the
# MARKET
# SHIFT
edition

March 7 - 9, 2018
Amsterdam

SPICY
talks

2017

# 4th WAVE
# INDUSTRIAL
# REVOLUTION
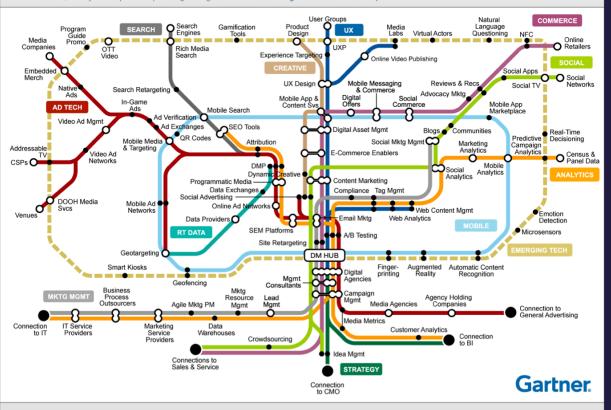
# Gartner Digital Marketing Transit Map

The digital sphere is always evolving. Gartner for Marketing Leaders keeps the CMO and her team connected to the research, so they can keep the competition guessing. For more information: gartner.com/dmtransitmap

10X INNOVATORS
100X DISRUPTION
10X CHEAPER

SPICY talks

Boston Dynamics

DIGITAL
INFRASTRUCTURE

SPICY talks

# 2018

4th
**REVOLUTION**

SPICY
talks

1
TEAM

**BRAND OWNER**

SPICY talks

Data scientist

Creative agency

Campaign manager

Template builder

Technical account manager

PERSONALIZATION
CUSTOMIZATION
REGIONALIZATION
TRANSLATION
MASS CUSTOMIZATION

SPICY talks

# -IZATION

# 3
# AUTOMATED
# SELF-SERVICE

SPICY talks

(BIG) DATA

# HYPER PERSONALIZATION

4

UX

# B2B = B2C

**5**

**BREAK DOWN SILOS**

1. DATA
2. OUTPUT CHANNEL
3. CENTRALIZED TEMPLATE

# ROADMAP

ECO
SYSTEM

SPICY talks

DAM · DATA

WORKFLOW · E-COMMERCE

DESKTOP · CRM

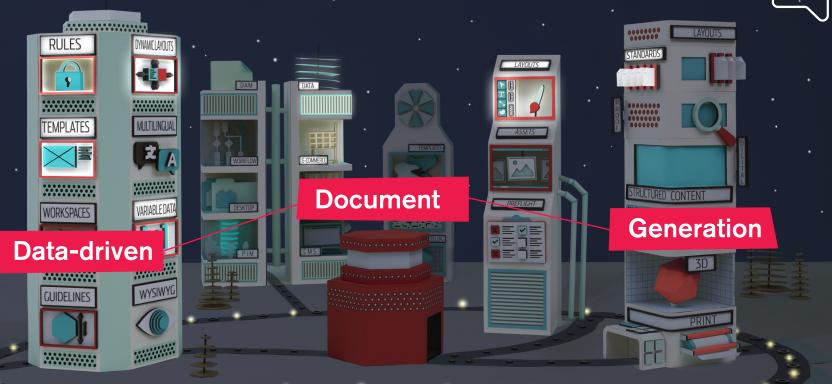PIM · CMS

# CHILI publisher

CHILI publisher is an **easy**, **smart**, and **powerful** graphics tool that lets any type of users **create**, **edit** and **output** many types of graphics, for various purposes.

It can be **configured** for **self-service** document editing, **template-based** assisted design, or even lights-out **automatic** generation of graphic assets.

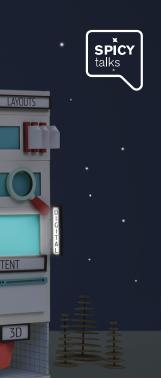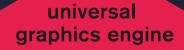Users can easily generate brand-compliant, production-ready files. Regardless of technical skills.

## Universal

Personalized

Online

Branded

Enriched

Connected

Data-driven

Automatic

3D

Template-driven

Digital

## Graphics

Asset

Artwork

Document

Collateral

Label

Packaging

## Engine

Creation

Visualization

Optimization

Generation

Editing

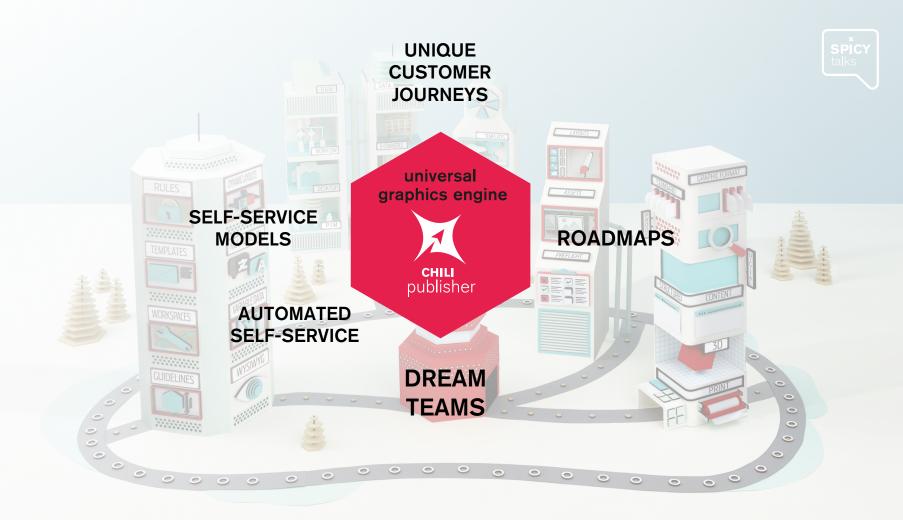Personalization

Mass customization

Localization

Customization

Translation

Regionalization

[.*]ization

SPICY talks