SPICY talks '22

All-out PHYGITAL

The community gathering for
Creative Tech professionals

22-23 NOV
Brussels

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All-out PHYGITAL

SPICY talks '22

4 must-dos to match your Creative Tech stack to your customer journey goals

JASPER DE CRAECKER – Delivery Leader @Positive Thinking Company

POSITIVE THINKING COMPANY

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You can’t execute on the Creative Automation mindset without adopting the right Creative Tech toolset

Wading through the All-out Phygital tech maze with your Creative Tech compass

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Value of Creative Automation @ PTC

SPICY talks

- We help our clients digitalize their business processes
- Started out with traditional web 2 print solutions (ecommerce)
- Moving towards digital content creation with CHILI GraFx
- Our goal is to enable our clients to quickly adopt all GraFX features

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Must-do 1

Make it Data-centric

1 2 3 4

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#1 – Data-centric

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1 ··· Analyze your data sets and map it to creative content

2 ··· Choose the right database system (flexibility is key)

3 ··· Avoid manipulating data (lights out!)

4 ··· Think about GDPR ;)

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Must-do 2

Make it Efficient

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#2 – Efficient

1 ··· Creative Automation should empower creatives

2 ··· Try to estimate the expected throughput

3 ··· Determine template creation & maintenance effort

4 ··· Dynamic output: sizes, localization & file formats

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Must-do 3

Make it Scalable

1 2 3 4

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#3 – Scalable

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1 ··· Myth: scalability costs money

2 ··· Scale horizontally, not vertically

3 ··· Choose the right infrastructure components

4 ··· Rely on a resilient queueing system

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Must-do 4

Make it Connected

1 — 2 — 3 — 4

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#4 – Connected

1 ··· Expose & consume APIs (REST, OpenGraph)

2 ··· API Connection platforms (Boomi, Tray, Mulesoft, Prismatic)

3 ··· Connect to workflow tools (Enfocus Switch, Power Automate, …)

4 ··· Reporting (PowerBI, Google Data Studio, …)

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Who is Positive Thinking Company?

SPICY talks

Our Global Footprint

Group Of Global Technology Specialists

- Software Product Engineering
- Security
- Data & Analytics
- Hyperautomation
- Cloud
- Digital Workplace

3600+ Coworkers

14 Key Partners

32+ Cities

17 Delivery Centers

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Designstar – Easily review and order plant & flower labels

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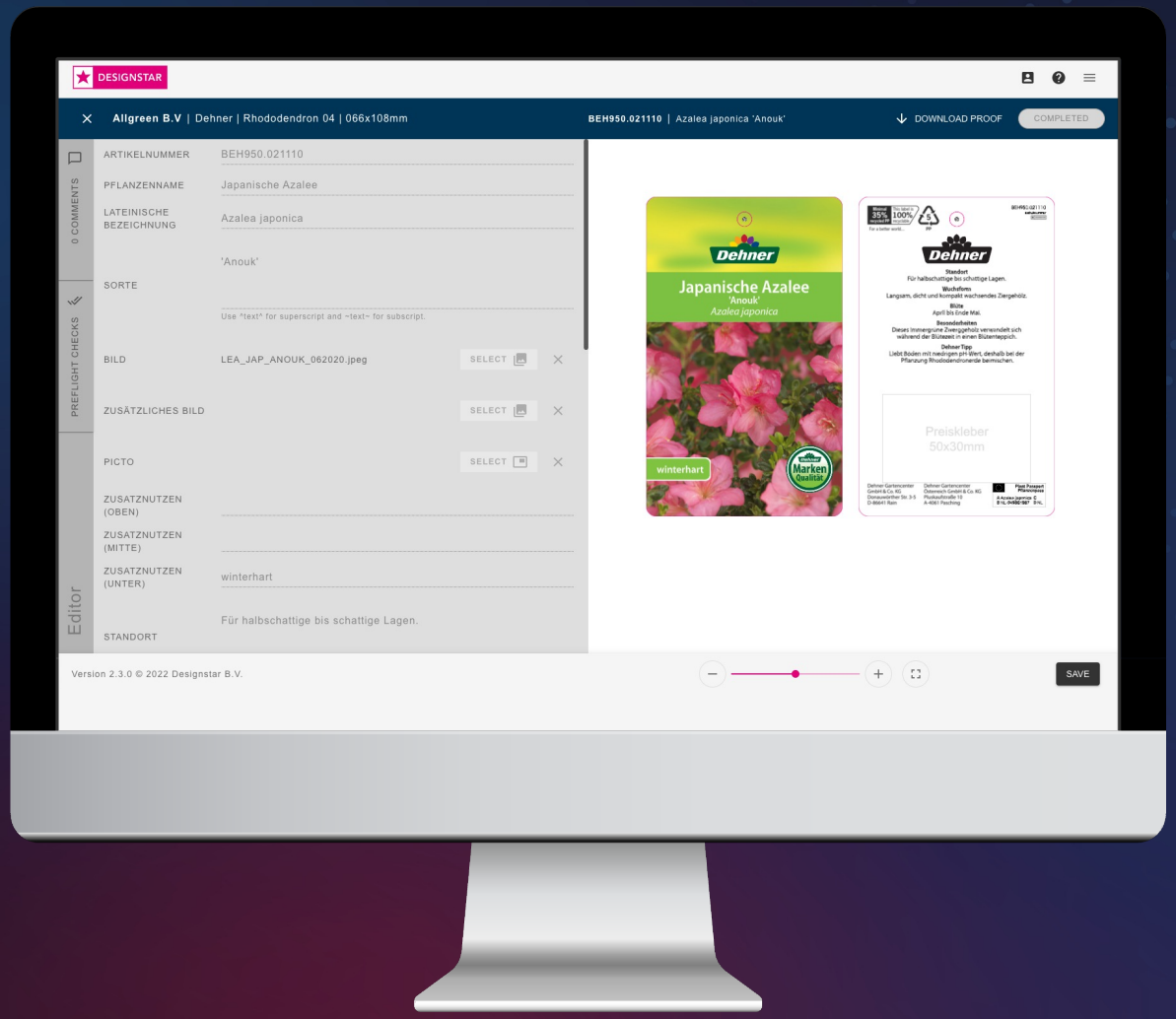
Flow

- Import XLS data
- Bi-directional link with Navision
- User validates data
- Drop PDF in production flow

25.000+ labels created



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Spicy Talks Social Wall: Lights-out CHILI GraFx integration

- Polls #SpicyTalks2022
- Generates personal GIF
- Serverless
- Built in 3 days

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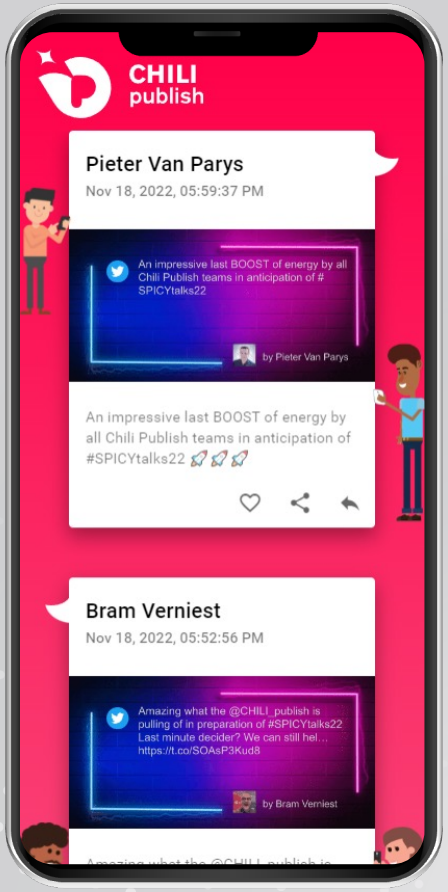
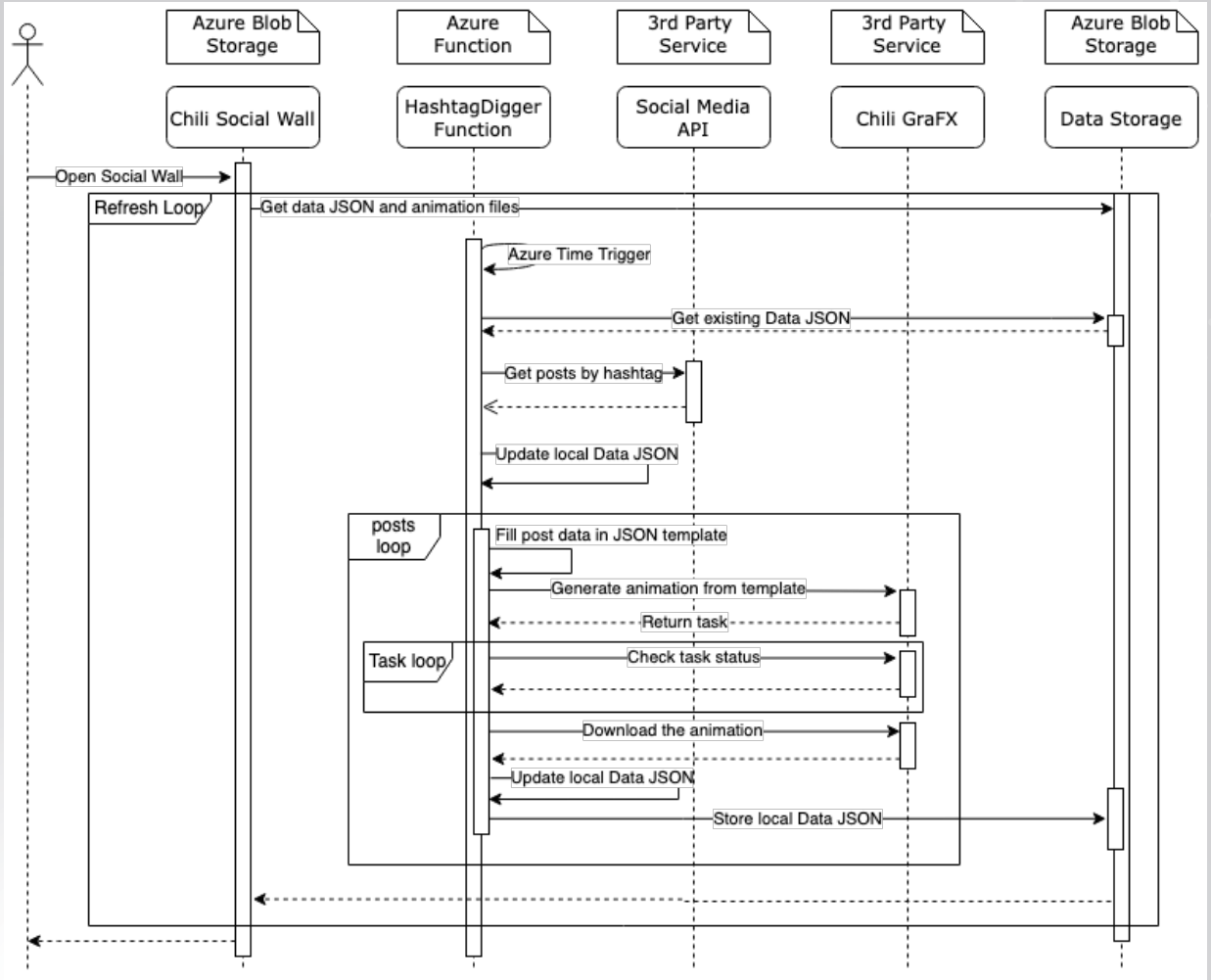
GraFx Powered Social Wall: Architecture





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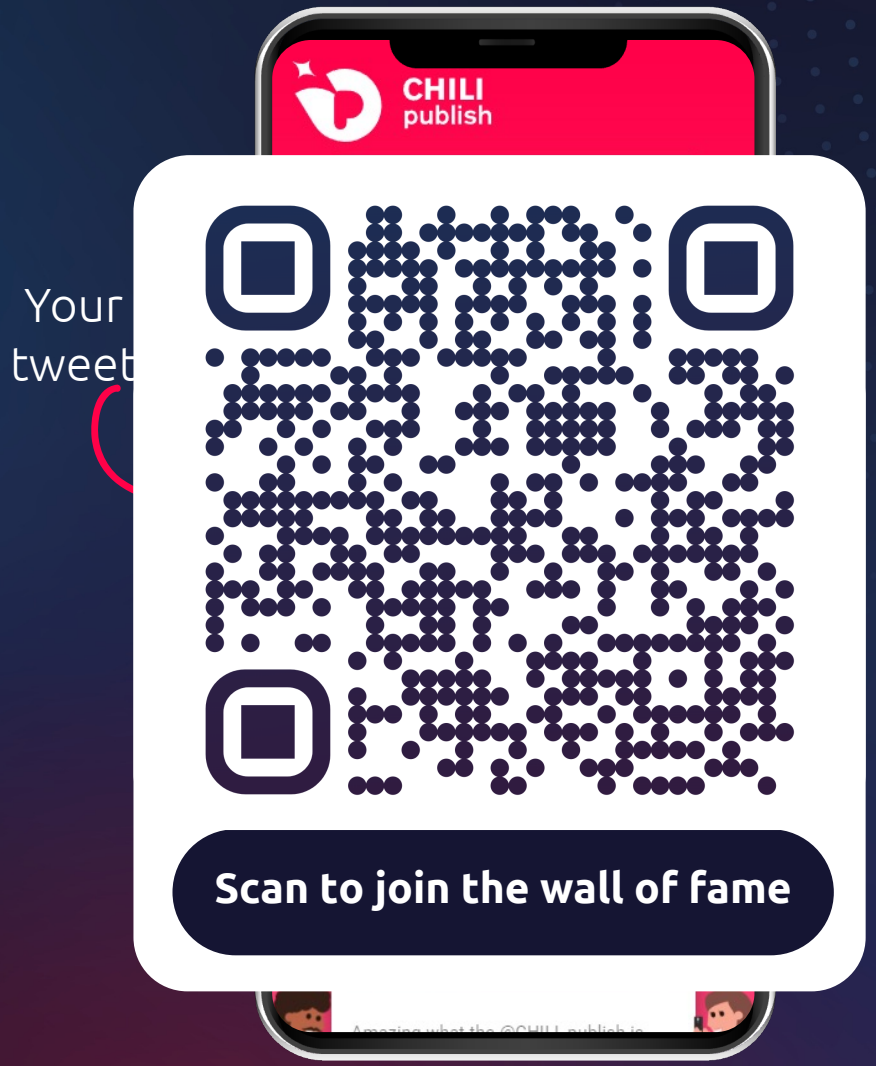
We build – You test!

Want to try out the new GraFx templates?

Here's your chance to join in on the fun and make it on the #SPICYtalks22 wall of fame.

1. Scan the QR code, do your thing.
2. Send us your best animated GIF!
3. Appear on the wall of fame (almost) instantly



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Questions?

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Thank You

JASPER DE CRAECKER
Delivery Leader @Positive Thinking Company

Contact me!

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