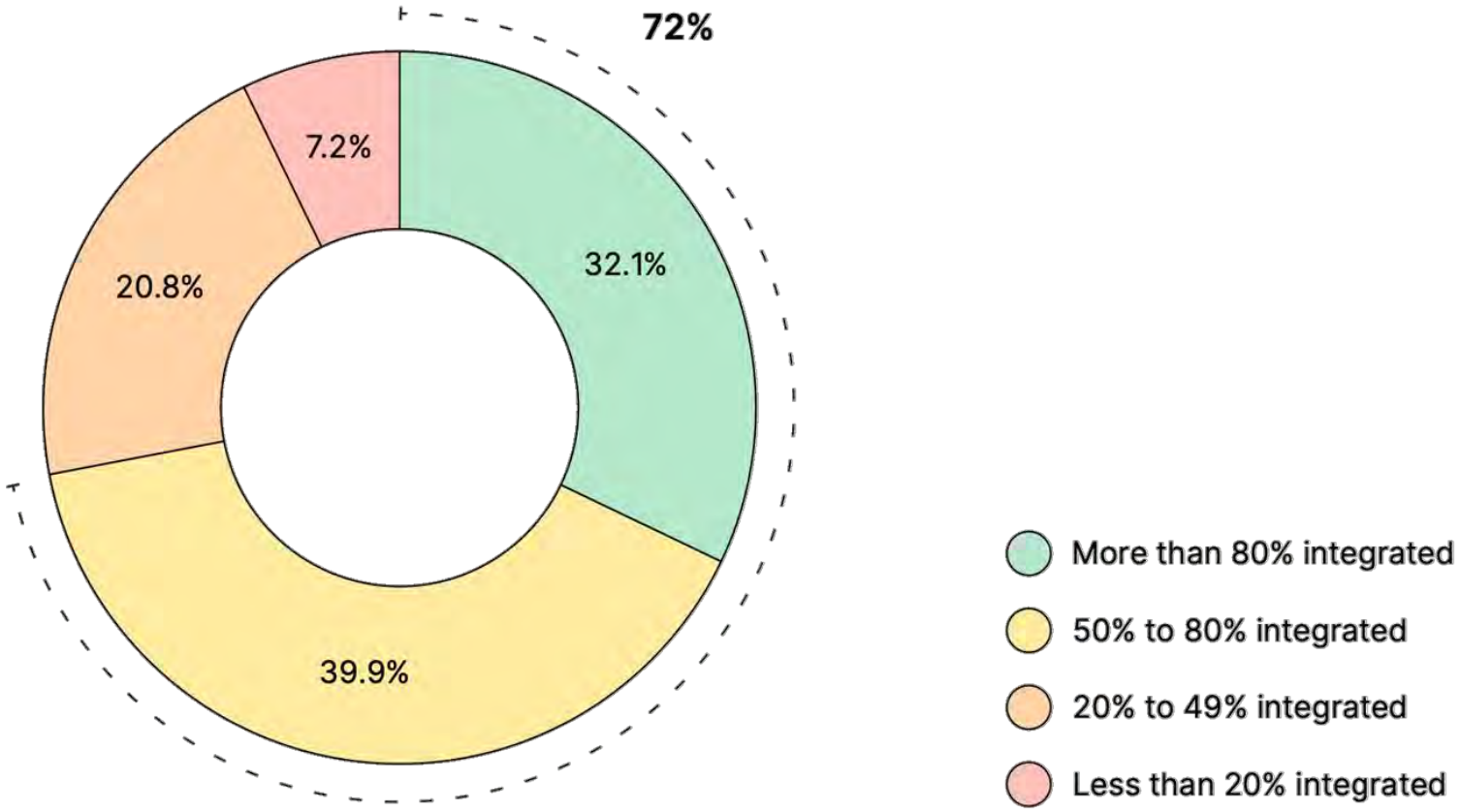
Which of these platforms do you use in your martech stack? (select all that you have, including multiple ones bundled in a cloud/suite)



Source: 2024 Martech Composability Survey, chiefmartec & MartechTribe

72% now have the majority of their stack integrated to that “center”

How much of your martech stack is integrated with that platform at the center of your stack?

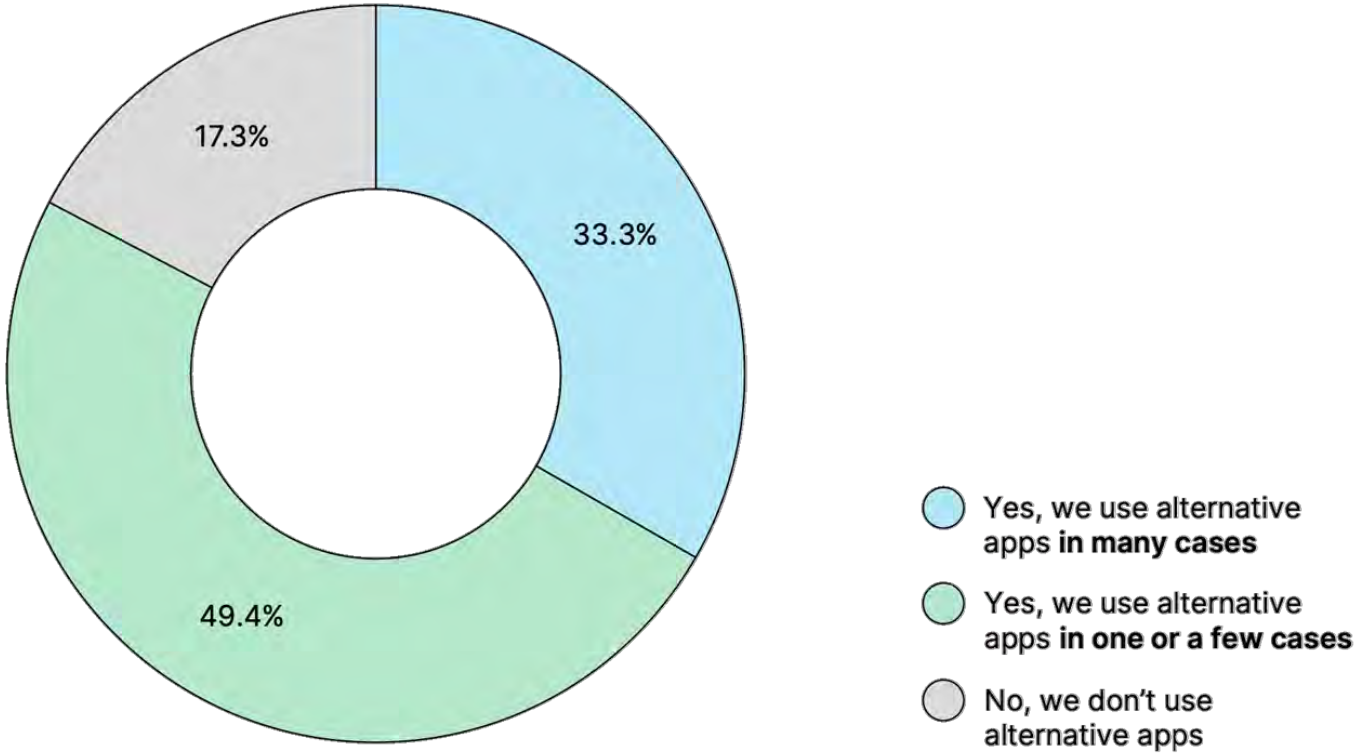


Source: 2024 Martech Composability Survey, chiefmartec & MartechTribe

82.7% substitute features in that center platform with alternative apps

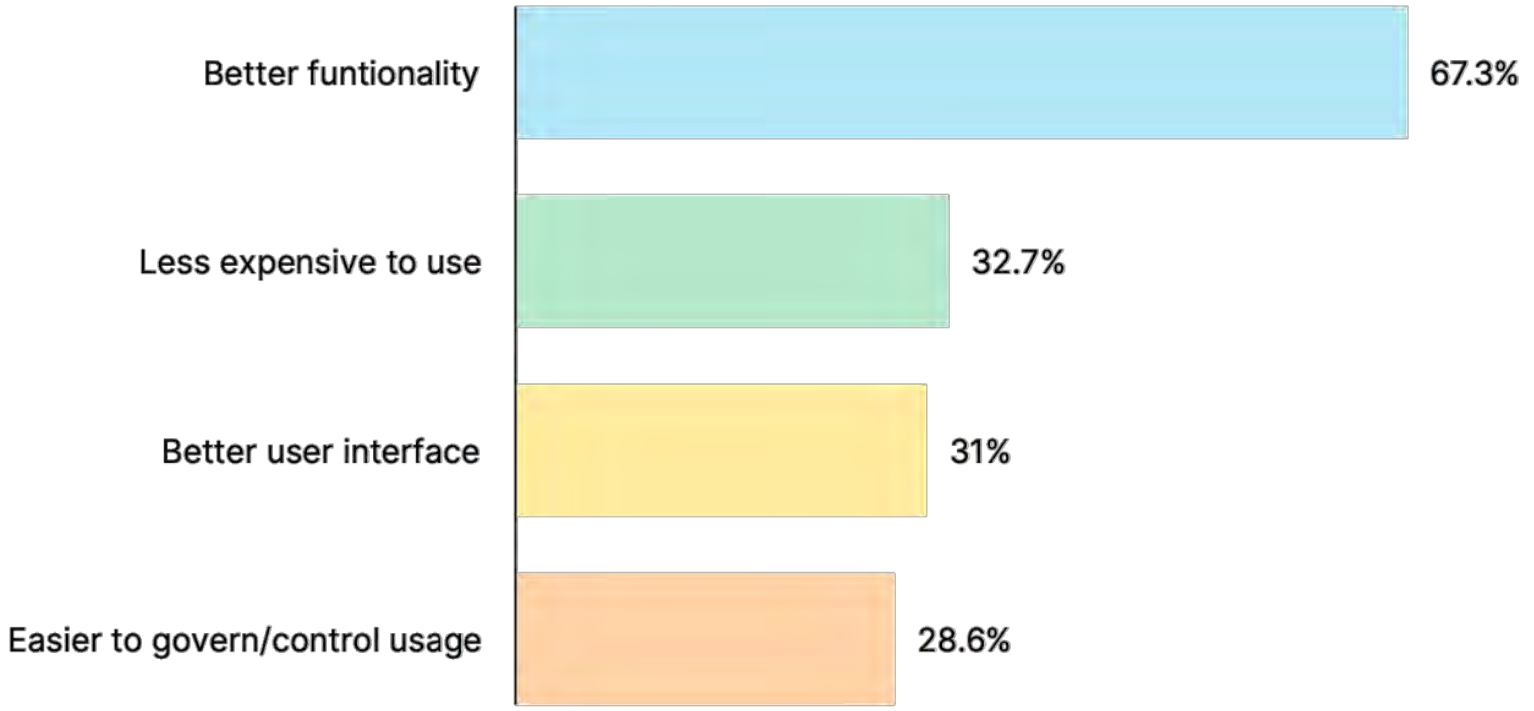
(composability)

Do you use alternative products instead of build-in features or modules of your central martech platform? For example, if your core platform supports SMS messaging, but you use a separate product for SMS.



Source: 2024 Martech Composability Survey, chiefmartec & MartechTribe

What is the reason for substituting features/modules in your central platform with other different/specialist apps? (select all that apply)



67.3%
for better
functionality

Source: 2024 Martech Composability Survey, chiefmartec & MartechTribe

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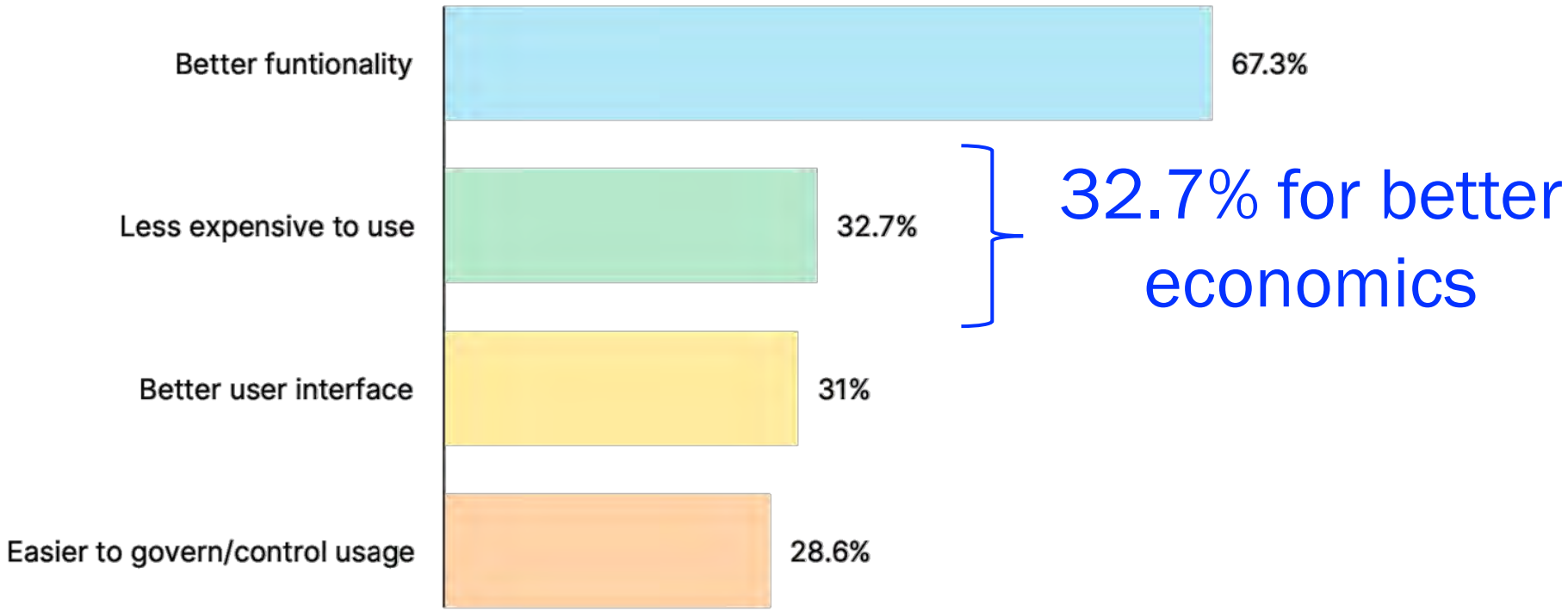

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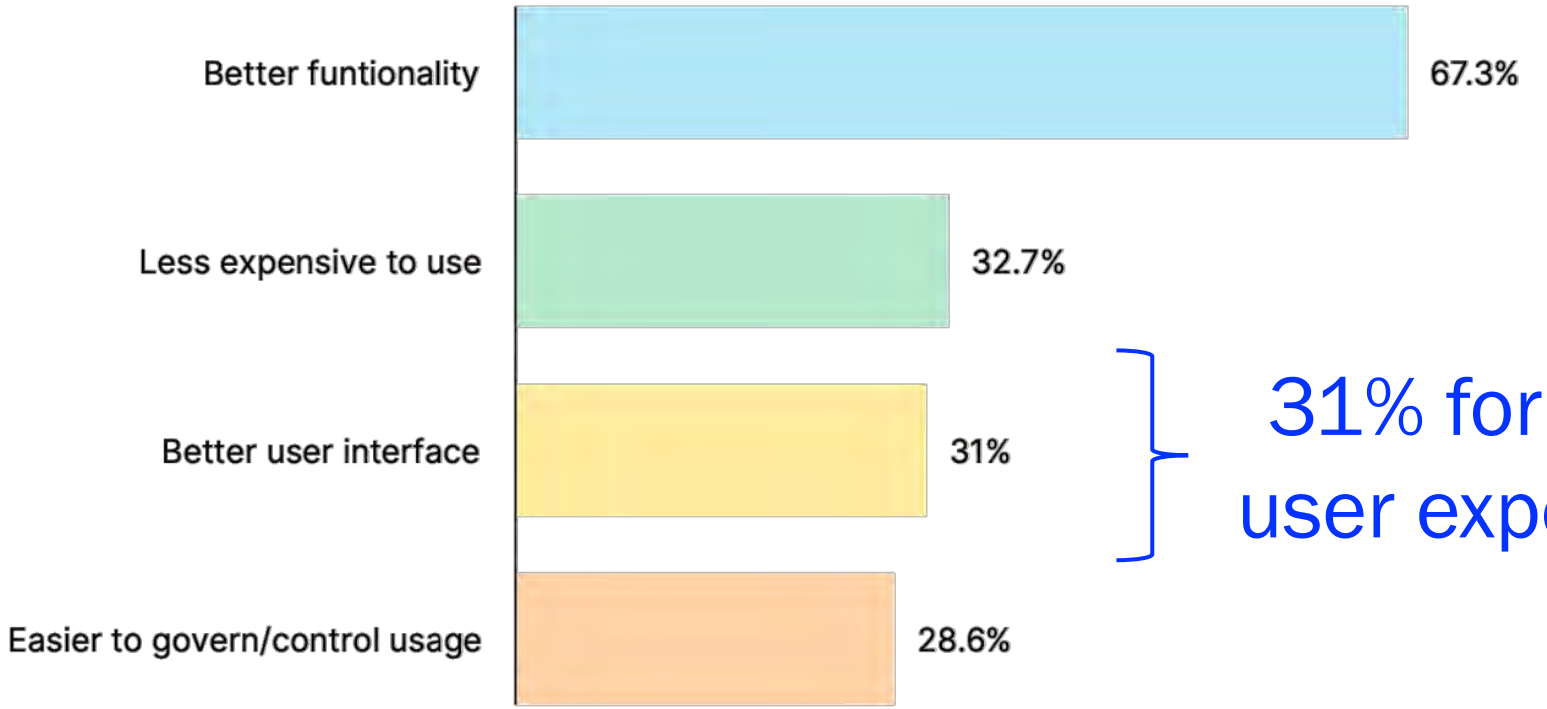

31% for better user experience

Source: 2024 Martech Composability Survey, chiefmartec & MartechTribe

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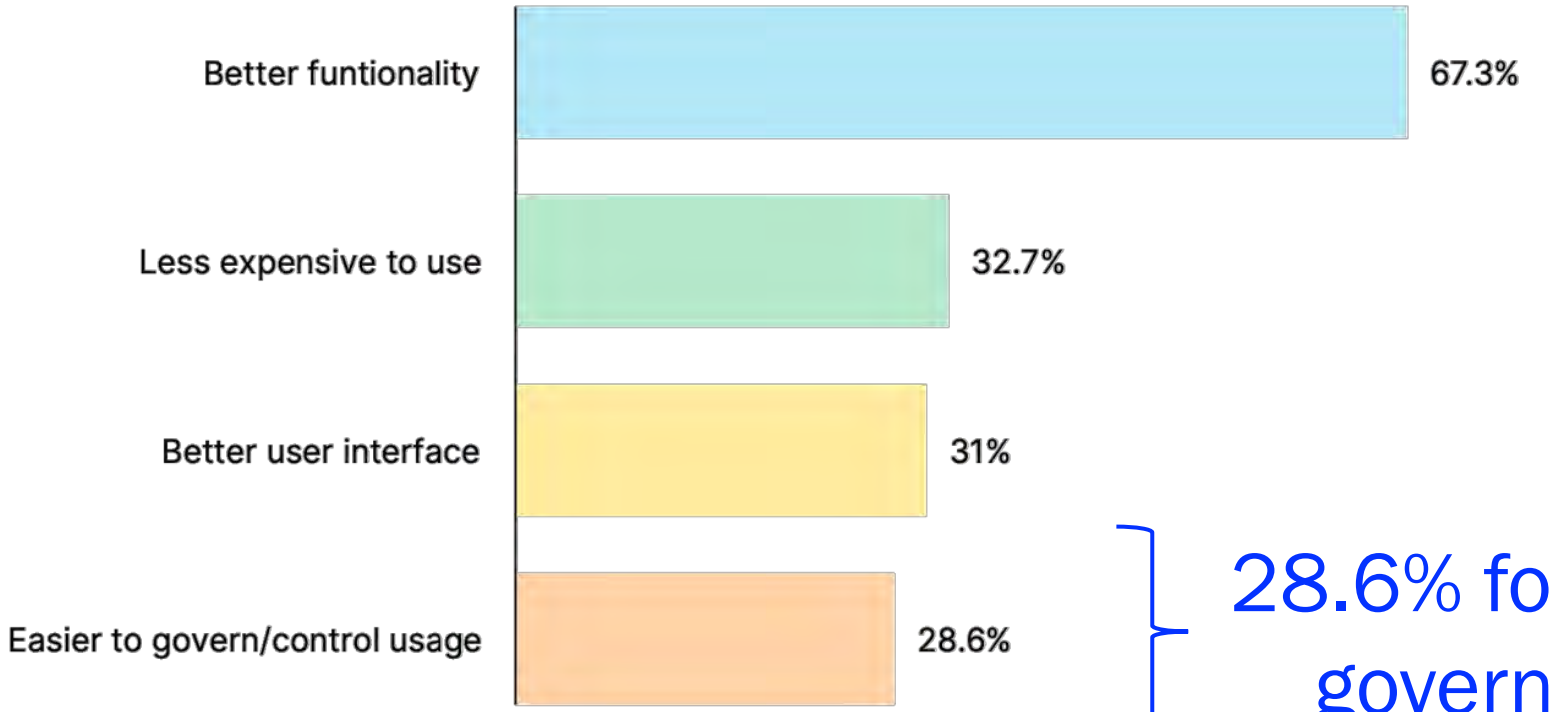


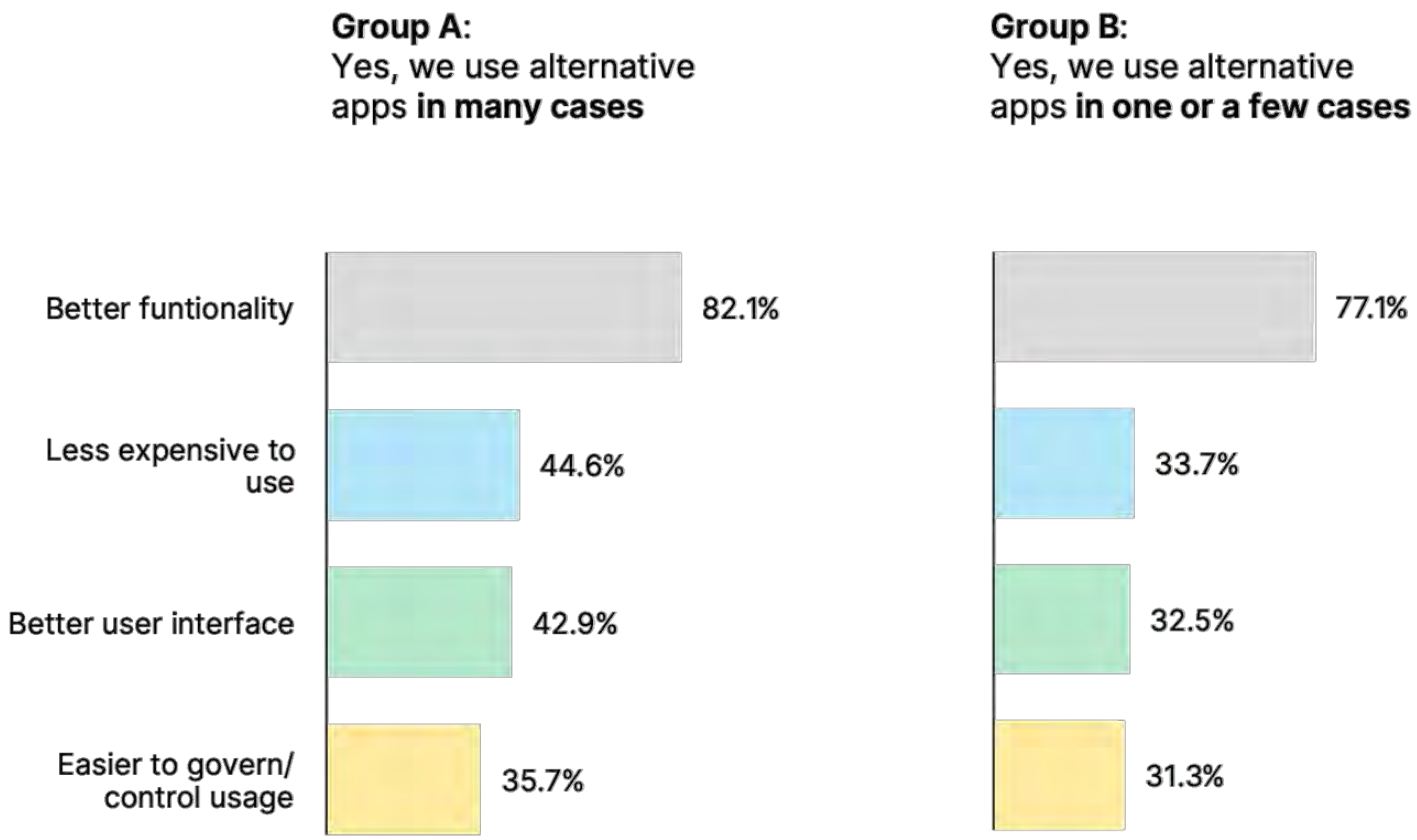
28.6% for better governance

Source: 2024 Martech Composability Survey, chiefmartec & MartechTribe

more you compose, greater the benefits

BETTER
functionality: 82.1%
economics: 44.6%
UX: 42.9%
governance: 35.7%

What is the reason for substituting features/modules in your central platform with other different/specialist aps? (select all that apply)



Source: 2024 Martech Composability Survey, chiefmartec & MartechTribe

*software **vendor's** company*

software app

Conway's Law

The design of a software app by a vendor will **reflect the way it works** — its organizational structure, beliefs, culture, and philosophy.

*software **vendor's** company*

software app

*software **buyer's** company*

Conway's Law

The design of a software app by a vendor will **reflect the way it works** — its organizational structure, beliefs, culture, and philosophy.

Inverse Conway's Law

Adopting a commercial software app often requires a company to **adapt the way it works** to fit the design of that software app.

Inverse Conway's Law

adapt your business operations to the design of a software app

Conway's Law

design a software app to the operations of your business

degrees of freedom in your digital operations

consume an app

use a software app "as is" — adapting the way you work to its design

configure an app

adjust a software app through settings and options offered by the vendor

customize an app

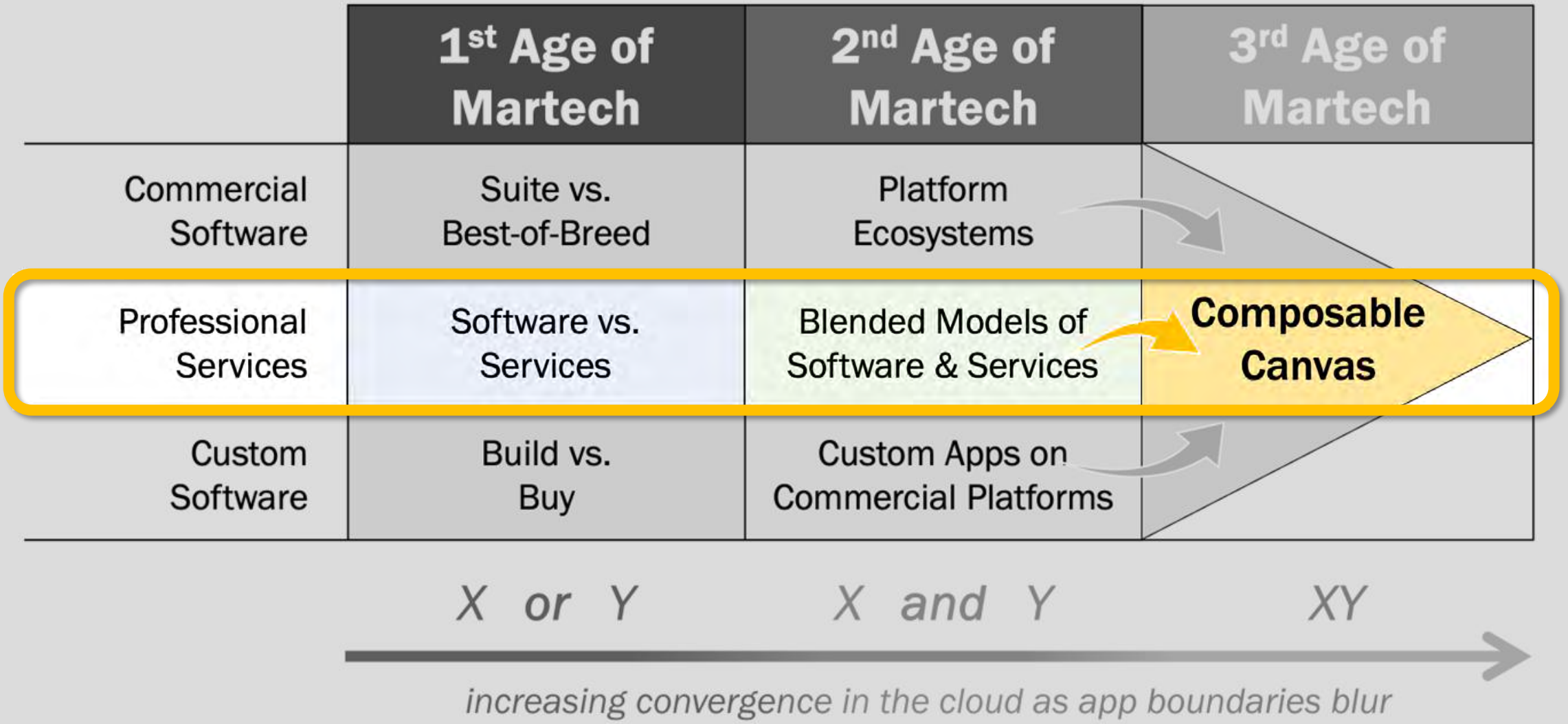
alter or extend a software app with custom development at extension points

compose an app

flexibly assemble a software app from elements within a fixed framework

create an app

design and build a software app fully tailored to your exact preferences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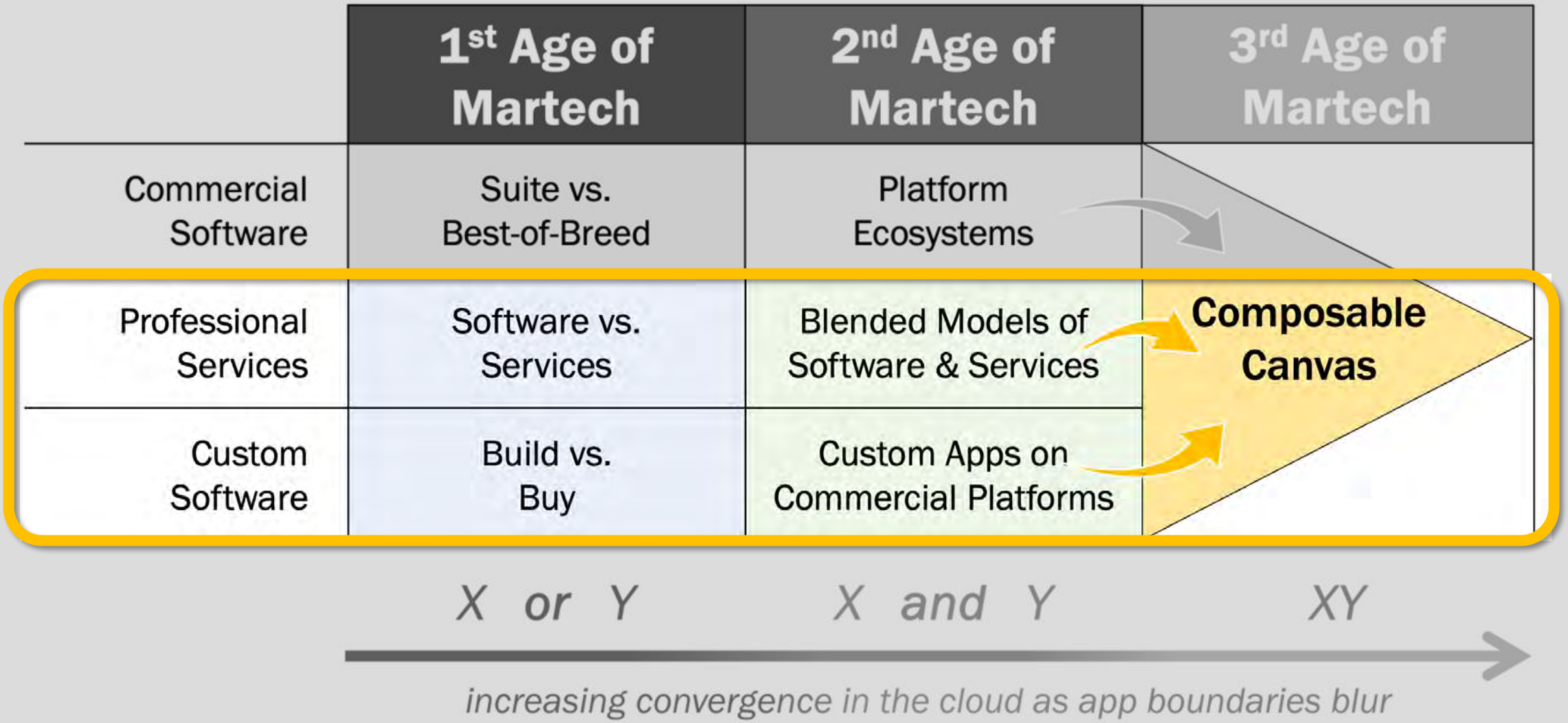
XY
increasing convergence in the cloud as app boundaries blur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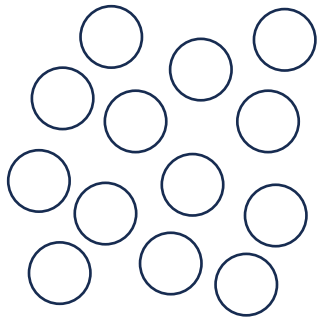
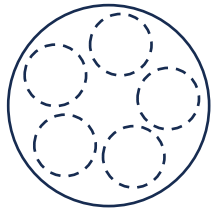
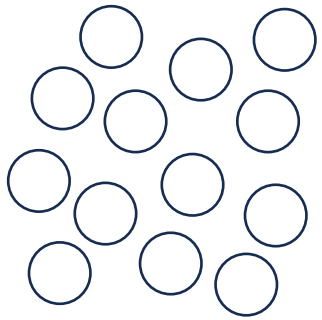


consolidate as a “suite”



attempts to tightly couple previously independent products — easily bogged down in tech debt



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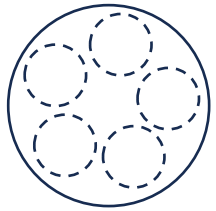

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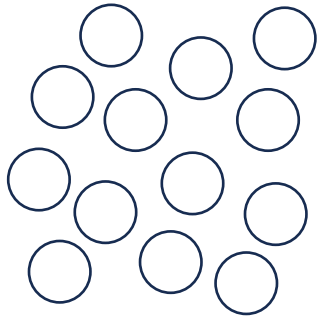
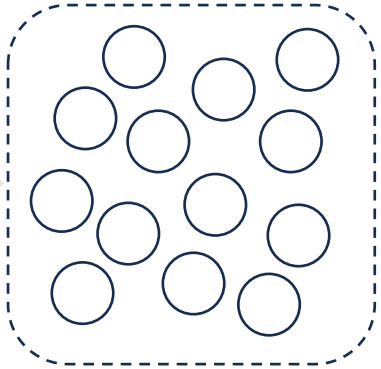
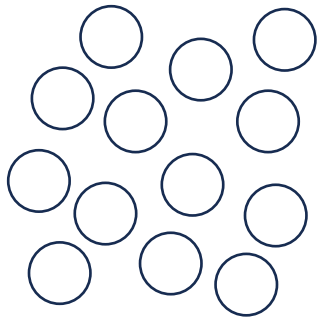


gather in a portfolio



collection of independent products with little to no common technical or business framework



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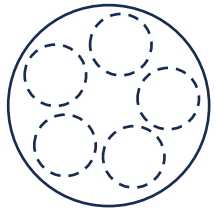
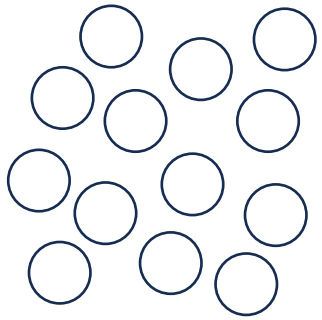
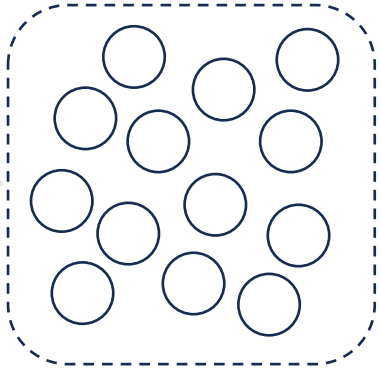


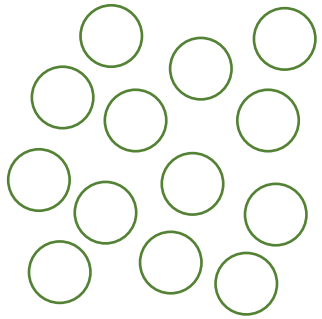
attempts to tightly couple previously independent products — easily bogged down in tech debt



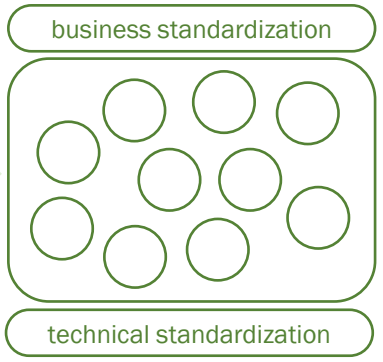
gather in a portfolio



collection of independent products with little to no common technical or business framework

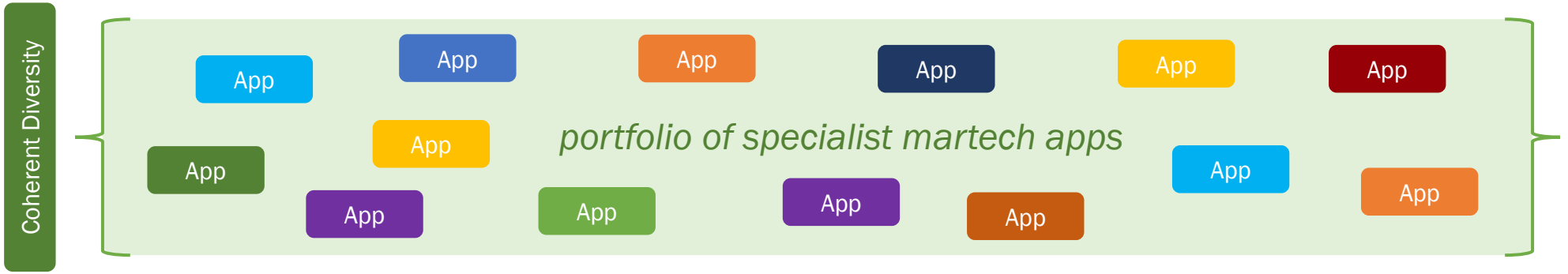


aggregate under a framework

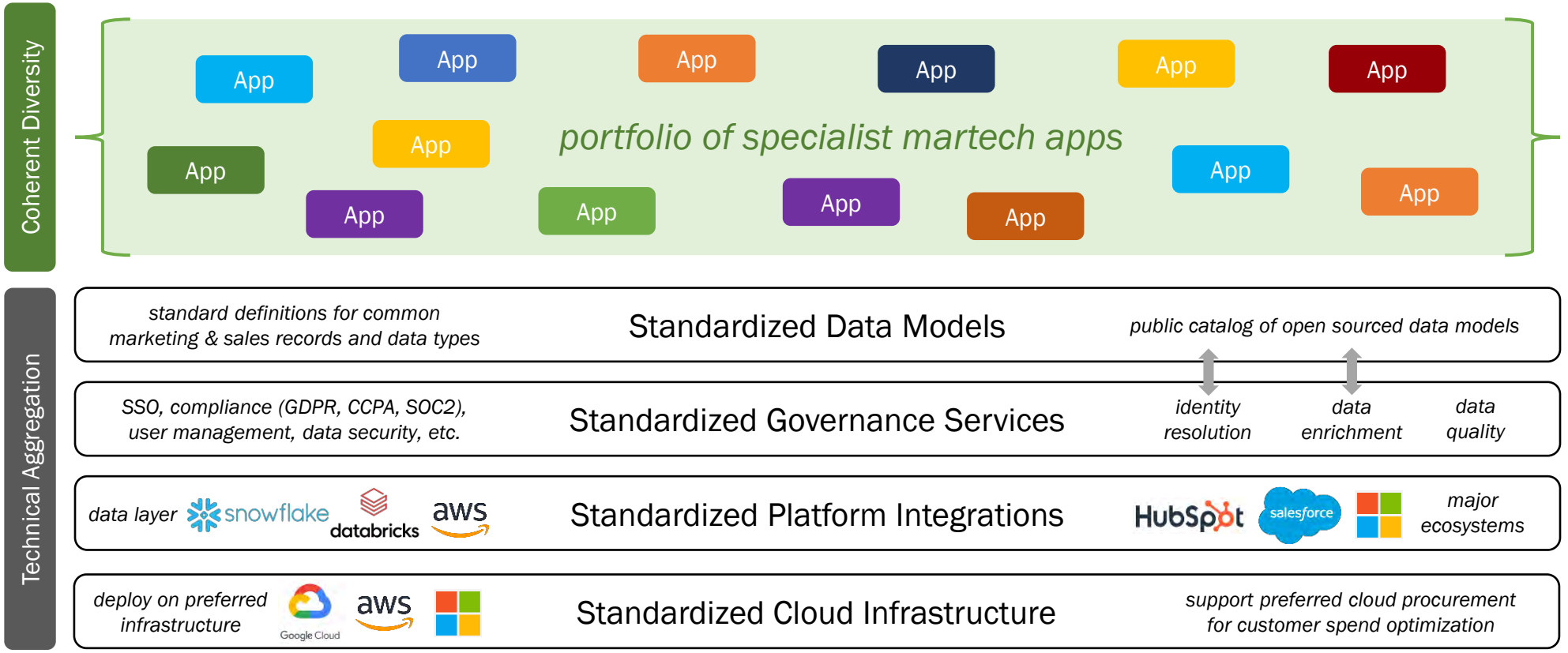


independent products that are loosely-coupled with a common technical and business framework

Martech Aggregator Company



Martech Aggregator Company

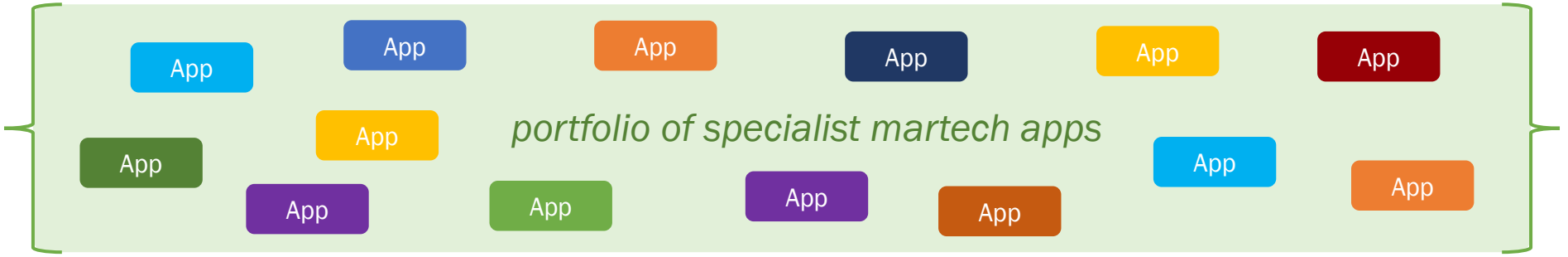


Martech Aggregator Company

Business Aggregation

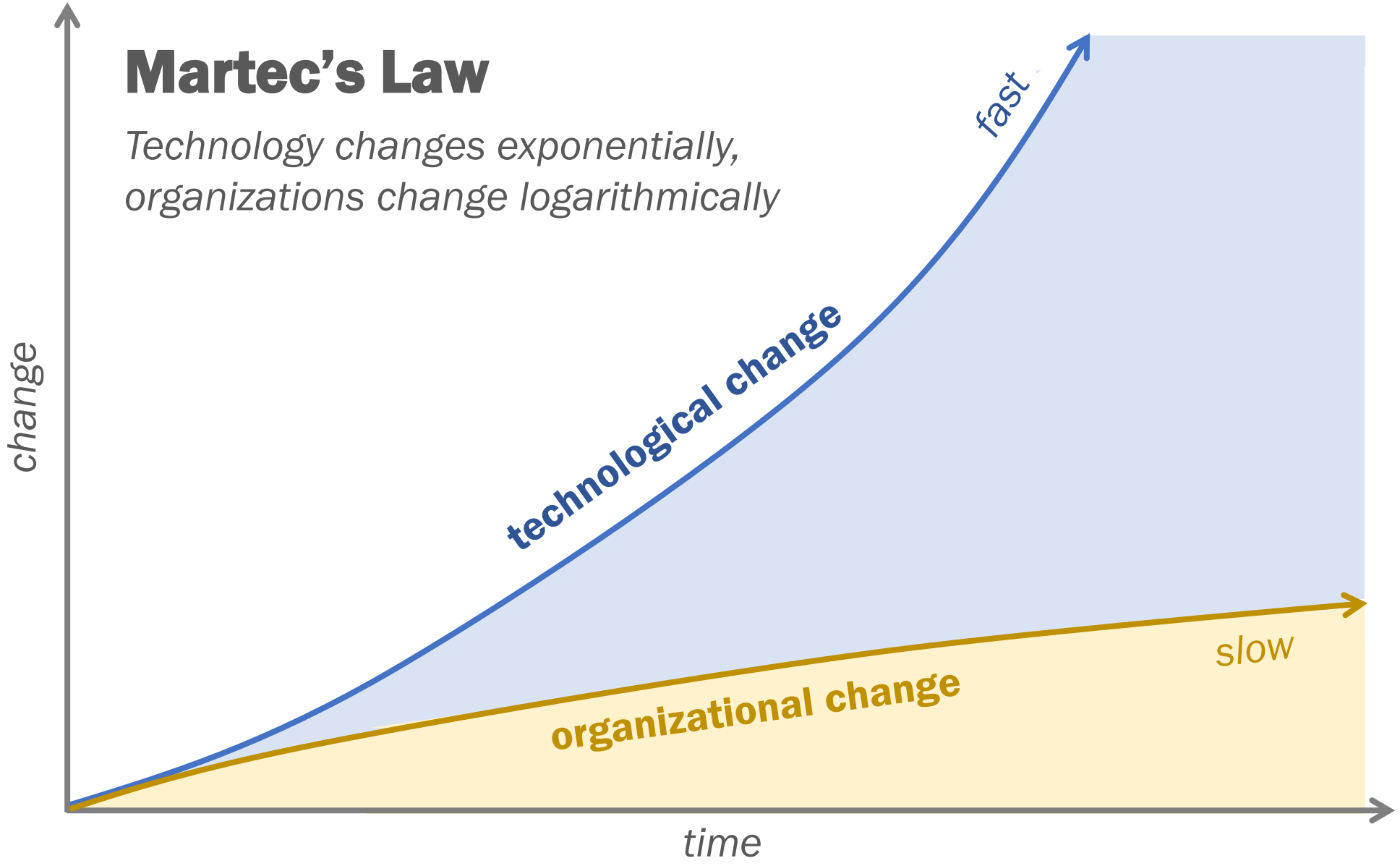
- Unified Vision of a Continually-Evolving, Composable Software Environment
- Unified Partner Program
- Unified Education Program
- Unified Marketing
- Unified Purchasing Process
- Unified Contracts & Policies
- Unified Discounting

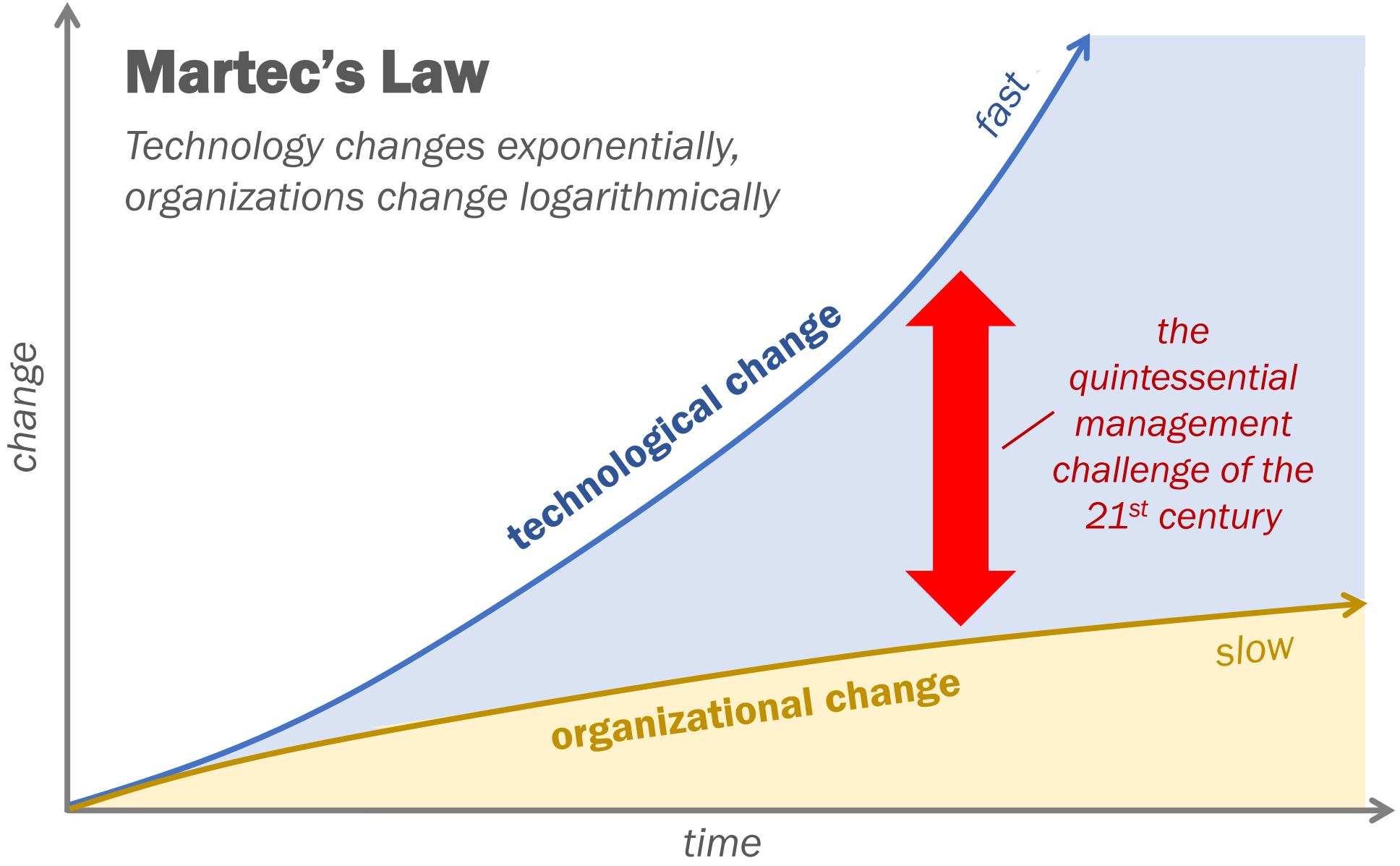
Coherent Diversity

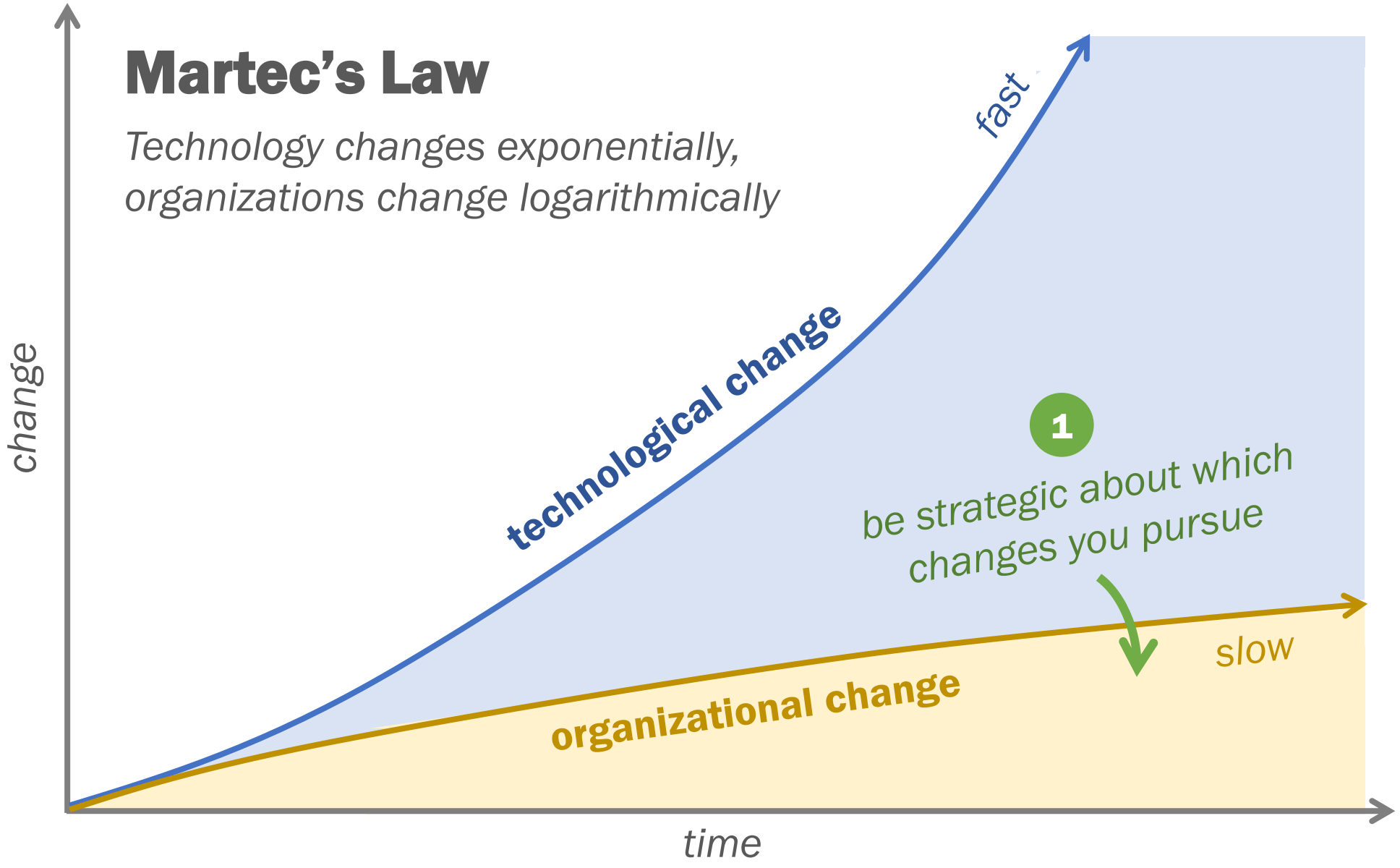


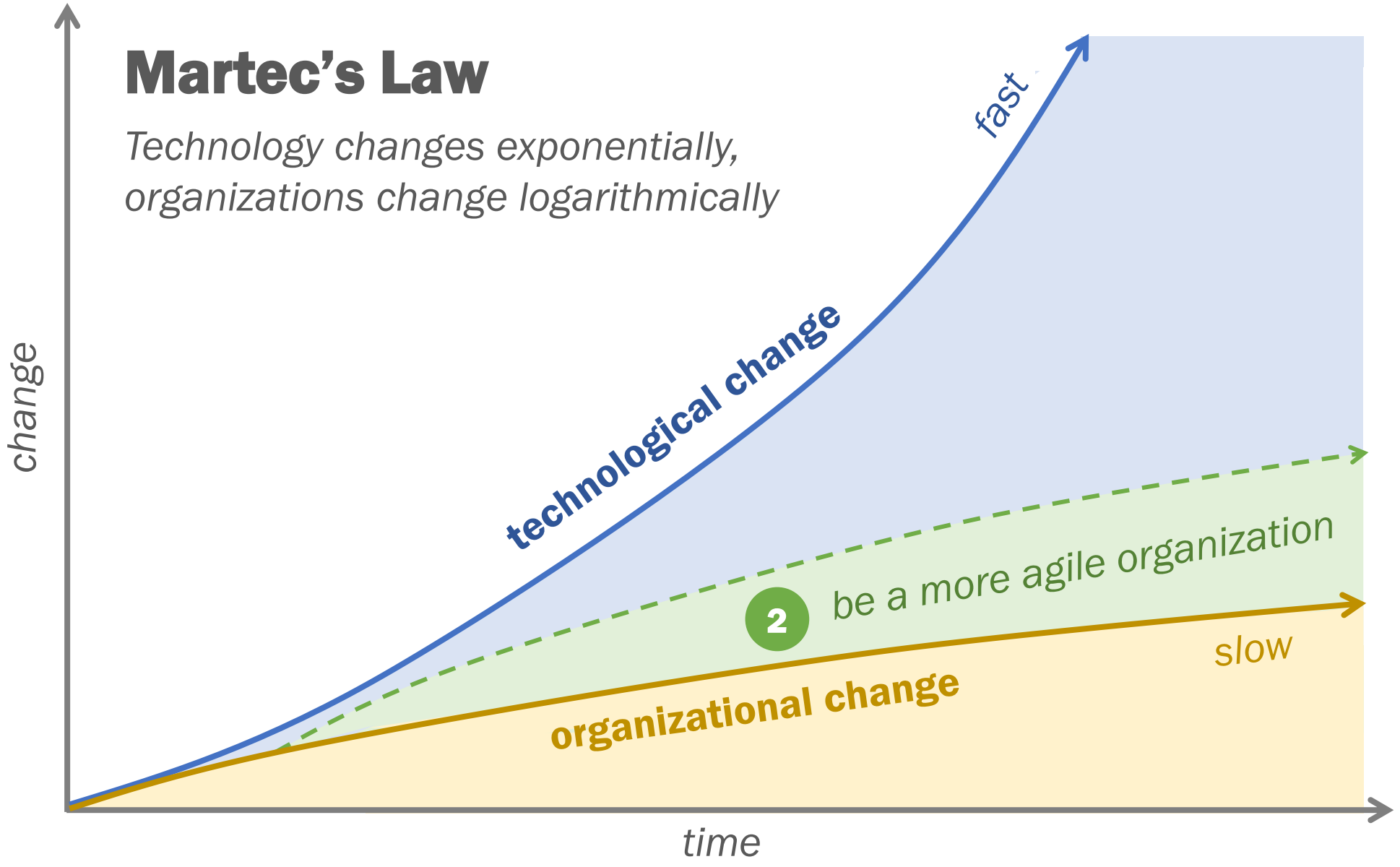
Technical Aggregation

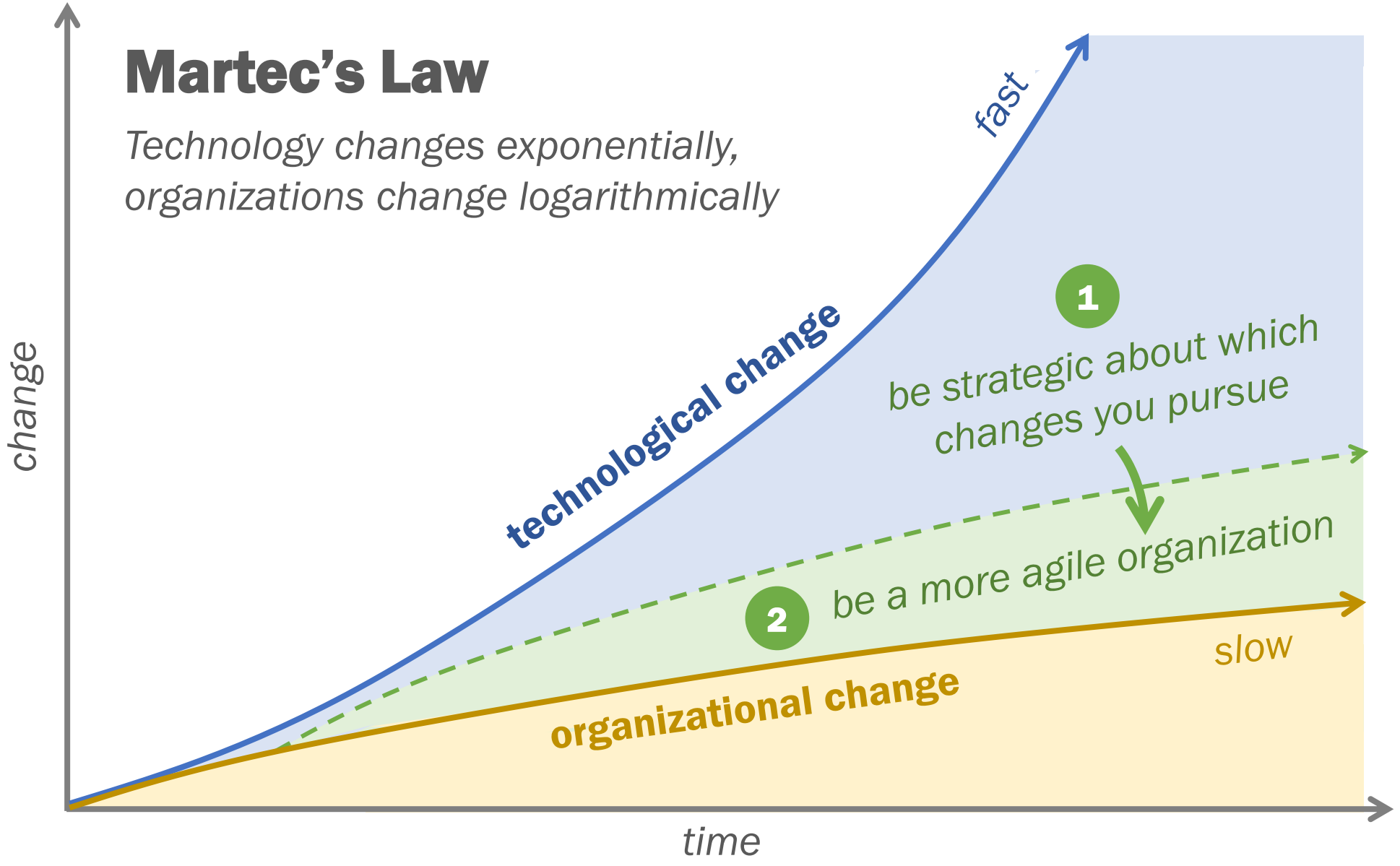
- *standard definitions for common marketing & sales records and data types* — Standardized Data Models — *public catalog of open sourced data models*
- *SSO, compliance (GDPR, CCPA, SOC2), user management, data security, etc.* — Standardized Governance Services — *identity resolution*, *data enrichment*, *data quality*
- *data layer* snowflake, databricks, aws — Standardized Platform Integrations — HubSpot, salesforce, *major ecosystems*
- *deploy on preferred infrastructure* Google Cloud, aws — Standardized Cloud Infrastructure — *support preferred cloud procurement for customer spend optimization*


Martec's Law
Technology changes exponentially,
organizations change logarithmically
change
time
technological change
fast
organizational change
slow


Martec's Law
Technology changes exponentially,
organizations change logarithmically
change
time
fast
technological change
the
quintessential
management
challenge of the
21st century
slow
organizational change


Martec's Law
Technology changes exponentially,
organizations change logarithmically
change
time
fast
technological change
1
be strategic about which
changes you pursue
slow
organizational change


Martec's Law
Technology changes exponentially,
organizations change logarithmically
change
time
fast
technological change
2
be a more agile organization
slow
organizational change


Martec's Law
Technology changes exponentially,
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change
time
fast
slow
technological change
organizational change
1
be strategic about which changes you pursue
2
be a more agile organization

Takeaways:

1. Martech isn’t slowing down.
2. It’s an ecosystem world.
3. Aggregation can be more powerful than consolidation.
4. Composability lets you craft more tailored solutions.
5. The opportunity is huge.

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Thank you!

Subscribe at chiefmartec.com for more #martech analysis

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Building the new Digital Experience Champion

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QNTM Quable raptor qualifio actito platform.sh Symfony API PLATFORM

Meet QNTM leaders!

Composability as identity!

Karl Fredrik Lund
CEO, QNTM

Max Sihvonen
CCO, QNTM

Ole Fredrik Ingier
Head of Strategy and M&A, QNTM

Jean-Claude Pitcho
VP Global Sales, QNTM

QNTM

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The Future of DXPs

Redefining the Digital Experience Landscape

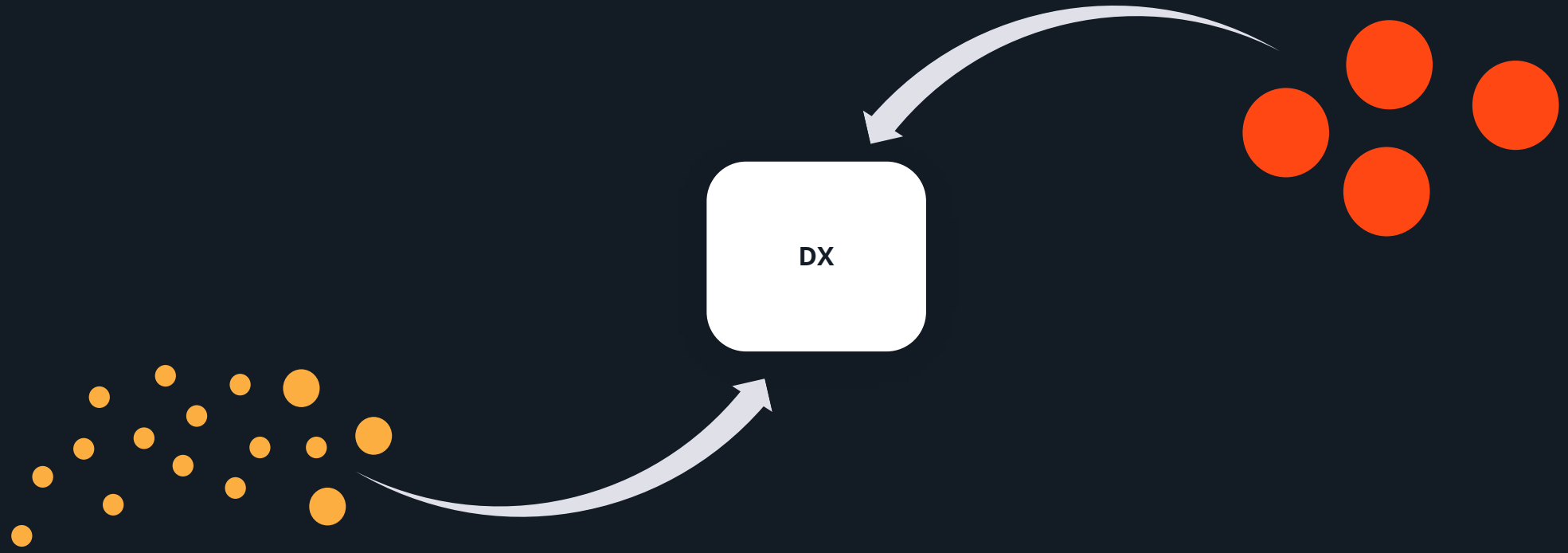
BERTRAND MAUGAIN, CEO AT IBEXA

“

The DX Space can be a nightmare to navigate

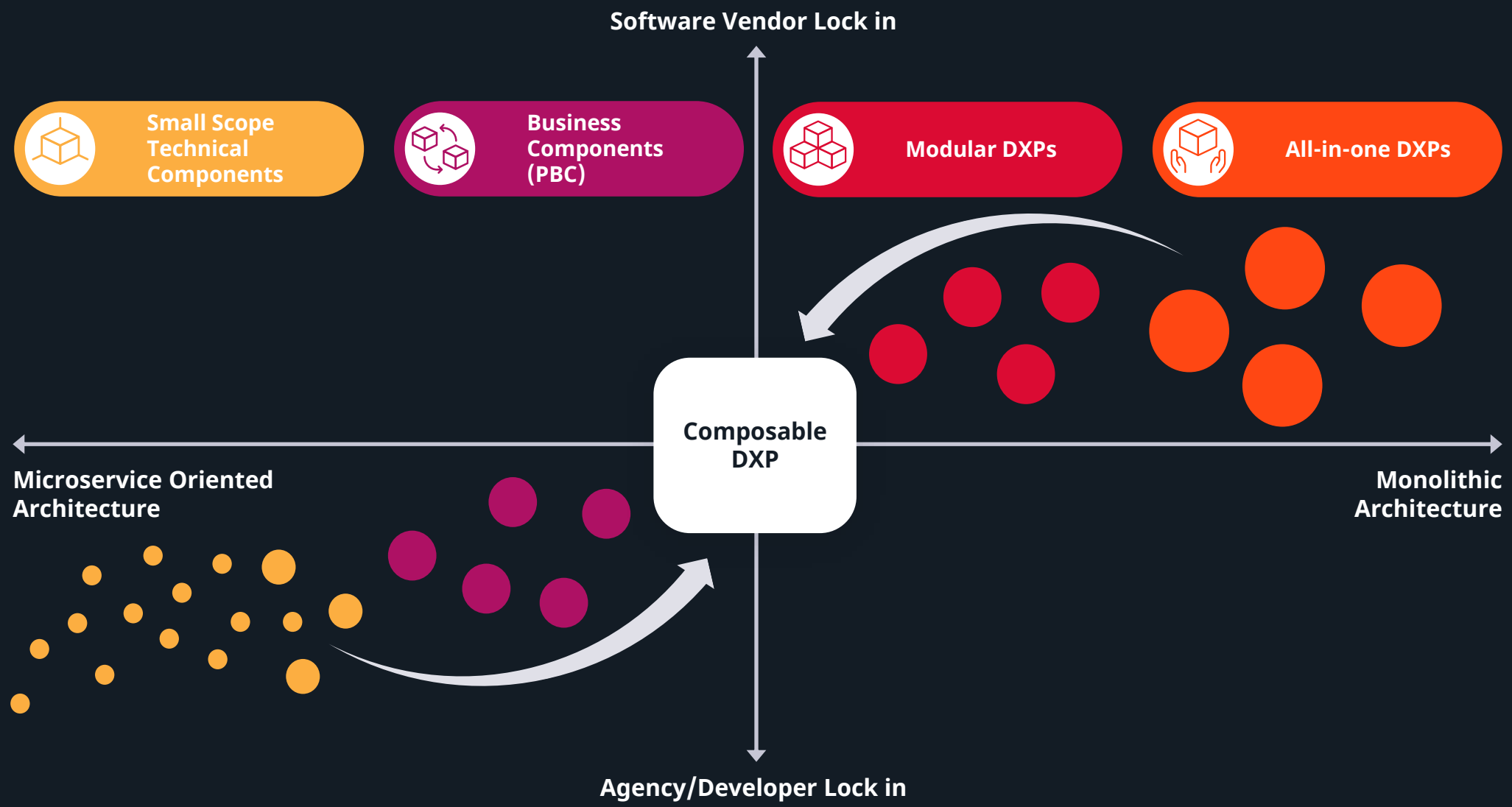
Two Driving Forces related to Digital Transformation (2015-2025)

1. “Global Marketing Comfort”



2. “Technological Agility”

“The Convergence of DXPs” (Ibexa, 2021)



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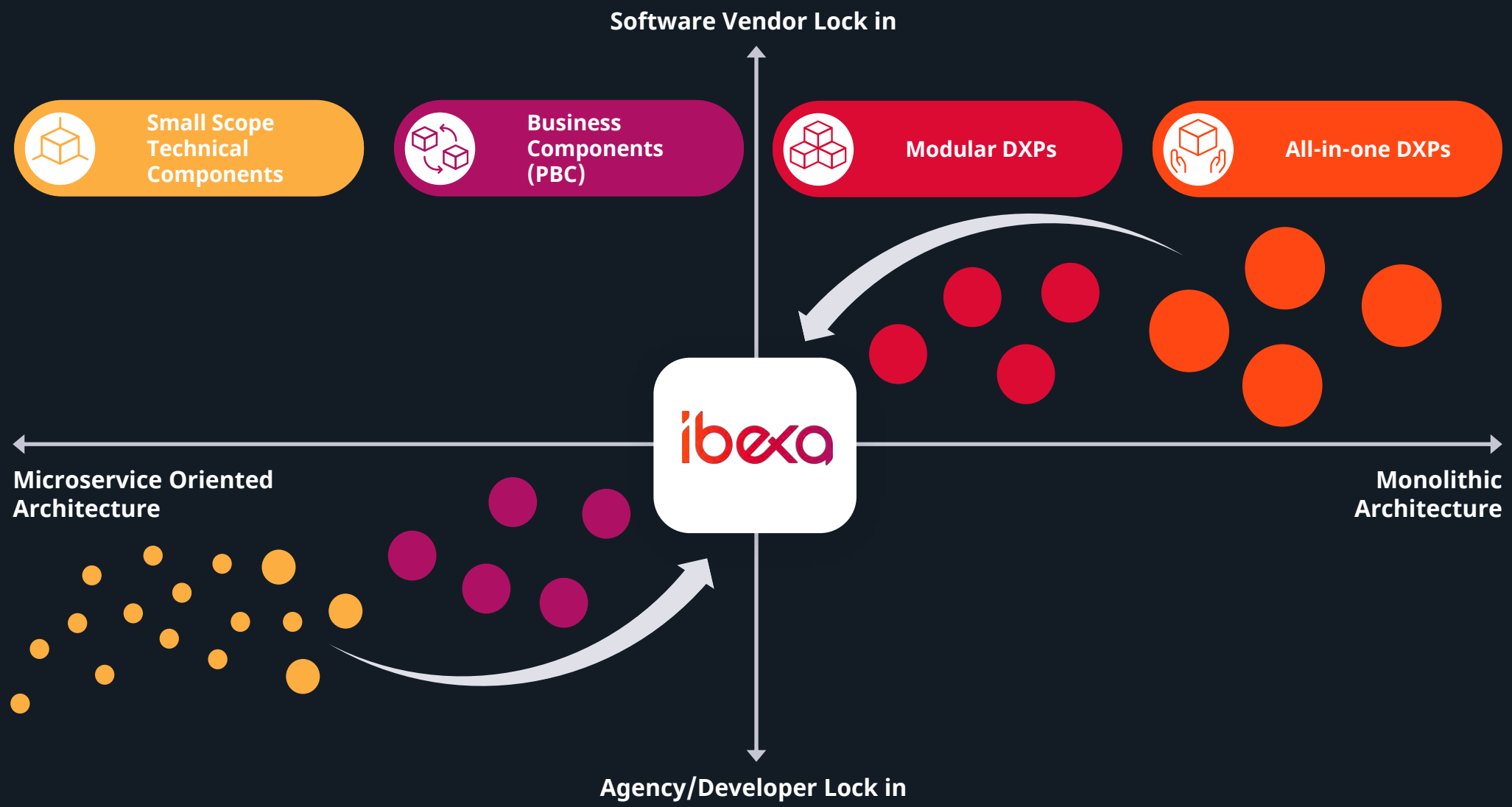
A Modern Composable DXP



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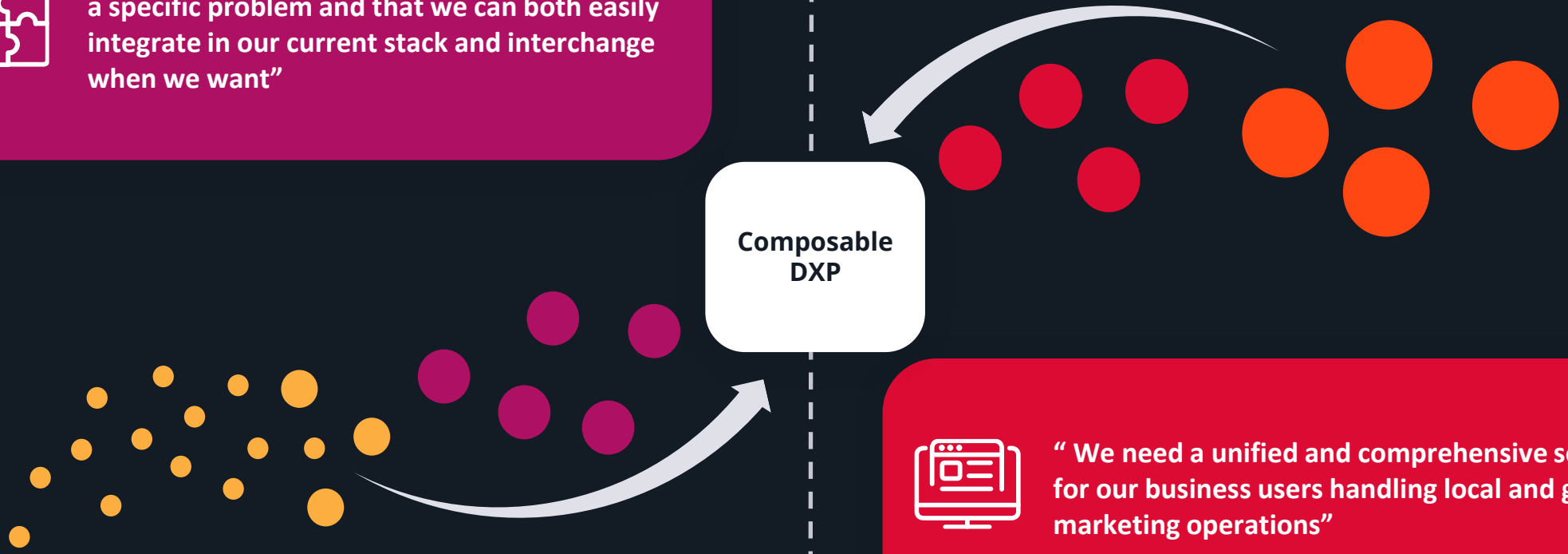
The need for a Modern Composable DXP

Addressing the needs of the market

“ We need an API-first application that solves a specific problem and that we can both easily integrate in our current stack and interchange when we want”



“ We need a unified and comprehensive solution for our business users handling local and global marketing operations”

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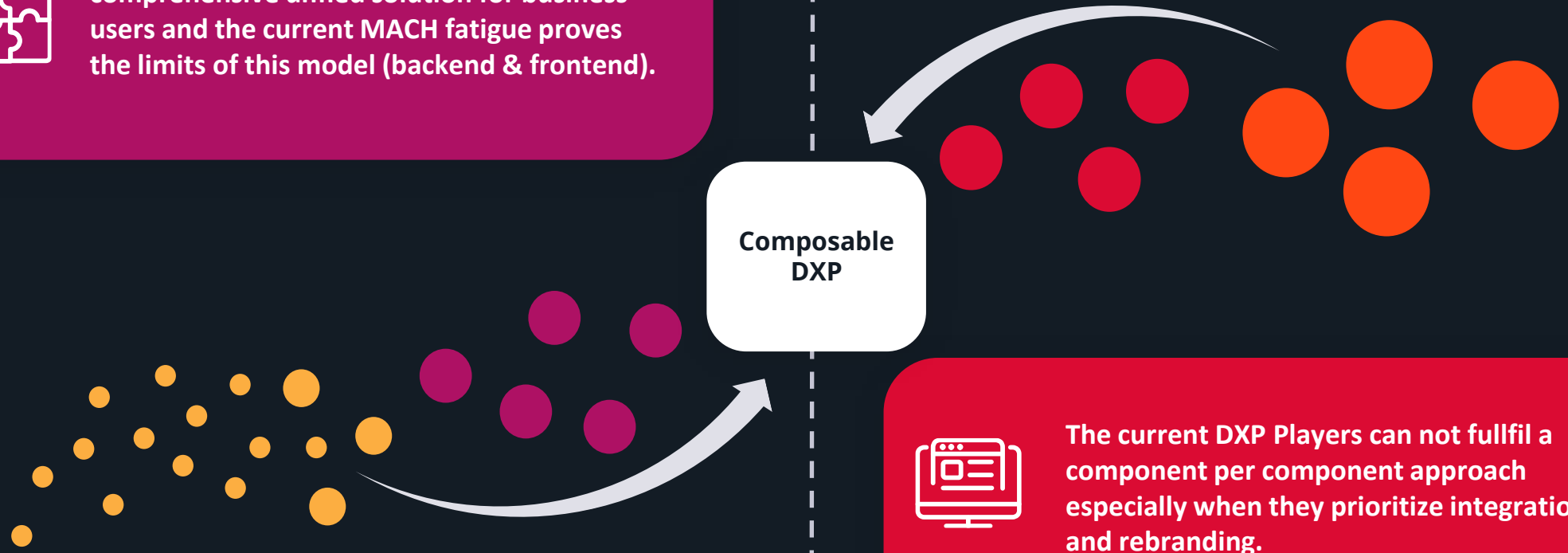
THE PROBLEM - Current Players can’t satisfy both needs

SaaS Applications can not provide a comprehensive unfied solution for business users and the current MACH fatigue proves the limits of this model (backend & frontend).



The current DXP Players can not fullfil a component per component approach especially when they prioritize integration and rebranding.

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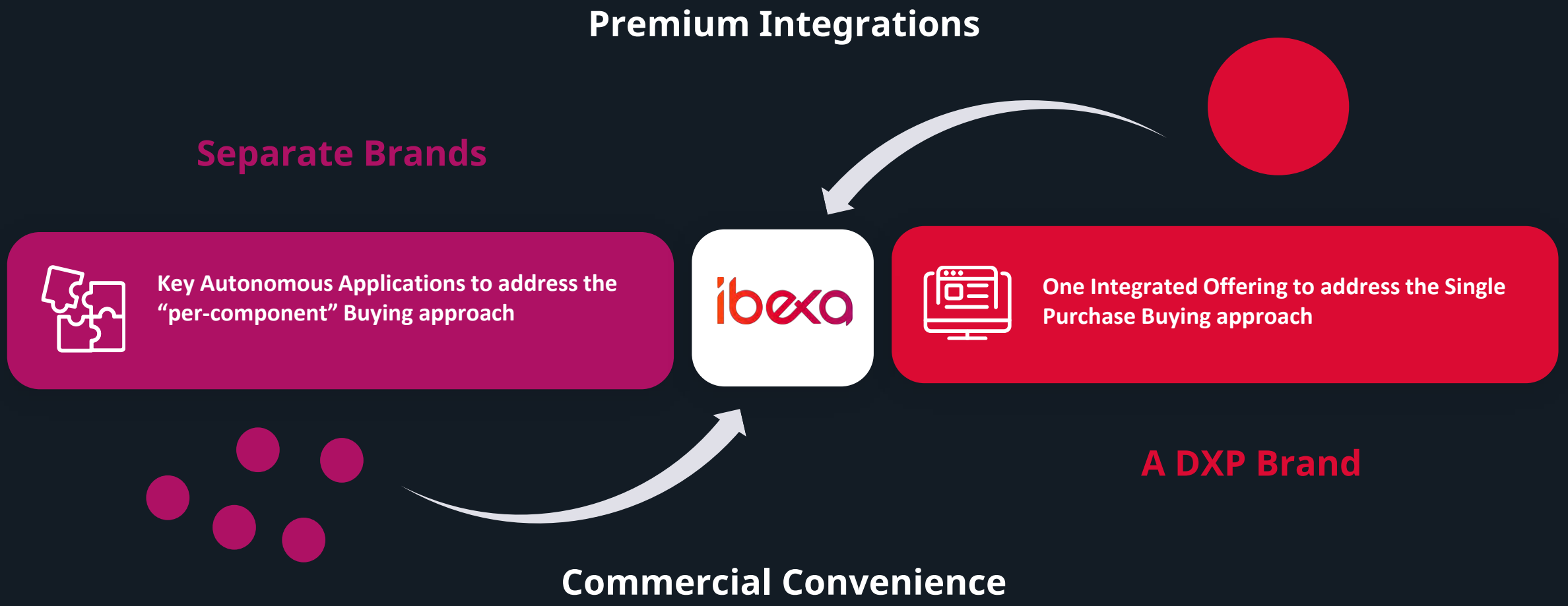
A Modern Composable DXP – “The Best of both worlds”



We believe that every critical component should serve its own purpose independently from the DXP.

The DXP is the orchestrator of the Experience Layer and must be the aggregator with Premium integrations.

SaaS vs PaaS ?

"An AI Orchestration Layer will replace SaaS Business Logics and UI"

Gartner®

"The Future of DXPs is SaaS"

A mix of (vertical) SaaS Components & an AI-enabled orchestration layer (PaaS)

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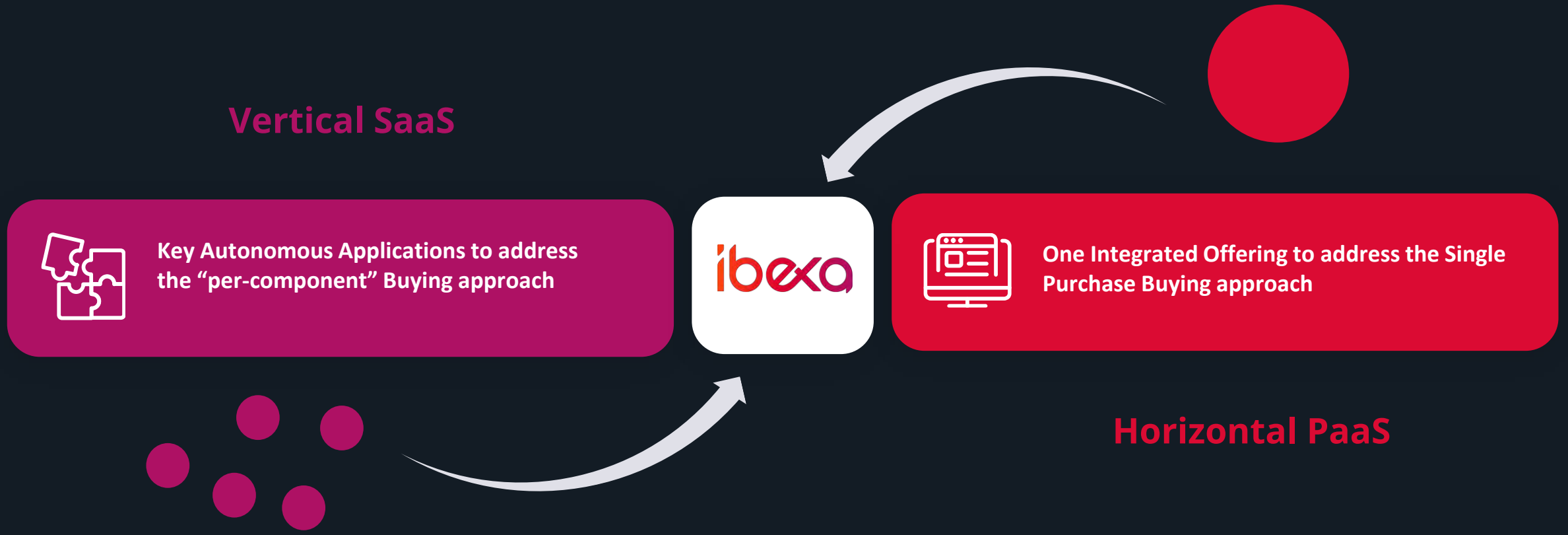
A Modern Composable DXP – Which Delivery Model?



“

We need components that strengthen our value proposition

Our Mission

Reveal your true self®

1

Differentiation

Tomorrow's main challenge

In a hyperdigitalized world overcrowded with AI, a simple digital presence is not enough

2

Complex Businesses

The most Exposed

Businesses with high-consideration products or a high level of complexity are the most vulnerable

3

Self-Service Experiences

New Customer Expectations

Customers want to autonomously enjoy deeper self-service experiences

Embrace Your Complexity

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Ibexa's Value Proposition

Hyper-Personalization

"A DXP with a CDP at its core"

#experimentation #perso #CDP

Go-to-Market Accelerator

"A DXP with a strong PIM"

#globalization #PIM #CMS #combined

Cohesive Marketing Platform

"A unified interface for Marketers"

#ui #unified #connect #hub

ibexa

Cohesive Marketing Platform

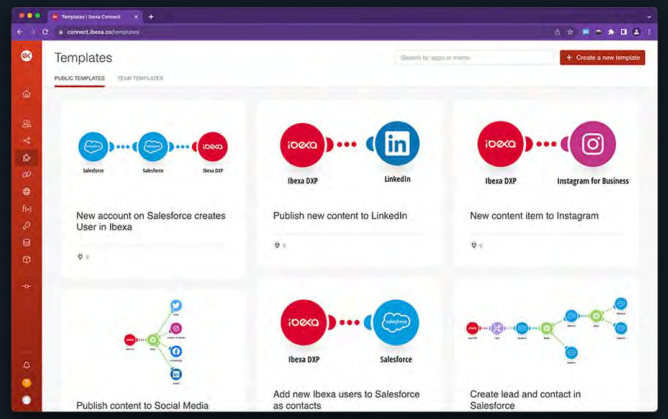
“A unified interface for Marketers”

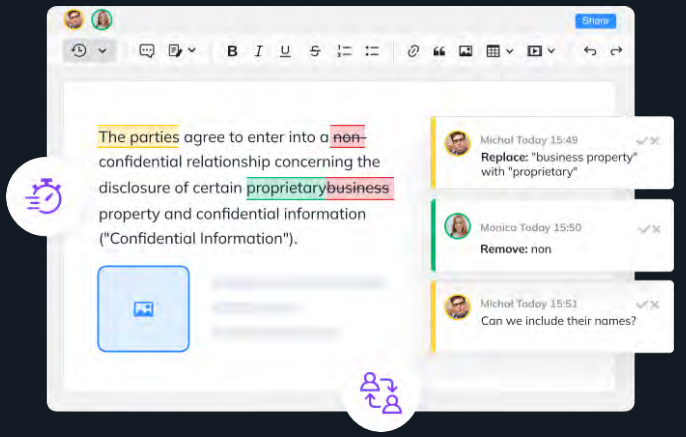
#ui #unified #connect #hub

“The Cohesive Solution simplifying complex marketing operations”

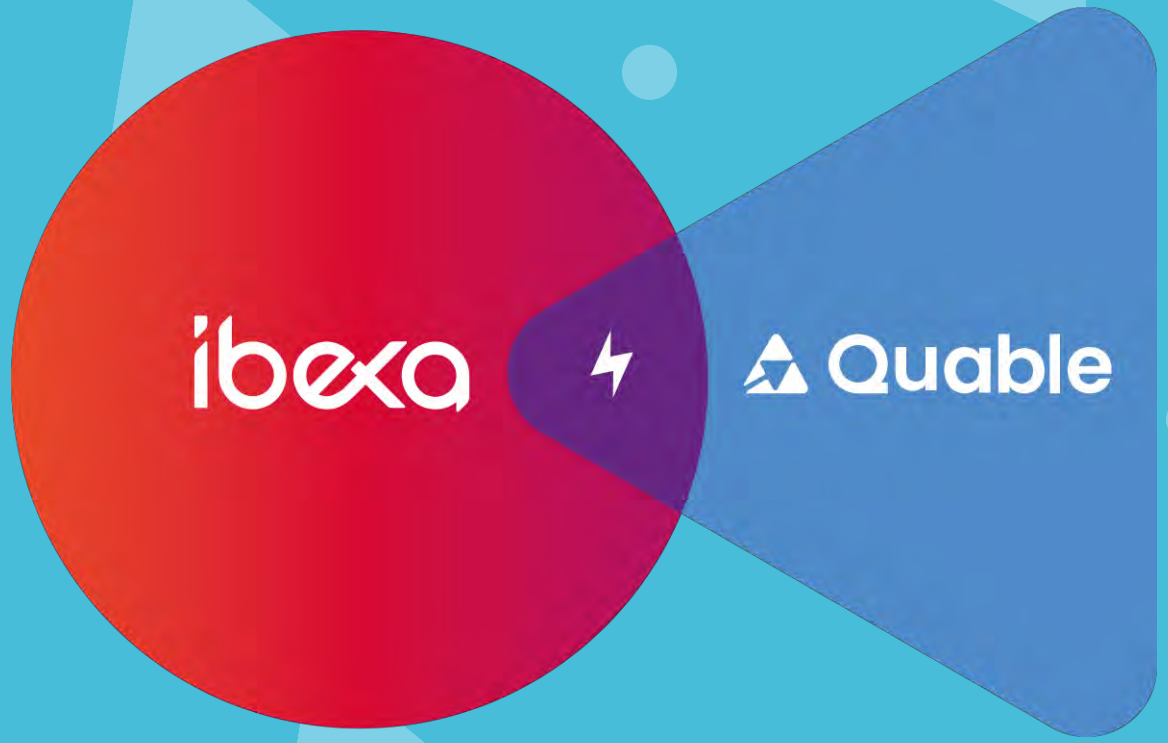
UI Obsession, AI Readiness & Collaboration

- Ibexa DXP will keep focusing on simplifying the complex marketing processes.
- A lot of focus is put towards UX/UI to improve the daily tasks efficiency. Ibexa DXP is AI-Enabled (AI Framework released)
- More dedication to Ibexa Connect being brought closer to the users, Dashboard improvements and experimentation capabilities will be added to the platform





Welcome to Quable's team



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A Go-to-Market Accelerator

“A DXP with a Strong PIM”

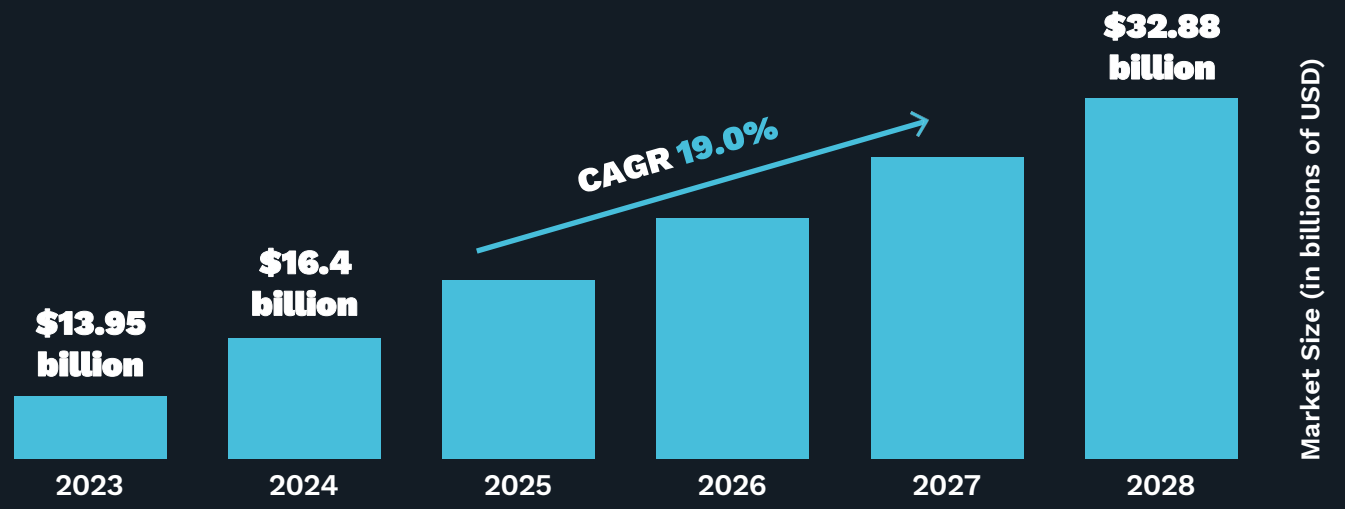
#globalization #PIM #CMS #combined

ibexa Quable

Innovation > Integration

- Pure PIM Solution (Quable) vs Product Experience Layer (Ibexa)
- «Go Deeper» for Ibexa Clients
- «PIM-First» Projects with Quable
- Great complementarity

Product Information Management Global Market Report 2024



Source: The Business Research Company

Welcome to Raptor's team

Hyper-personalization

“A DXP with a CDP at its core”

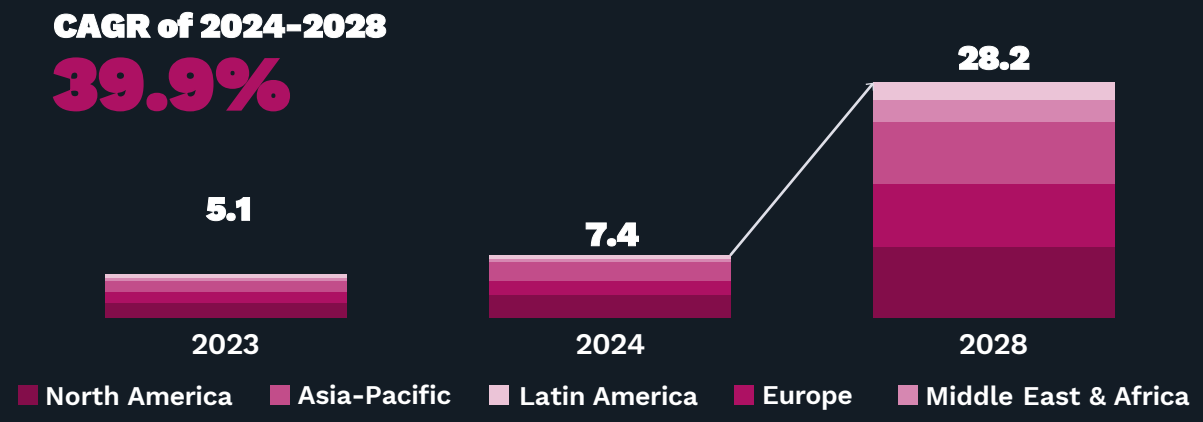
#experimentation #perso #CDP

ibexa raptor

Innovation > Integration

- Make CDP a standard component in our DXP
- Segment-Awareness progressively across the platform

Customer Data Platform Market
Market Size, Market Dynamics & Ecosystem



Hyper-Personalization

"A DXP with a CDP at its core"

Go-to-Market Accelerator

"A DXP with a strong PIM"

Cohesive Marketing Platform

"A unified interface for Marketers"

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Building the new Digital Experience Champion

Wrap Up

Two doors to composability

Standalone & Integrated

ibexa

A Modern Composable DXP is SaaS/PaaS and AI-Enabled

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A Modern Composable DXP has a strong **PIM**

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A Modern Composable DXP has a strong CDP

100%
Growth

A Modern Composable DXP is an Ecosystem

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Shaping the Future of Ibexa DXP

Key Announcements

KAMIL MADEJSKI, VP PRODUCT EXPERIENCE AT IBEXA
SYLVAIN GUITTARD, PRODUCT MARKETING DIRECTOR AT IBEXA

The future of DXP is a composable platform with built-in premium integrations

Hyper-Personalization

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#experimentation #perso #CDP

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#globalization #PIM #CMS #combined

Cohesive Marketing Platform

"A unified interface for Marketers"

#ui #unified #connect #hub

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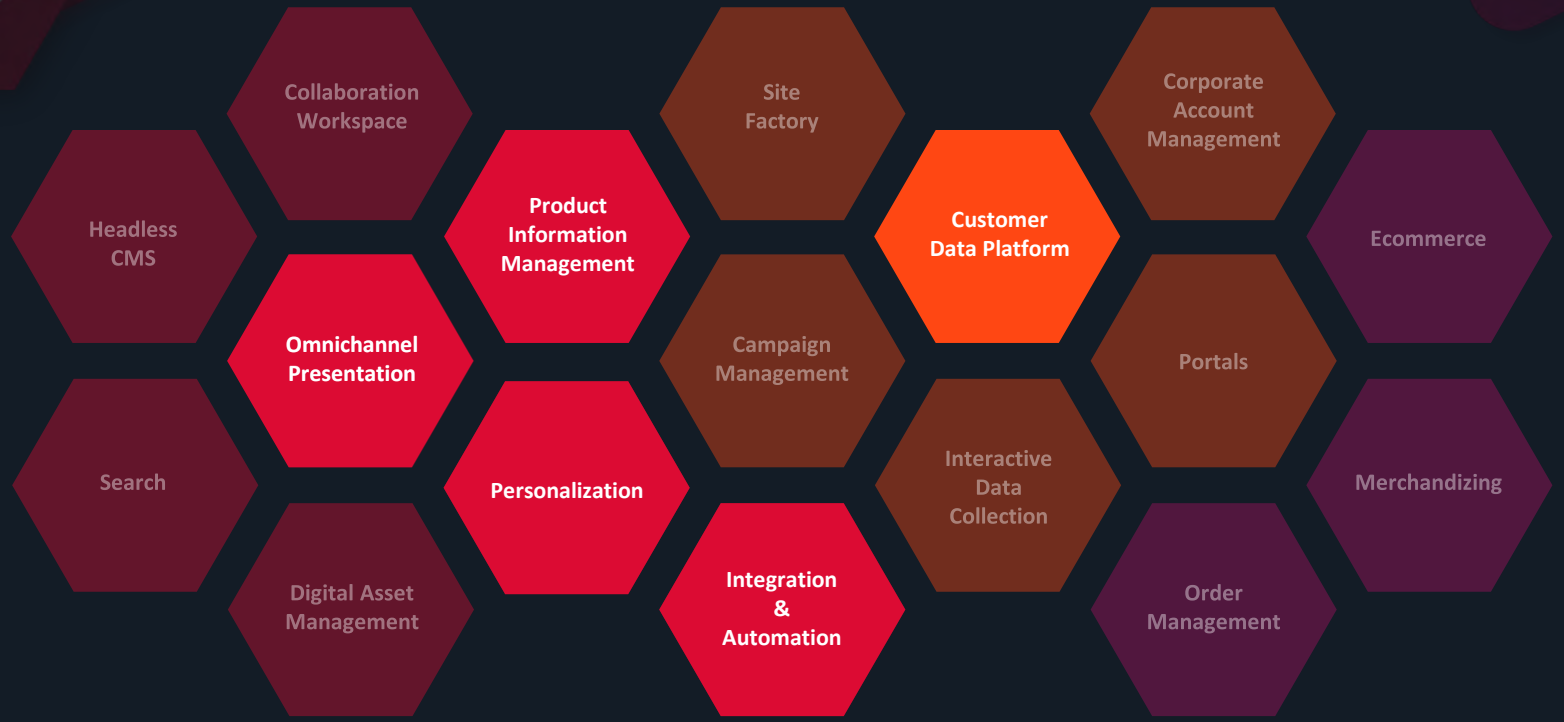
Ibexa Experience

Ibexa Headless

Ibexa Commerce



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Ibexa Headless

Ibexa Experience

Ibexa Commerce

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The DXP of tomorrow

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A Future-proof architecture for a competitive advantage

For **Marketing** and **Product Teams**

- Consistent omnichannel experience
- Better product storytelling capabilities
- Faster time to market

For **Integration Teams**

- Premium Connectors
- Lower cost of implementation
- Reduced development time

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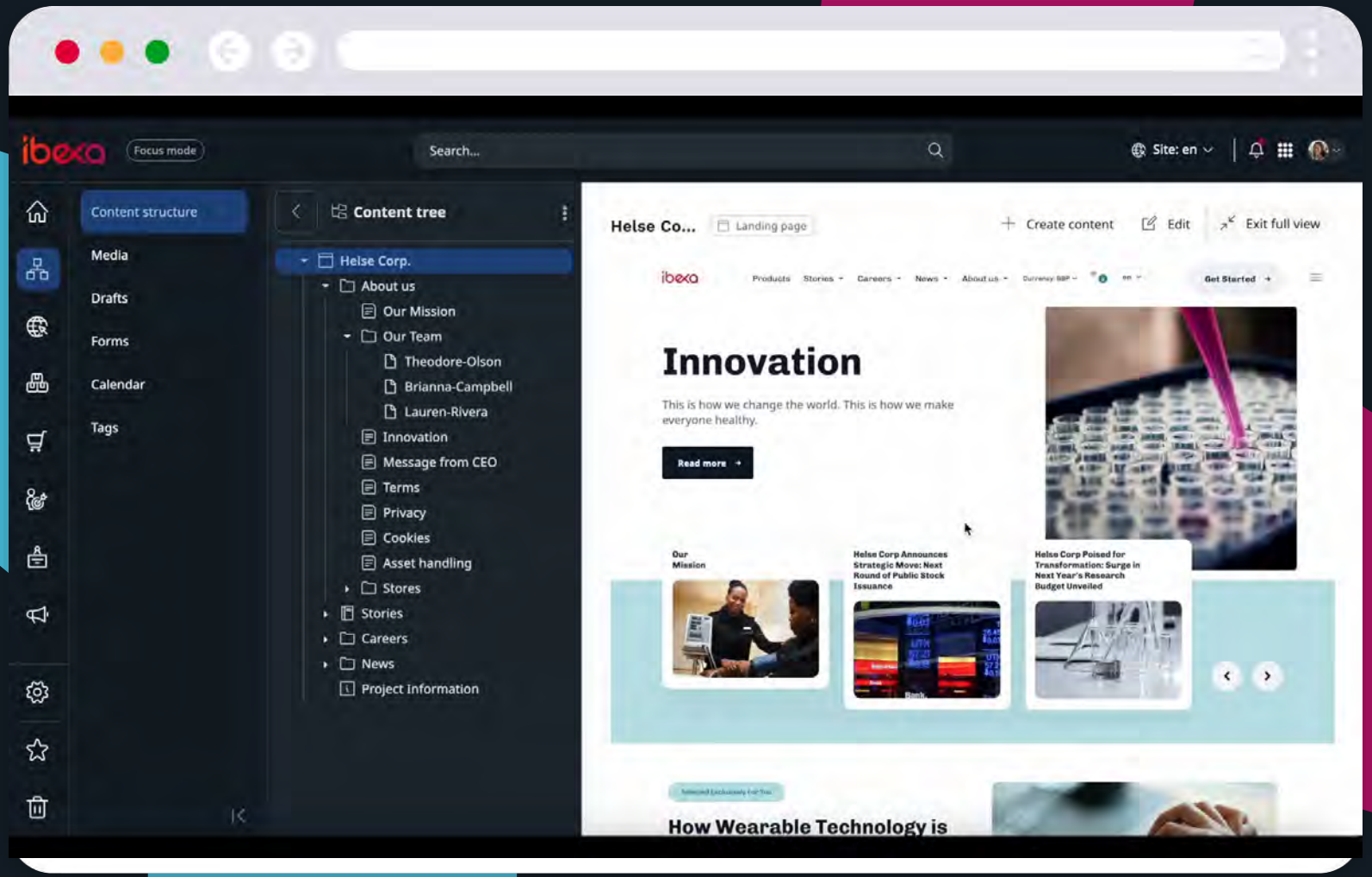
What is **Product Experience Layer**?



Demo

Product Experience Layer or **PIM?**
Why choose? You have **both!**

DON'T MISS

From Product to Omnichannel experience: the central role of PIM

BAPTISTE LEGEAY, CRO & CO-FOUNDER AT QUABLE

The DXP of tomorrow

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Cohesive Marketing Platform

“A unified interface for Marketers”

#ui #unified #connect #hub

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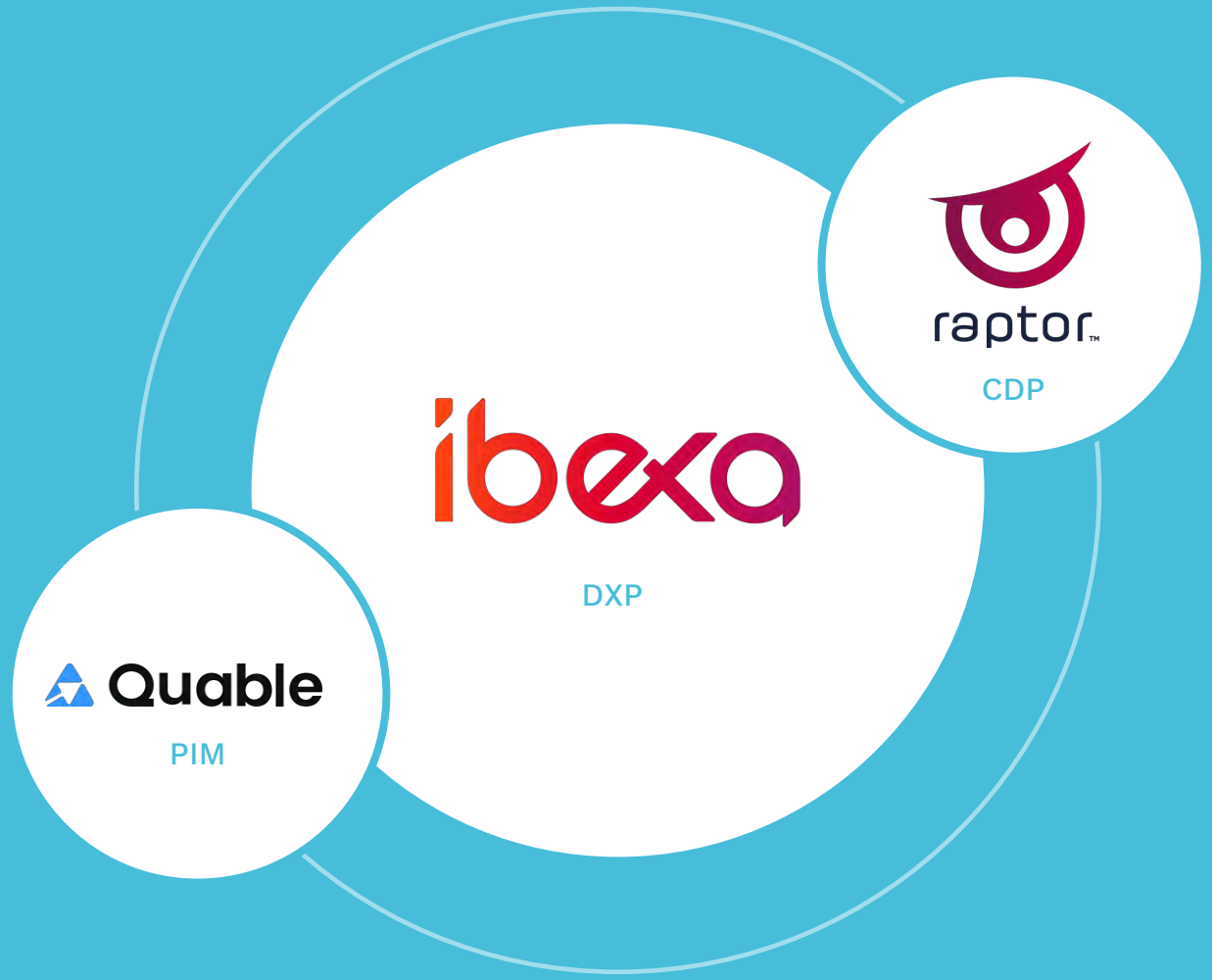
Orchestrating Digital Intelligence

For **Marketing Teams** and **Editors**

- 360° customer view across all touchpoints
- Unified customer segmentation
- Seamless content-to-commerce personalization

For **Integration Teams**

- Premium Connectors
- Native Data Synchronization
- Unified customer data architecture



Orchestrating Digital Intelligence

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- Unified customer data architecture

Demo

DON'T MISS

From Data to Action: Strengthen Your Toolkit with a CDP and a Cross-Channel Personalization Layer

JAN SKOV, COO AT RAPTOR

The DXP of tomorrow

Hyper-Personalization

"A DXP with a CDP at its core"

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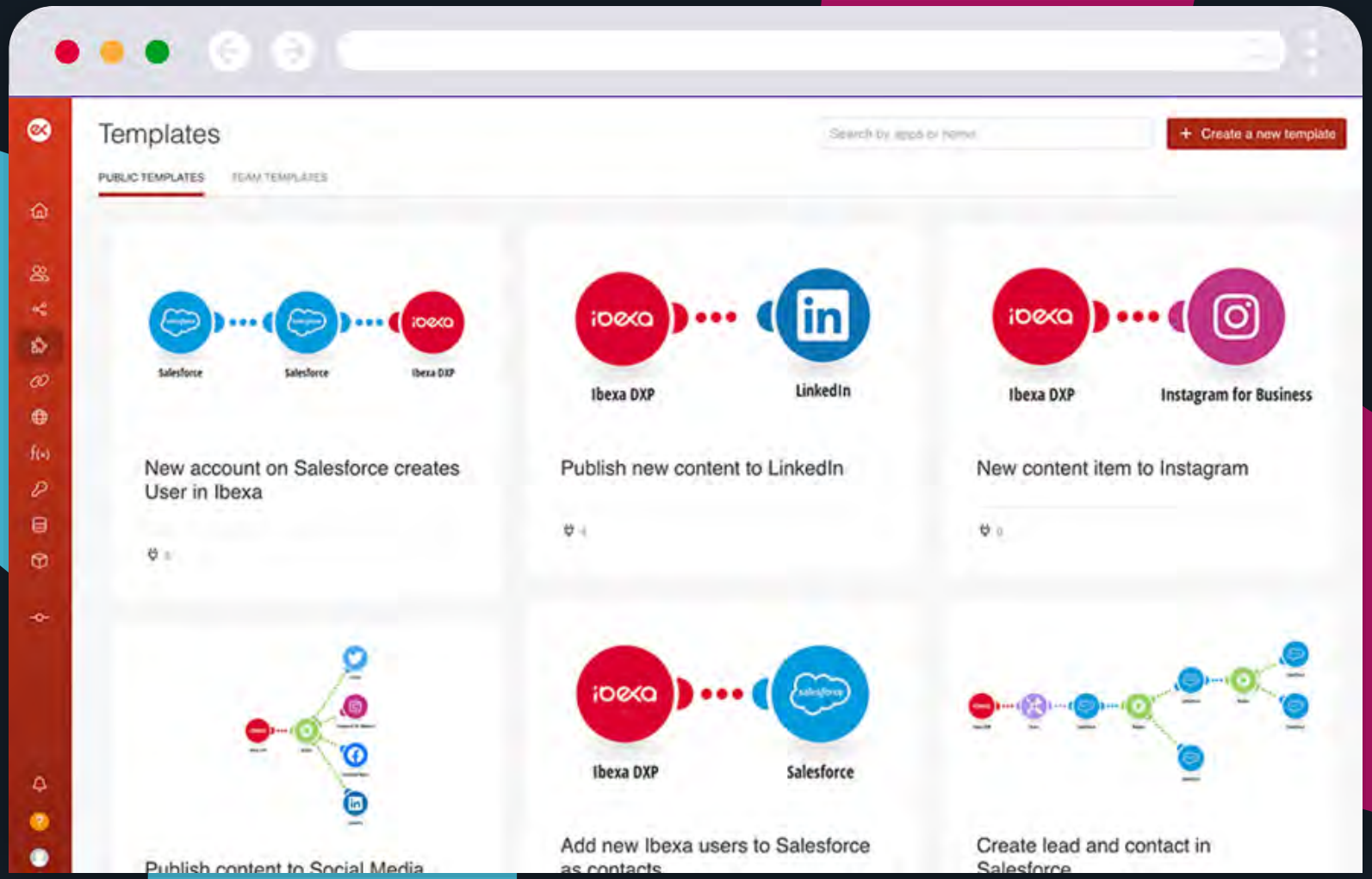
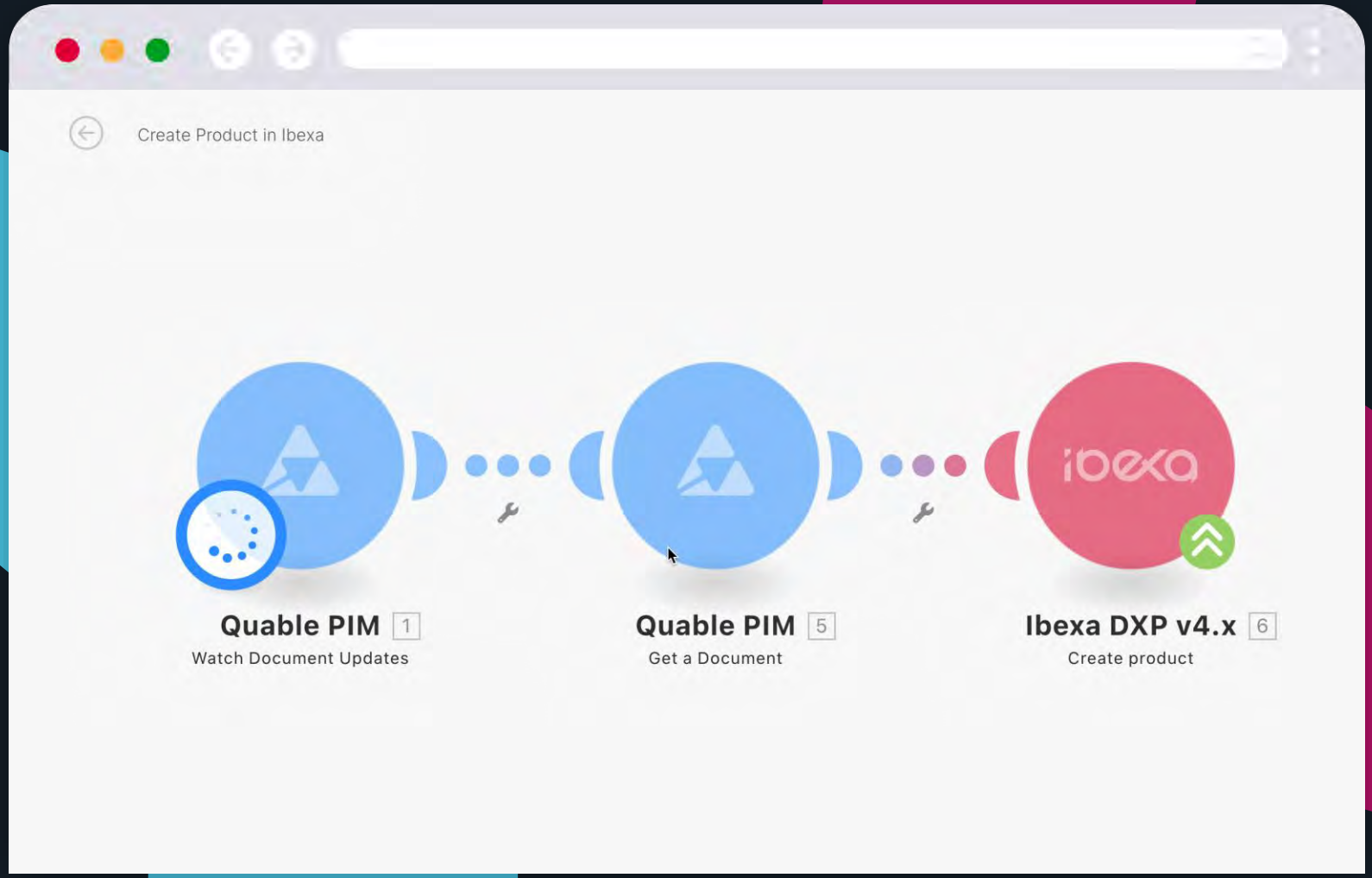
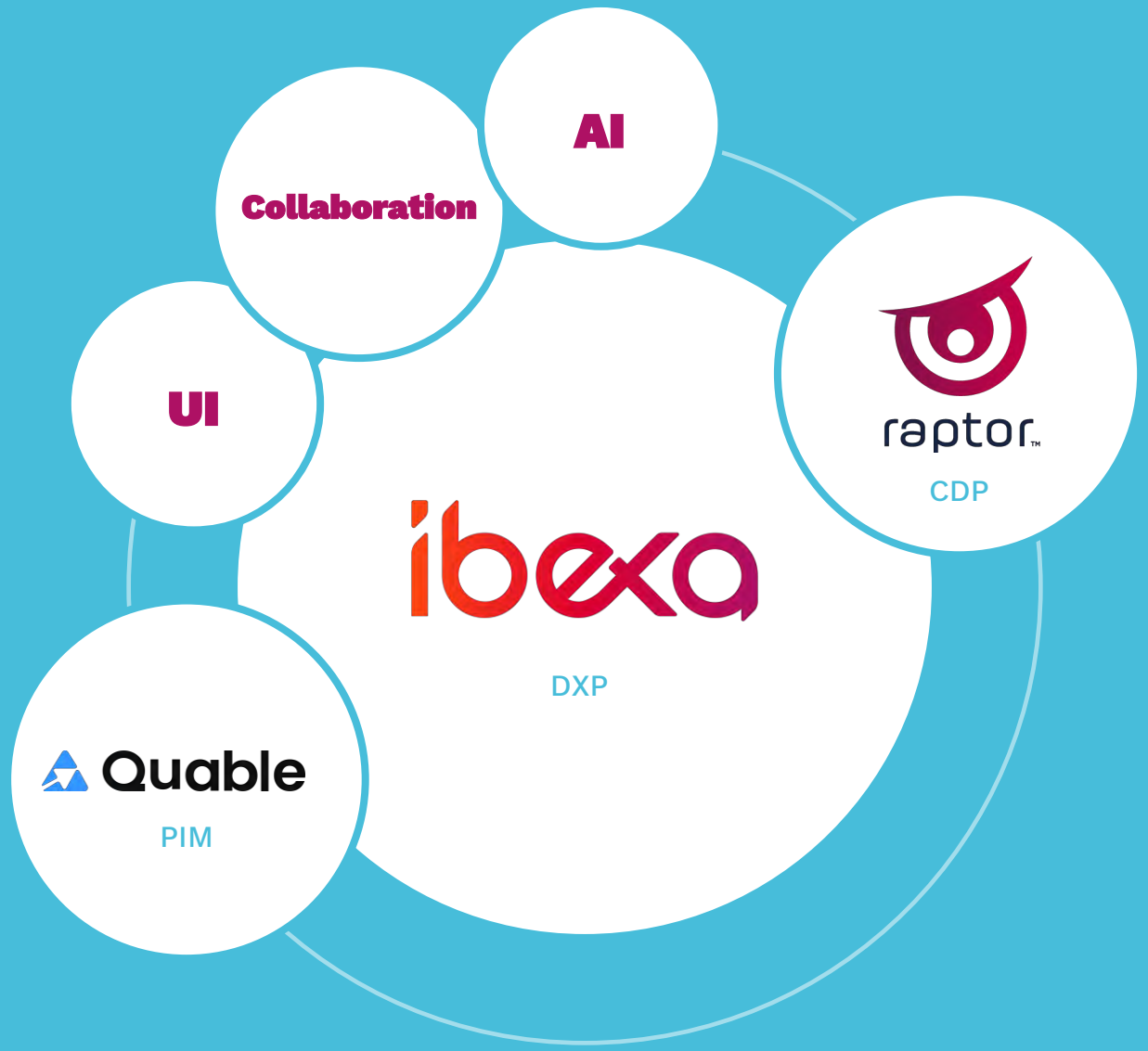
Ibexa Connect



Quable available in Connect




AI
Collaboration
UI
raptor
CDP
ibexa
DXP
Quable
PIM

DON’T MISS

The Greatest Marketing Experience

ARTUR WAWRZYNKIEWICZ, ENTERPRISE SOLUTION ARCHITECT AT IBEXA

AI readiness, UI obsession & Collaboration

DON’T MISS

Augmenting your Ibexa DXP Project with Private AI

MATEUSZ BIENIEK, PRODUCT SUPPORT TEAM LEADER AT IBEXA

Product Offering

raptor™
CDP

ibexa
DXP

CDP for
Everyone

Ibexa DXP Product Offering

Ibexa Headless

Ibexa Experience

Ibexa Commerce

5M records included

CDP

5 scenarios included

Connect

ibexa

So how does the future look exactly?

Composable DXP roadmap 2025/2026

	SHORT-TERM Up to 6 months	MID-TERM 6-12 months	LONG-TERM 12-18 months
ibexa DXP	• Discounts enhancements • Image suggestions using AI • Segment REST API • Design System • Integrated help • SSO • Integrated Recommendations	• Searchable Page Builder blocks • Price history • Edit orders • Design System • Interactive walk-through • Product analytics integration	• Product relations • Content variations • Content completeness configuration & overview • Drafts in Content tree • QNTM Connect in DXP • Multiple shopping lists • Unlimited languages • Real-time collaboration in Page Builder • Channels & markets • Extended Content Types definition • Edit/create multiple translations • Powerful federated search • Asynchronous operations • Layout Builder • Commerce Dashboard
Quable Dedicated PIM	• SSO • Integration with DXP (phase I) • Enhance products with marketing content from DXP • Quable UI improvements	• Calculated attributes • Quable UI improvements • Product stats in DXP Dashboard	• Integration with DXP (phase II) • Quality score
raptor CDP & Personalized Recommendations	• SSO • Integrated Recommendation in DXP • Recommendation strategies for DXP Commerce • Audience look-up API	UX/UI	

DON'T MISS

Ibexa DXP: Deep dive in the Product roadmap for 2025

RADOSŁAW ZEP,
DIRECTOR, PRODUCT MANAGEMENT AT IBEXA

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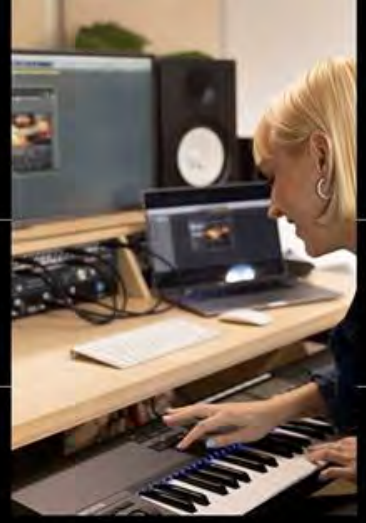
The sound of Tomorrow

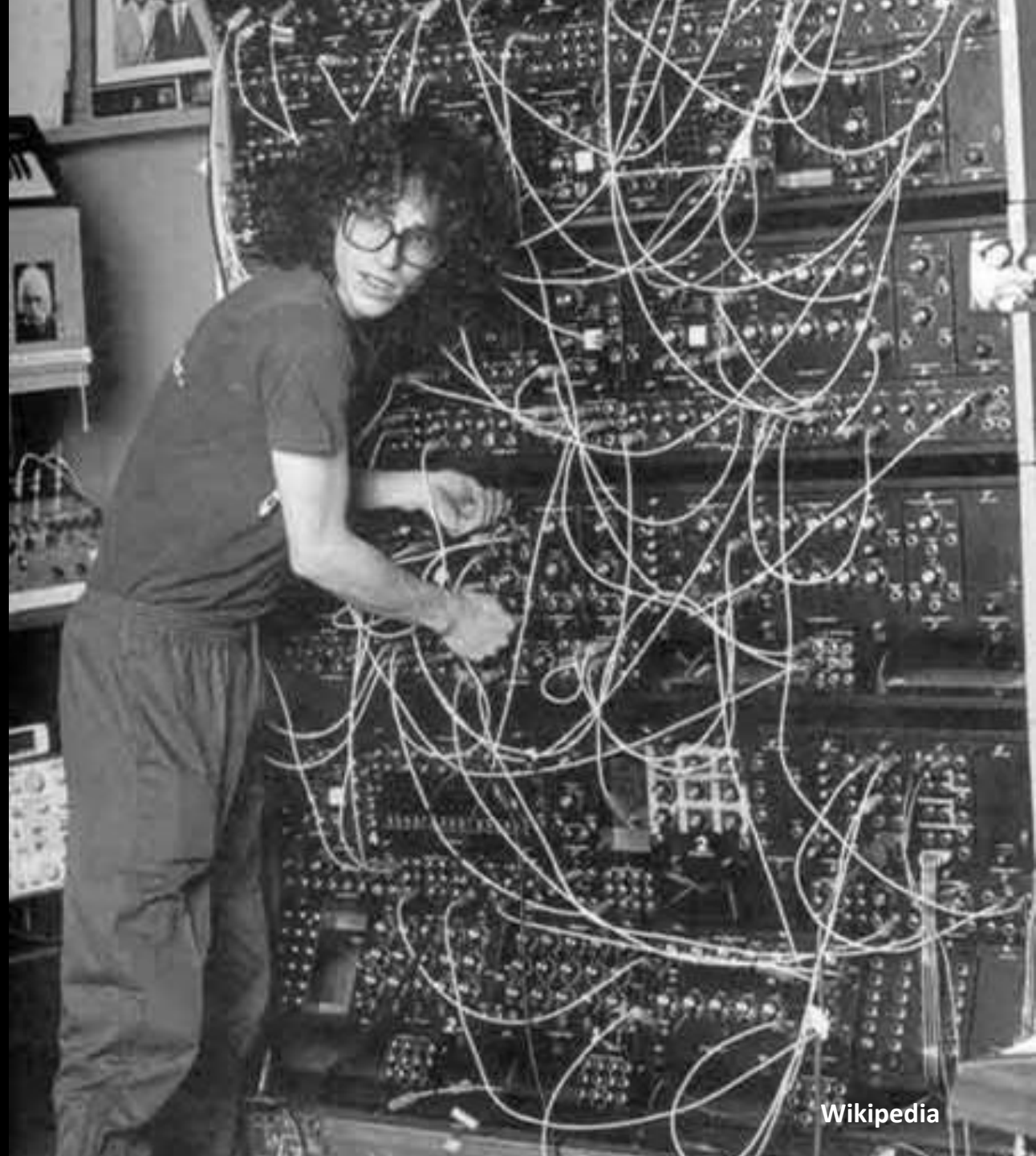
Improved digital efficiency at Native Instruments

MARC EILHARD, ENGINEERING MANAGER AT NATIVE INSTRUMENTS

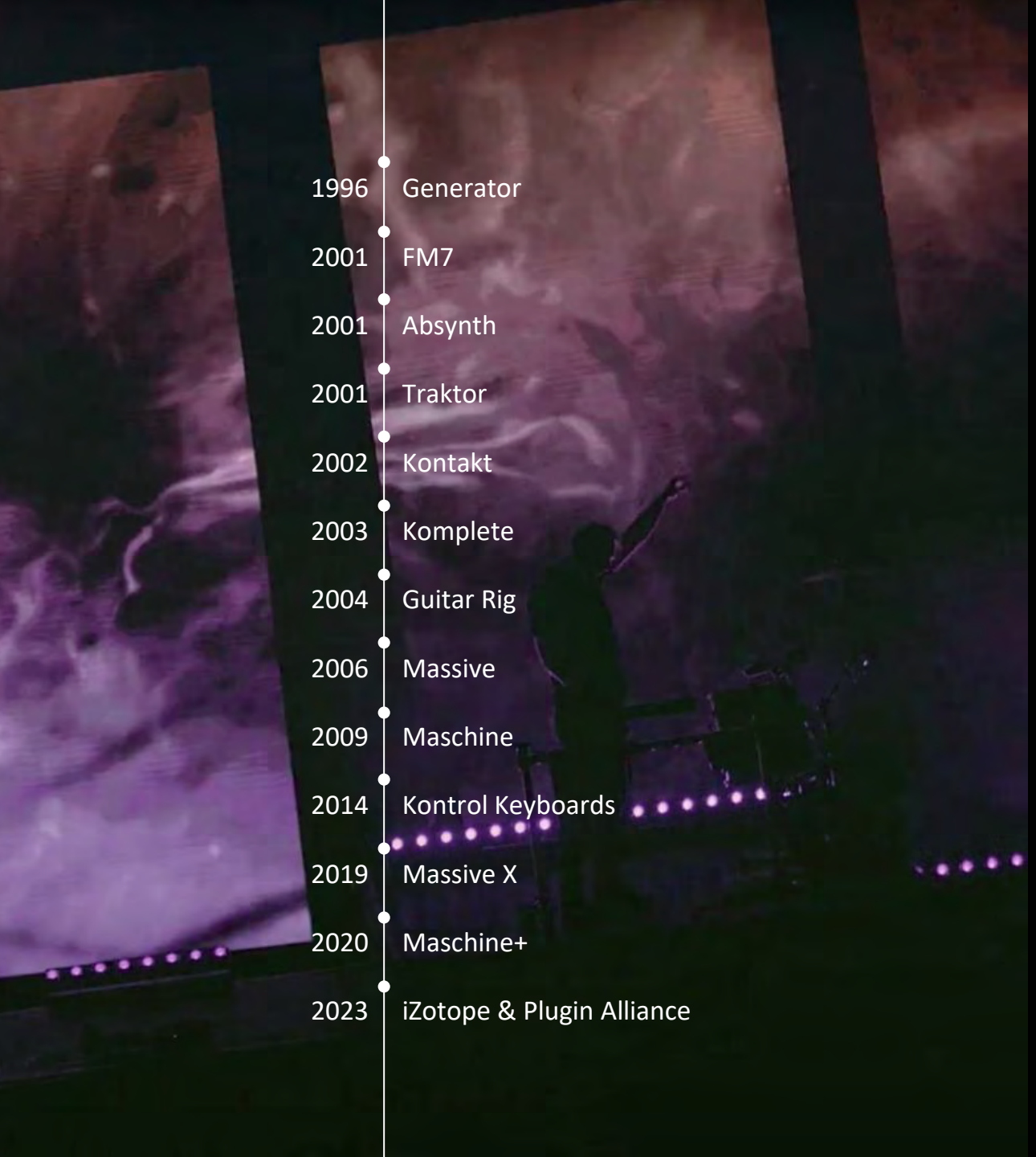


NATIVE INSTRUMENTS

Founded on the idea your computer could be the most flexible, powerful music-making device out there, Native Instruments has been working with technology to maximise the sonic potential of creators everywhere since 1996.

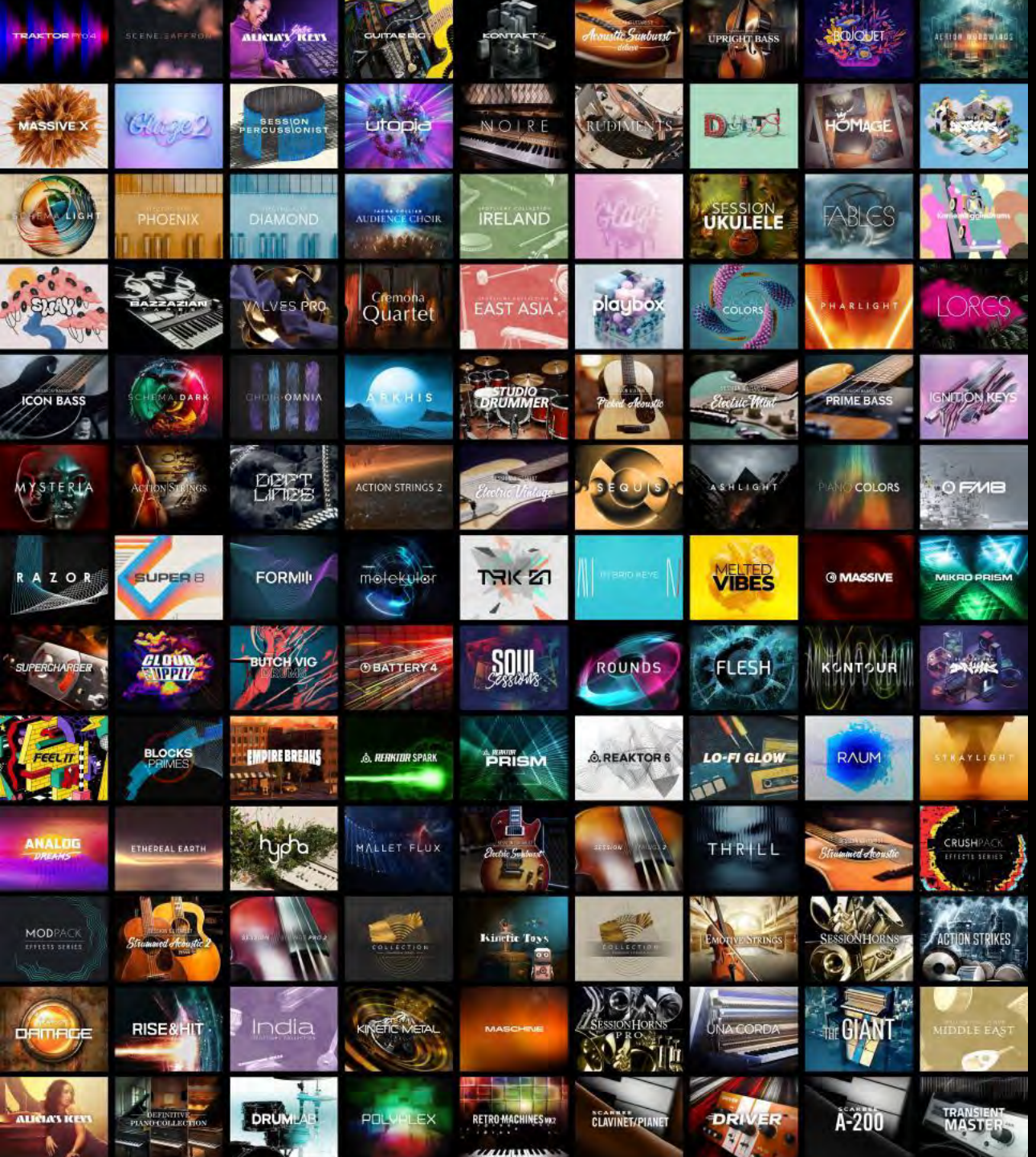


Wikipedia



Whether it was Traktor for DJing, Kontakt for sampling, or Massive for synthesis, NI has been a forerunner in taking music production from costly analog studios into bedrooms and personal computers – natively.

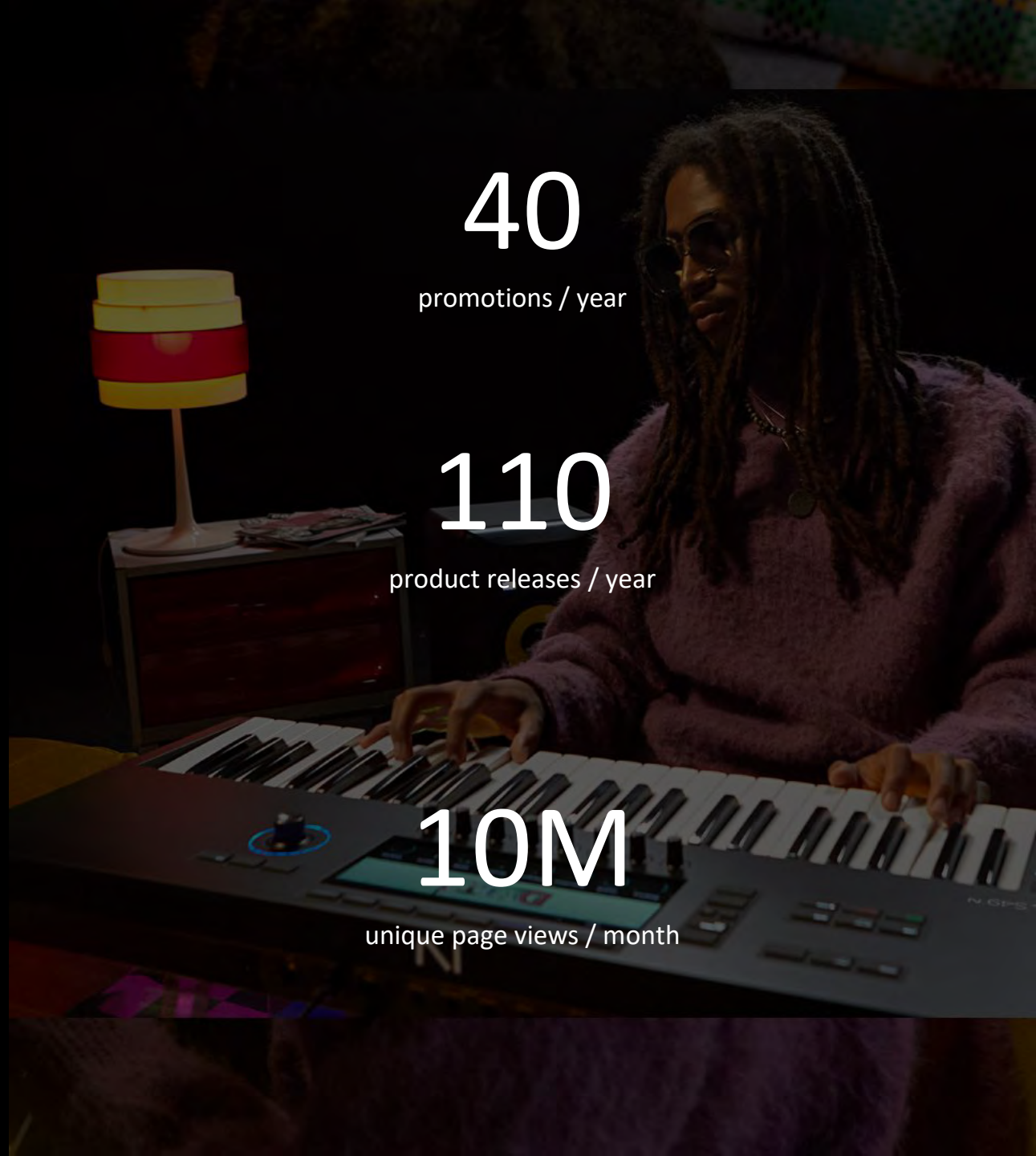
After joining forces with fellow sonic adventurers iZotope and Plugin Alliance in 2023, NI has grown to become one of the largest and most influential music technology companies around the globe.



At the heart of an extensive product ecosystem with over 600 products, today we provide innovative tools for every stage of the creative process.

Whether you're a composer, sound designer, audio engineer or DJ, whatever kind of sound you can imagine, there's a way to make it with NI.

With over 40 dedicated promotions and over 110 product releases across multiple brands per year, NI is a powerhouse in the music technology landscape.



40

promotions / year

110

product releases / year

10M

unique page views / month

Magento™
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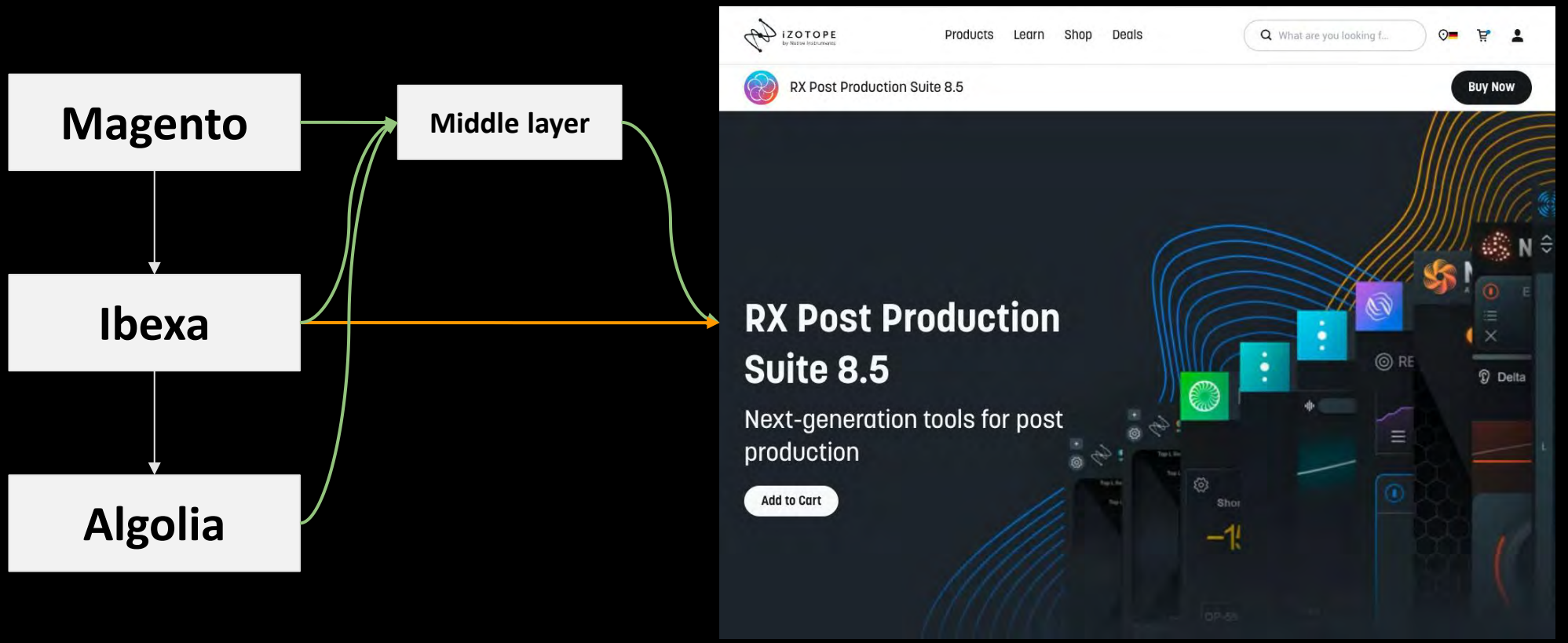
PART OF QNTN
algolia
SCORPION
DRAKE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Trust, Authenticity & the future of Content in the age of AI

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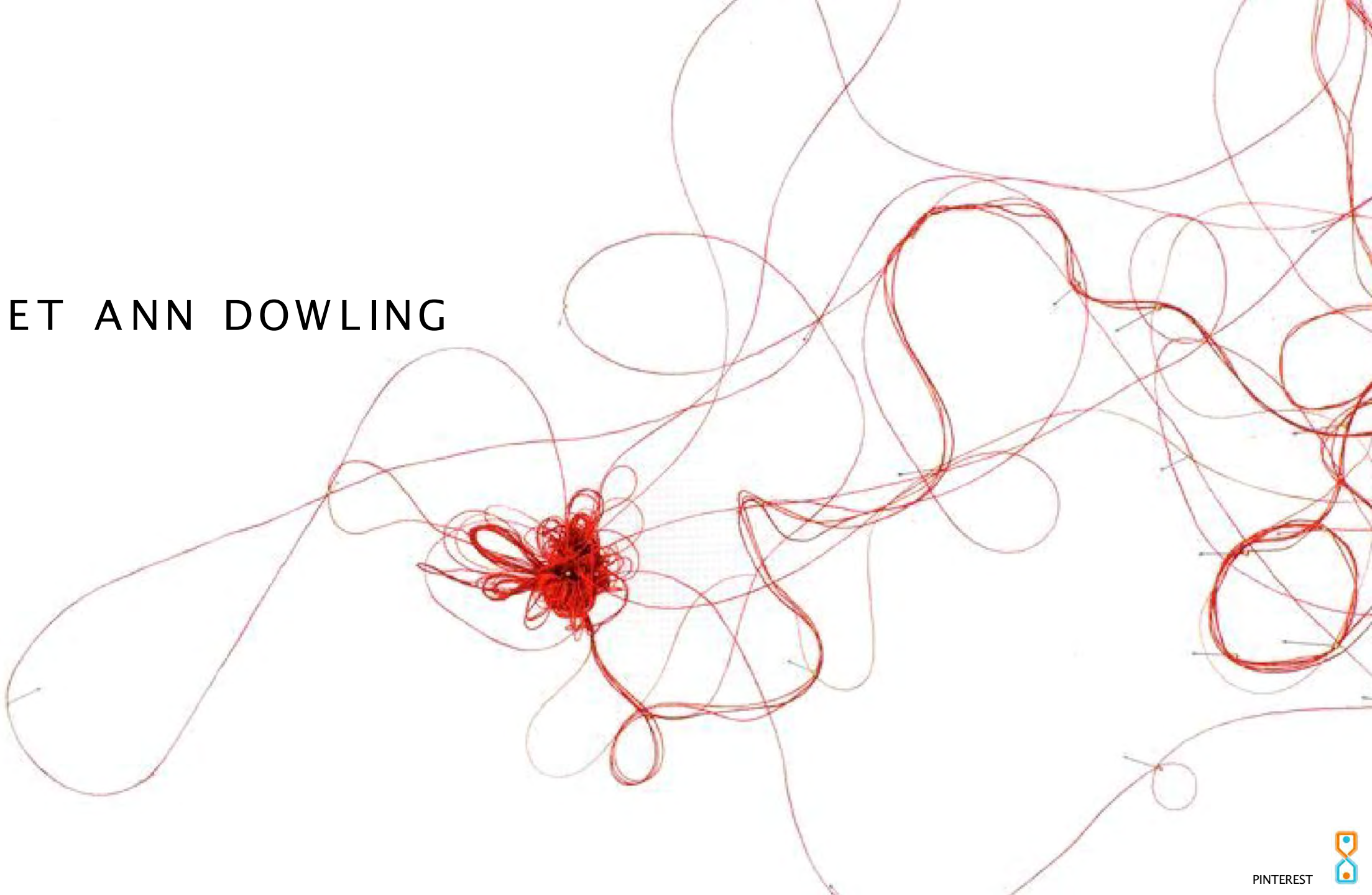
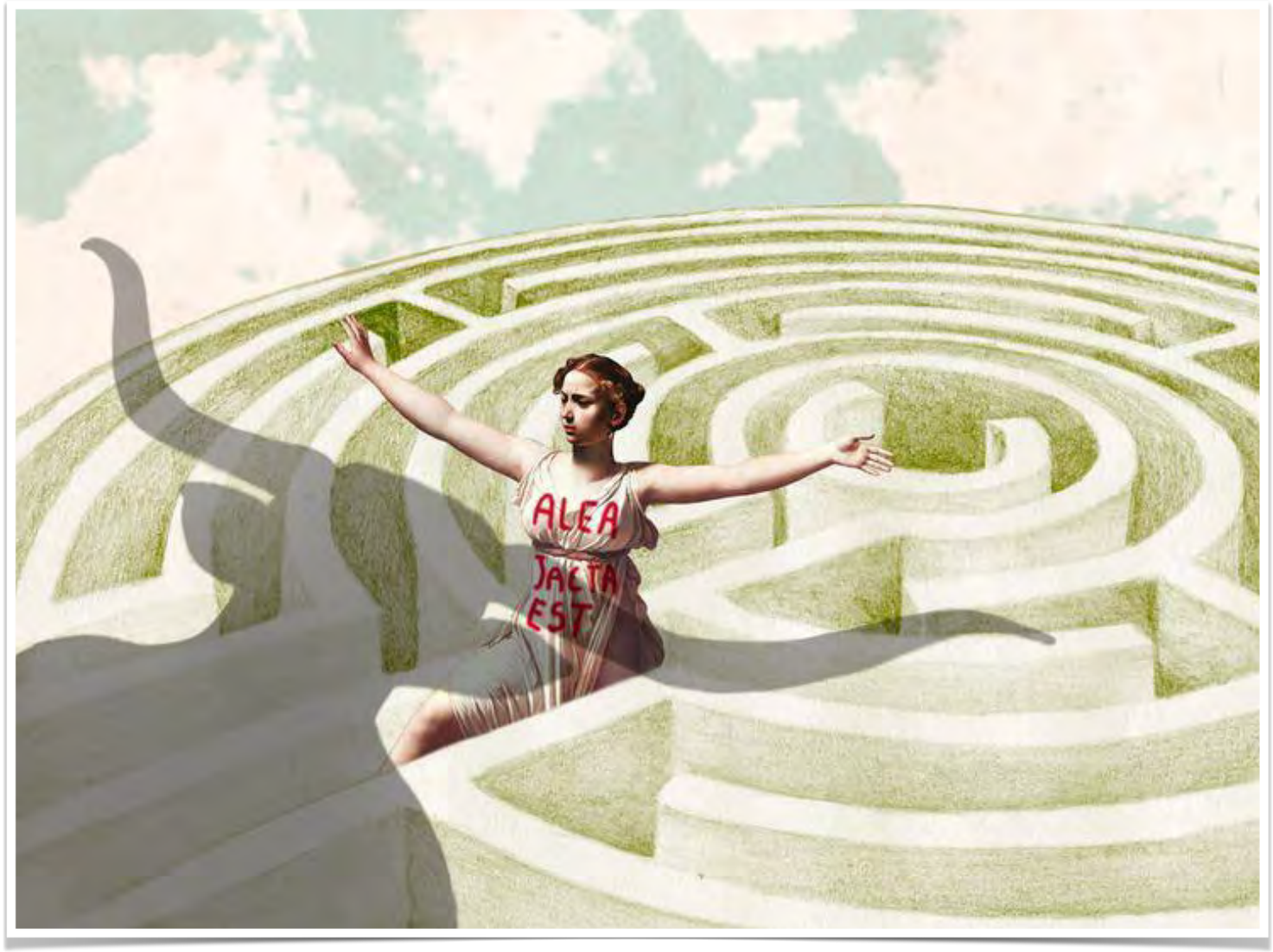


PINTEREST

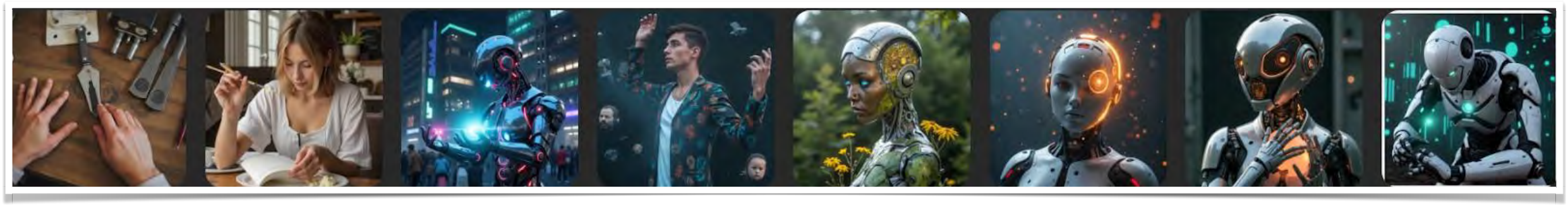


Ariadne finding her Minotaur_ Illustration by Delphine Lebourgeois for l'Obs Magazine

"Trust, Authenticity & The Future of Content in the Age of AI"

Publishers, Editors, Writers and Journalists have been helping audiences to navigate the world around them since the advent of the Gutenberg Press in the 1500s. In some cases this promise is symbolised by a unique identifier which is akin to a Universal Symbol of quality, Trust & Authenticity – a promise to help them travel in their minds to places they may never get to in their lifetimes.

As we move forward into this Agentic AI enables fast moving multimodal Reality – it's good to pause for thought. To think about our Mission Vision and Values as companies, to reflect on Dual Use in technology and to explore some of the themes which will shape our content drive future. Lets begin …



AI

THE NEW PARADIGM

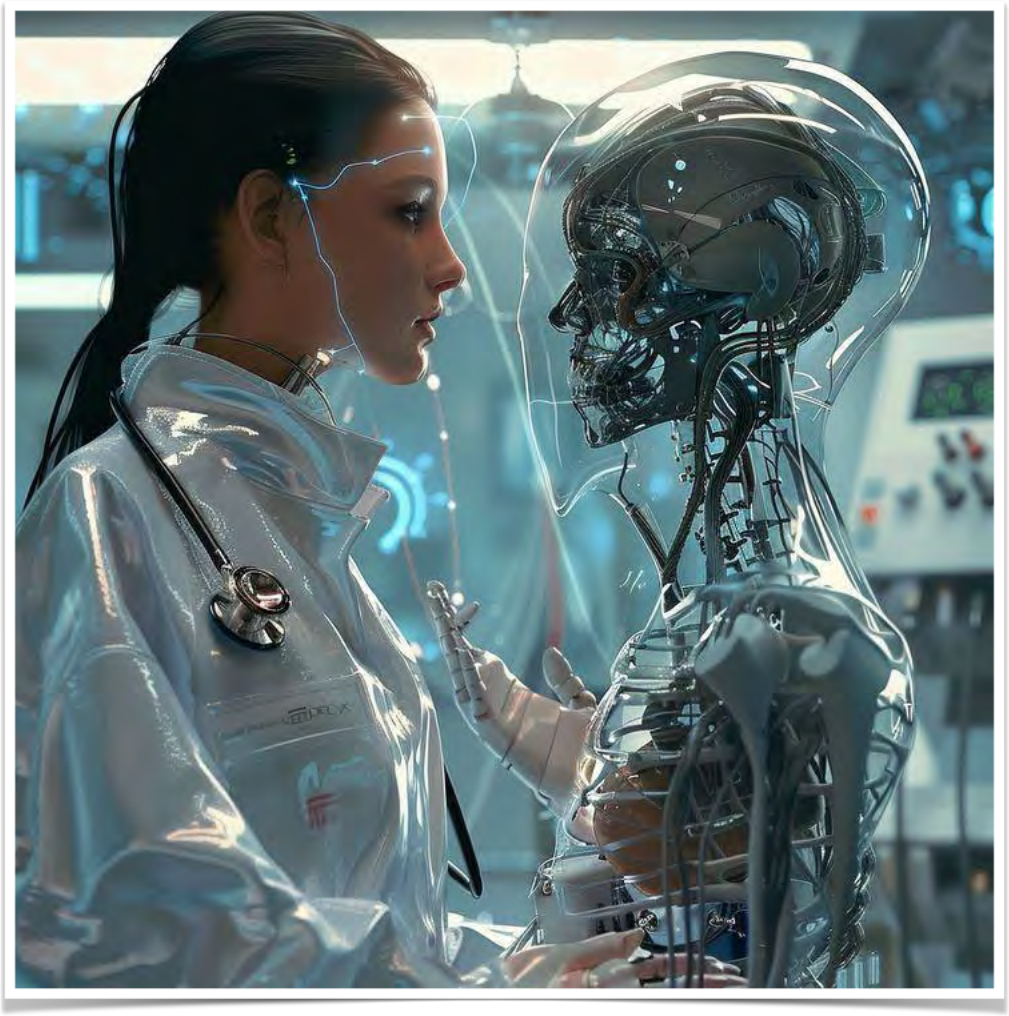
"We are in an era where AI can generate content in seconds. From emails to entire novels, AI tools like ChatGPT have become integral to our workflows. But this raises a critical question: how do we ensure that content remains trustworthy and authentic? The distinction between authentic and automated content will define how we consume and create in the future."

THE HUMAN ELEMENT IN AI CONTENT

- Real–world comparison of authentic vs. automated content.
- Emotional markers, cultural nuance, and human experience define authenticity.

“What differentiates engaging human narratives from technically perfect AI–generated pieces? Often, it’s the emotional markers and lived experiences embedded in human stories. Antonio Damasio spoke to the subject of conscious and unconscious Somatic markers and their impact on our judgment. The Somatic Marker Hypothesis should be considered when we want to broaden our understanding of the impact on our impression management and internal sentiments of our engaged audience (Bechara, Antoine, and Antonio R. Damasio. 2005)

I believe this to be the fundamental pivot point when it comes to Trust & Authenticity.



PINTEREST/AI

AUTHENTIC V AUTOMATED CONTENT

The anthropomorphisation of AI- imbuing it with human attributes, values and capacity for moral judgements is an abdication of responsibility.

Bezos indicated that decision making is about defining if a question requires a Type 1or Type 2 decision :

Type 1being a one way door decision _ typically being irreversible and often having unknown consequences- these should be slowed down and considered carefully.

Type 2 decisions are easily reversible and can be made and reversed quickly without major impact.

For example Soul Machines is a groundbreaking company which allows you to harness the power of AI to create astonishing life like digital humans. These Avatars are powered by advanced Neural Networks that can interact with user real time displaying human-like emotions and responses https://www.soulmachines.com/

TRUST IN AI CONTENT

"Trust is the cornerstone of content.But how do we trust AI-generated content? AI, despite its capabilities, can be biased or misinformed. Transparency and ethical guidelines are non-negotiable to ensure that AI- generated content doesn't undermine credibility"

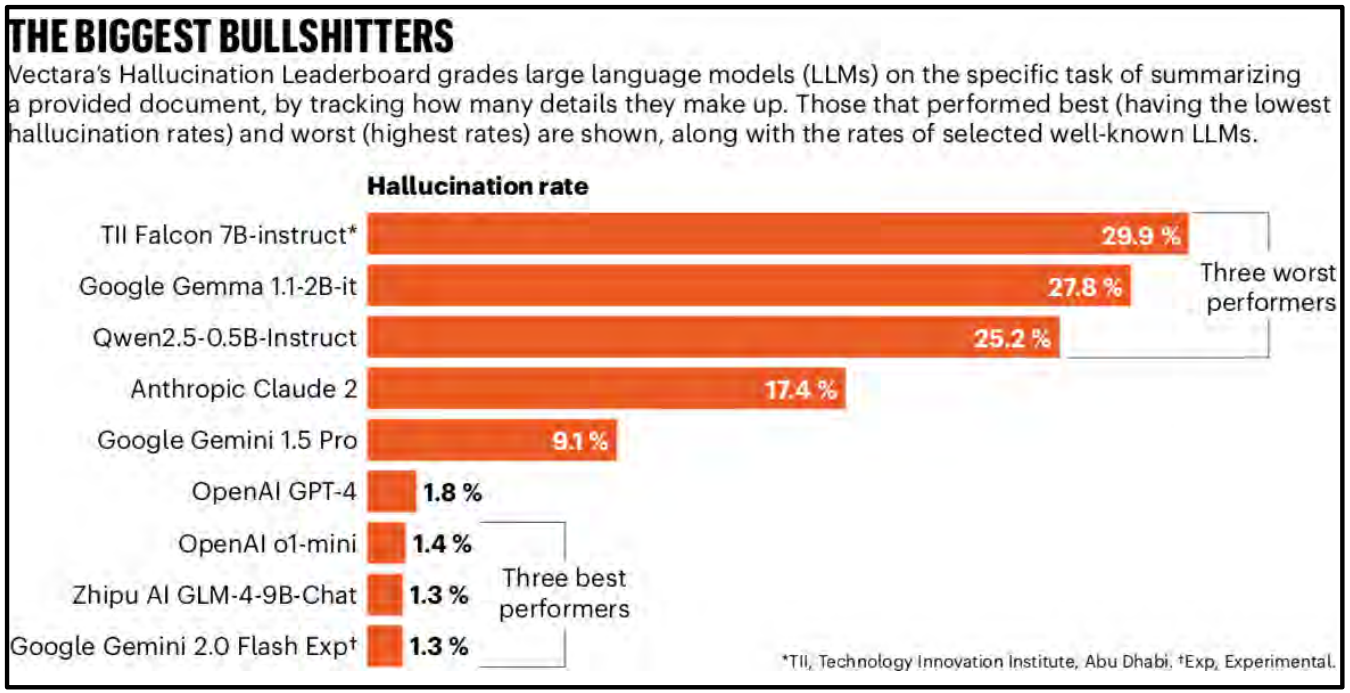
We must establish frameworks to hold the users of AI accountable. AI systems are powerful but imperfect. From biases to factual inaccuracies, these challenges underscore the importance of transparency and ethical use.
Without these, we risk eroding trust.

*EU AI Regulation, GDPR and Human in the loop decision making to handle the Challenge
of misinformation, biases,
and lack of accountability.

Stress the fundamental importance of transparency.

DARCY

THE BIGGEST BULLSHITTERS



Source: Vectara (https://go.nature.com/4GPQ)

https://github.com/vectara/hallucination-leaderboard

THE FUTURE OF CREATIVITY

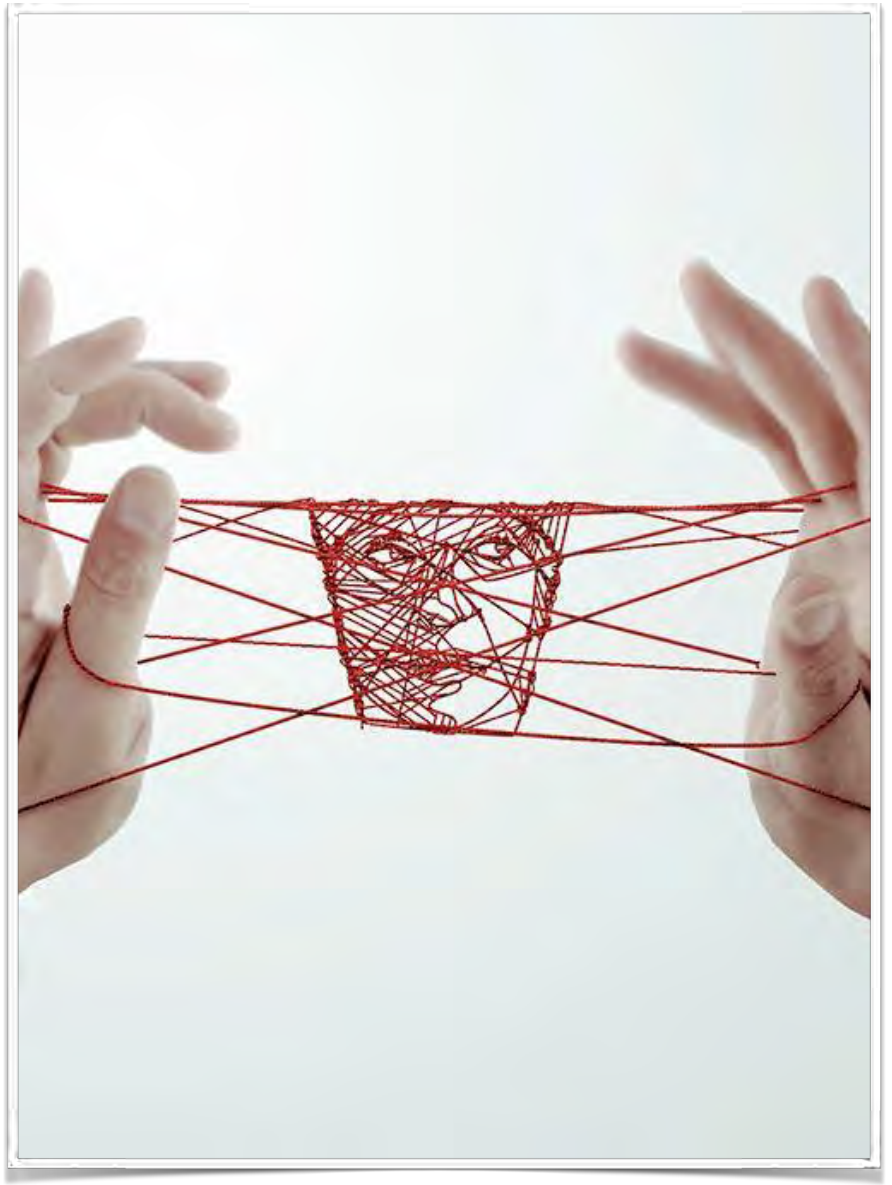
- The Source Material Crisis
- The Illusion of Human Creativity
- The Creative Process Parallel
- IP and Authorship

MULTI AGENT REALITY

How do you integrate all these elements into one process which reflects your Mission Vision and Values– maintaining authenticity and trust …The Challenge of the Universal AI Myth

The Specialised Agent Ecosystem

- Research Agents
- Content Creation Agents
- Visual Content Agents
- Distribution Agents



"Success lies not in finding the perfect AI, but in orchestrating the right combination of specialized tools."

AI SINGULARITY

"The concept of AI singularity—where AI surpasses human intelligence—sounds like science fiction, but it's a real concern. What happens when AI makes decisions beyond human understanding? This is why ethical AI development is critical. It's not just about smarter algorithms but responsible deployment."

Risks of a Major wave of disempowerment and dependency coming on which will make us more vulnerable to misinformation and manipulation

Luzia Jarovsky Linked in TopVoice in AI 2023

POWER OF EXPLAINABILITY

Explainability is key to trusting AI. If we don't understand how AI makes decisions, we can't predict or control its actions.
By developing better visualization tools, we can demystify AI processes and ensure that its decisions align with human values."

Importance of Dual Use Horizon scanning Content Strategy and the use of AI belongs on the Board room

THE ROLE OF GLOBAL GOVERNANCE

"AI is a global challenge that requires global solutions. Just as the Geneva Conventions set rules for warfare, we need international agreements for AI governance. Regulatory frameworks must balance innovation with safety to prevent misuse and ensure equitable outcomes."

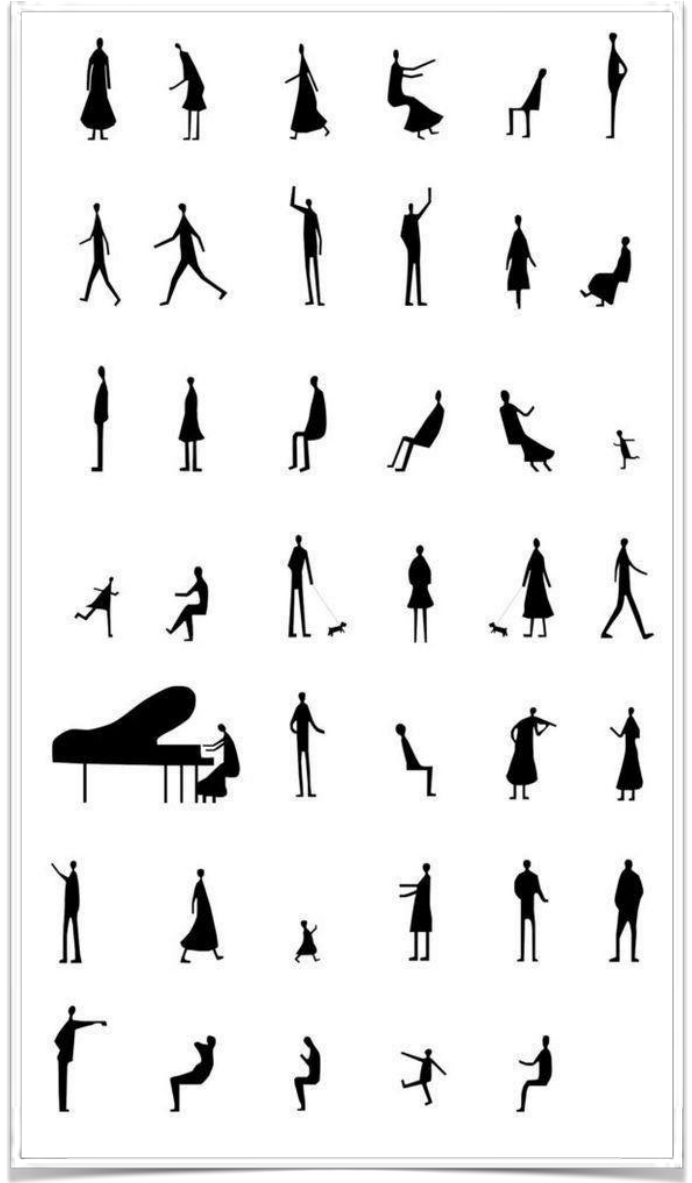
https://www.europarl.europa.eu/topics/en/article/20230601STO93804/eu-ai-act-first-regulation-on-artificial-intelligence

track.fiverr.com

PROTECTING AUTHENTICITY

"Maintaining authenticity in an AI–driven world requires proactive measures. We can prioritize human creativity, clearly label AI–generated content, and ensure ethical practices in content creation.
These steps can preserve trust and authenticity."

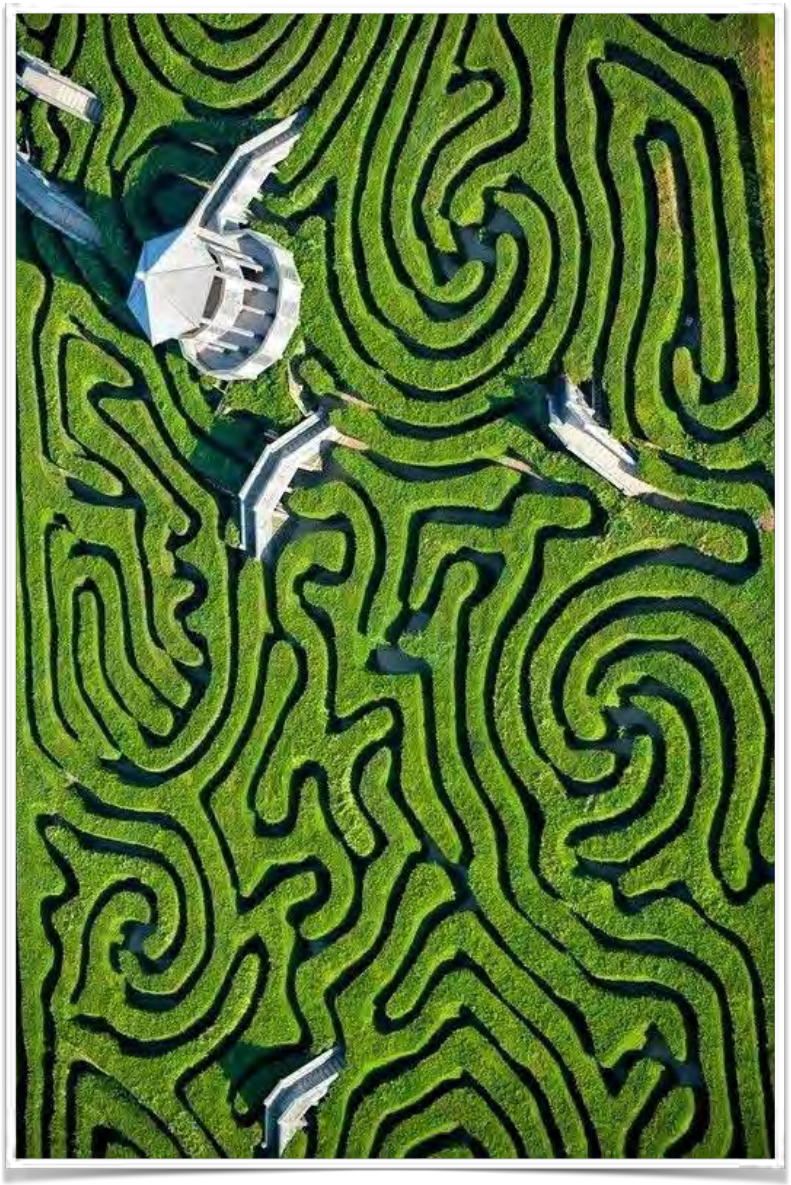
- Emphasis Human creativity
- Label AI generated content
- Ethically use AI



ROZI

BUILDING TRUST IN THE AGE OF AI

- Transparency with Trust Framework Components
- Clear lines of accountability to the Board room and Risk Management protocols
- Ethical practices with adjustment protocols and affective Governance
- Engaging stakeholders: governments, businesses & individuals



"Trust in AI isn't just a technical issue—it's societal. We need transparency, accountability, and ethics at every level. From policymakers to developers and end-users, everyone has a role in building trust in the AI era."

Key Message: "Trust isn't given, it's earned through consistent transparency and authentic human oversight."

THE PATH FORWARD : R O L E Evolution with new creative Frontiers.

TYPE 1IRREVERSIBLE DECISION :

- Improved explainability
- Global frameworks.
- Individual action.

"The path forward is clear: delay AI singularity through explainability, governance, and collective action. It's not about stopping AI but guiding its development responsibly."

PINTEREST

TAKE AWAY AND CALL TO ACTION

- Authenticity and trust are non–negotiable.
- The risks of AI require immediate action.
- The future of content relies on human–AI collaboration.
- Educate yourself on AI ethics.
- Advocate for transparent practices.
- Embrace responsible AI tools.

"In summary, trust and authenticity are central to our AI–driven future. While AI poses risks, it also offers incredible opportunities. By acting now, we can ensure a collaborative and responsible future. Learn about AI ethics, push for transparency, and use AI responsibly. Together, we can shape a future that values trust and authenticity."

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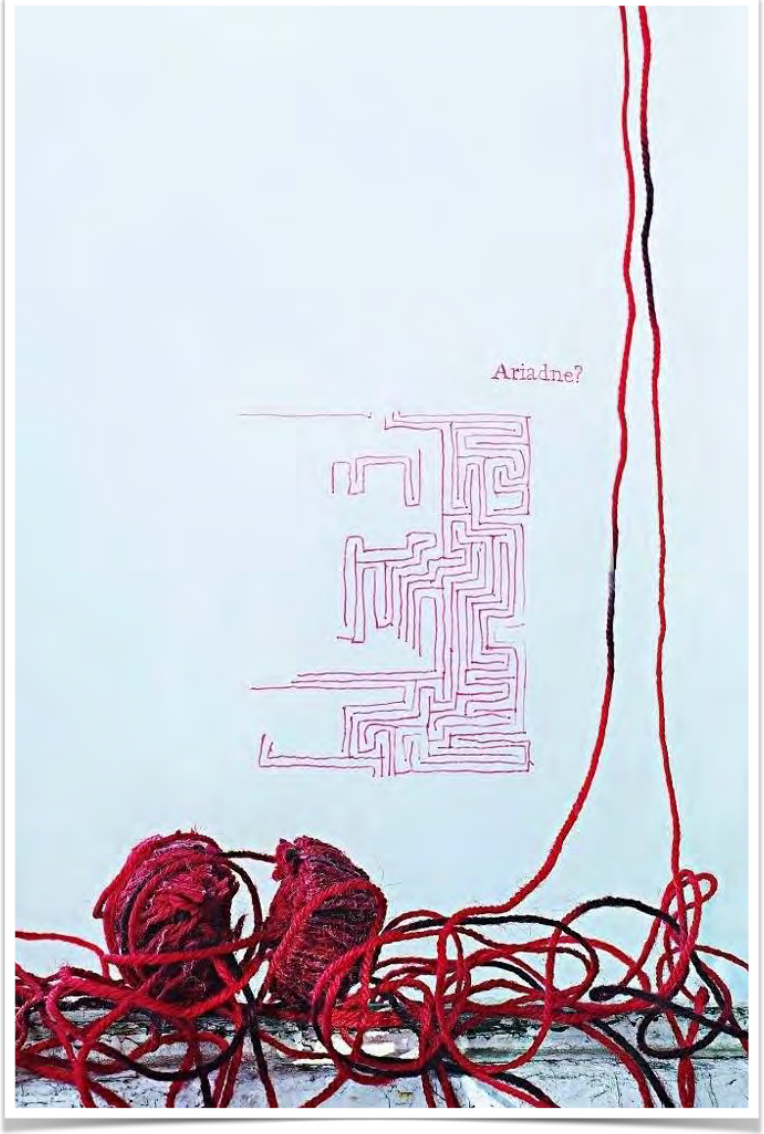
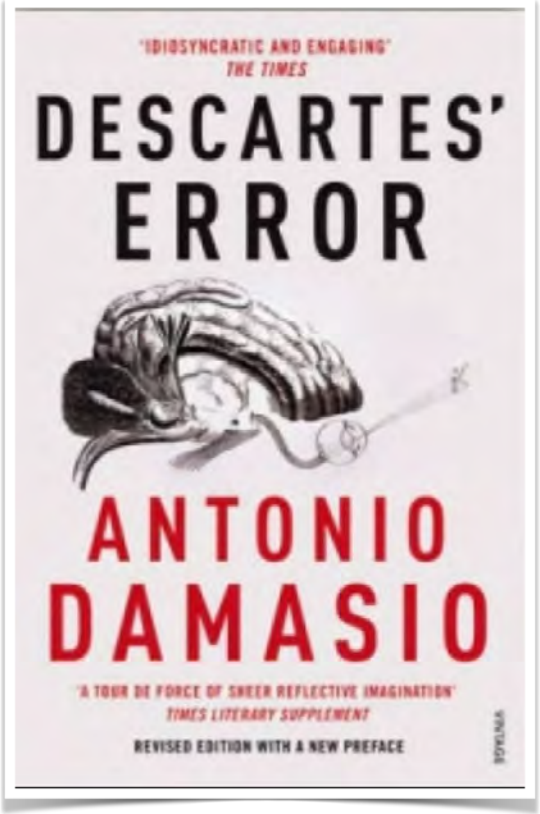
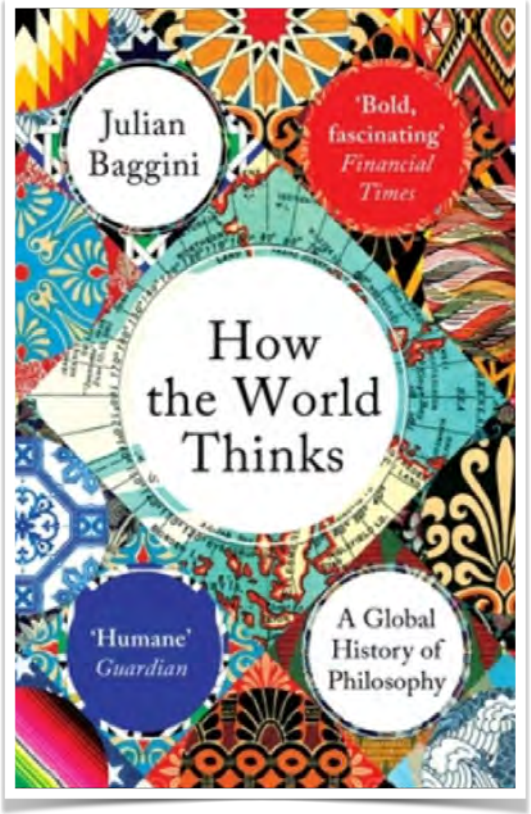
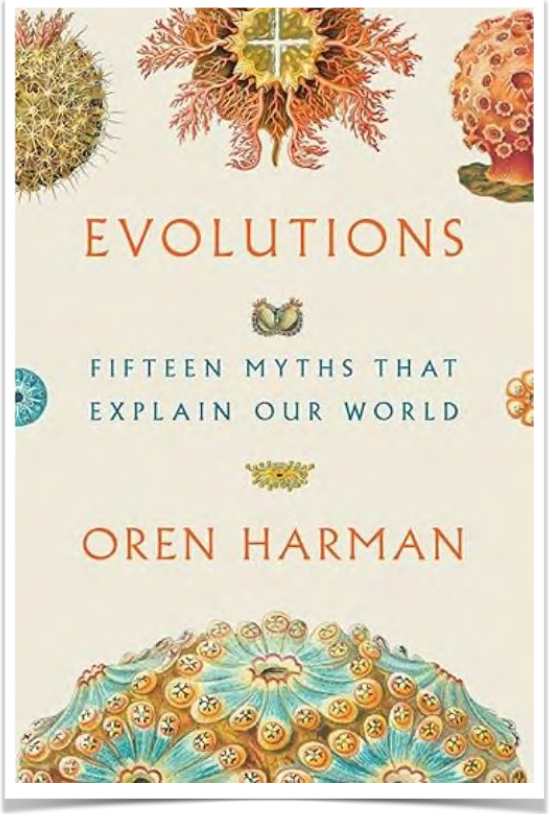


BOOK RECOMMENDATIONS







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