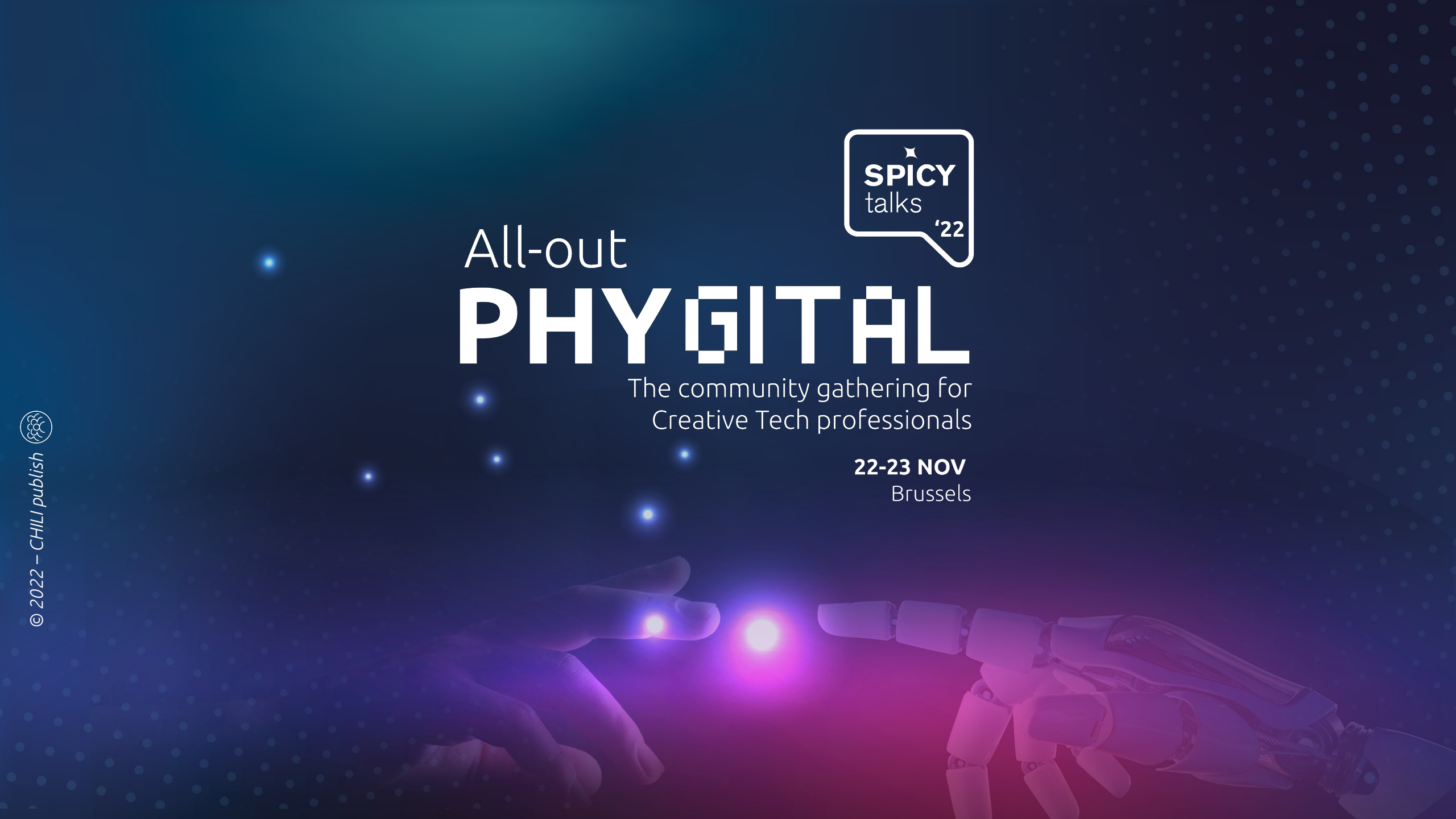
SPICY talks '22

All-out PHYGITAL

The community gathering for
Creative Tech professionals

22-23 NOV
Brussels



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All-out PHYGITAL

SPICY talks '22

How CHILI empowers B2B2C brand platforms.

RELATIAL_

distribute your brand.

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SPICY talks

Manuel Kohler
Solution Architect & Product Owner

Jens Leven
CEO & Consultant

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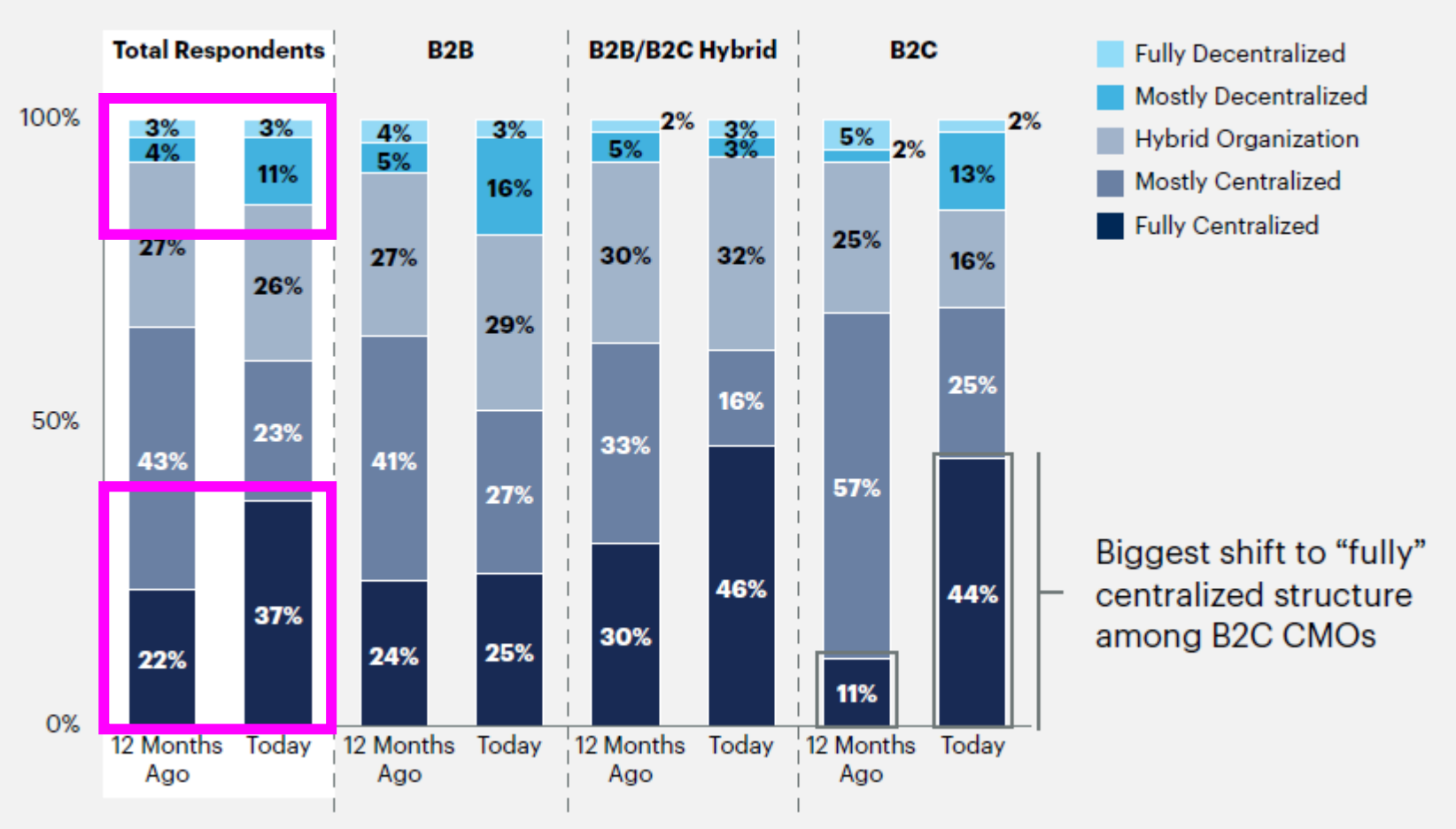
There is an increase in the demand for centralized **and** decentralized structures in B2B/B2C marketing among CMOs.



Source: Gartner; The Future of Marketing Organizations; Published 28 February 2022— ID G00766765; Sally Witzky

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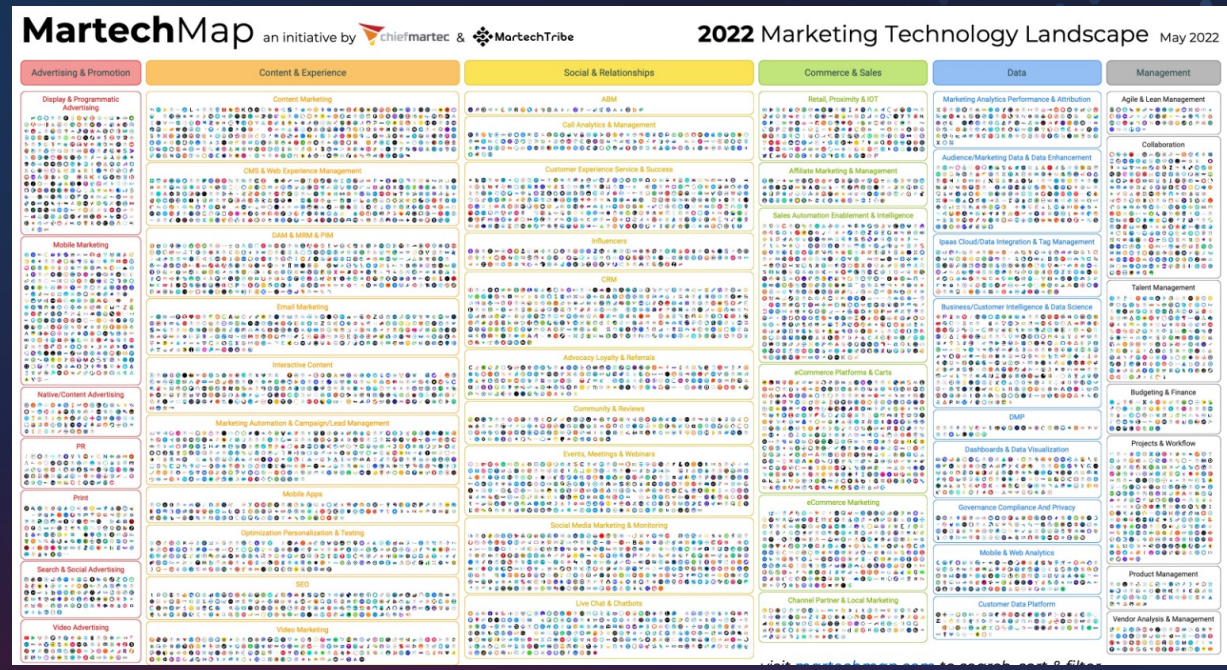
We see that rapid changes on the market result in new requirements for sustainable software solutions.

- **78% of companies invested more in data-driven marketing in 2021**
- **48% of marketers see marketing automation as a key component of successful CX**
- **A plus of 5,500% MarTech**



Source: IBM Institute for Business Value / chiefmartec.com

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With RELATIAL_ we transformed those needs in a standard solution.

SPICY talks

- **In the last 5 years, different clients have repeatedly confronted us with similar tasks regarding marketing automation and self publishing.**
- **Brands are less and less able to estimate which market requirements they will have to meet in the future.**
- **“VUCA” forces us as technology providers to work with an open, flexible and modular framework.**

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Our five RELATIAL_ key features.

SPICY talks

create

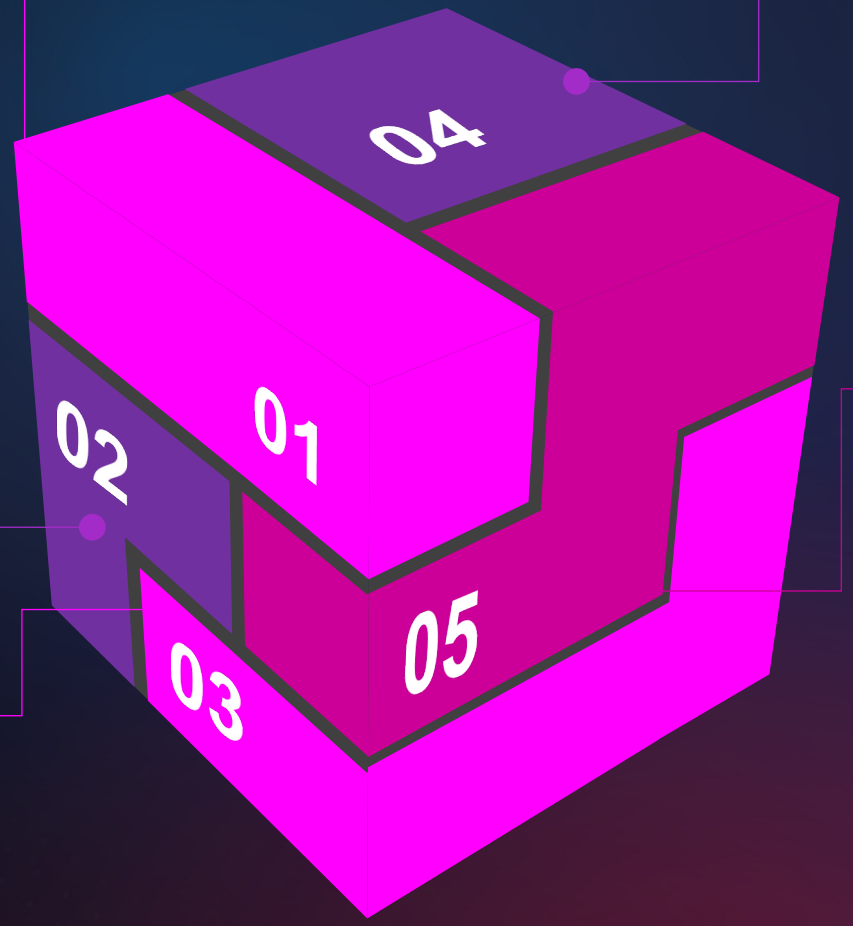
CHILI-based localization and adaptation of all marketing activities

order

powerful shop feature for easy planning and purchase of marketing measures

manage

management of APIs, master data, complex role/rights structures and third party tools



share

global collaboration and sharing of templates for continuous development of brand communication

own

asset management and quality control through approval workflows and automation

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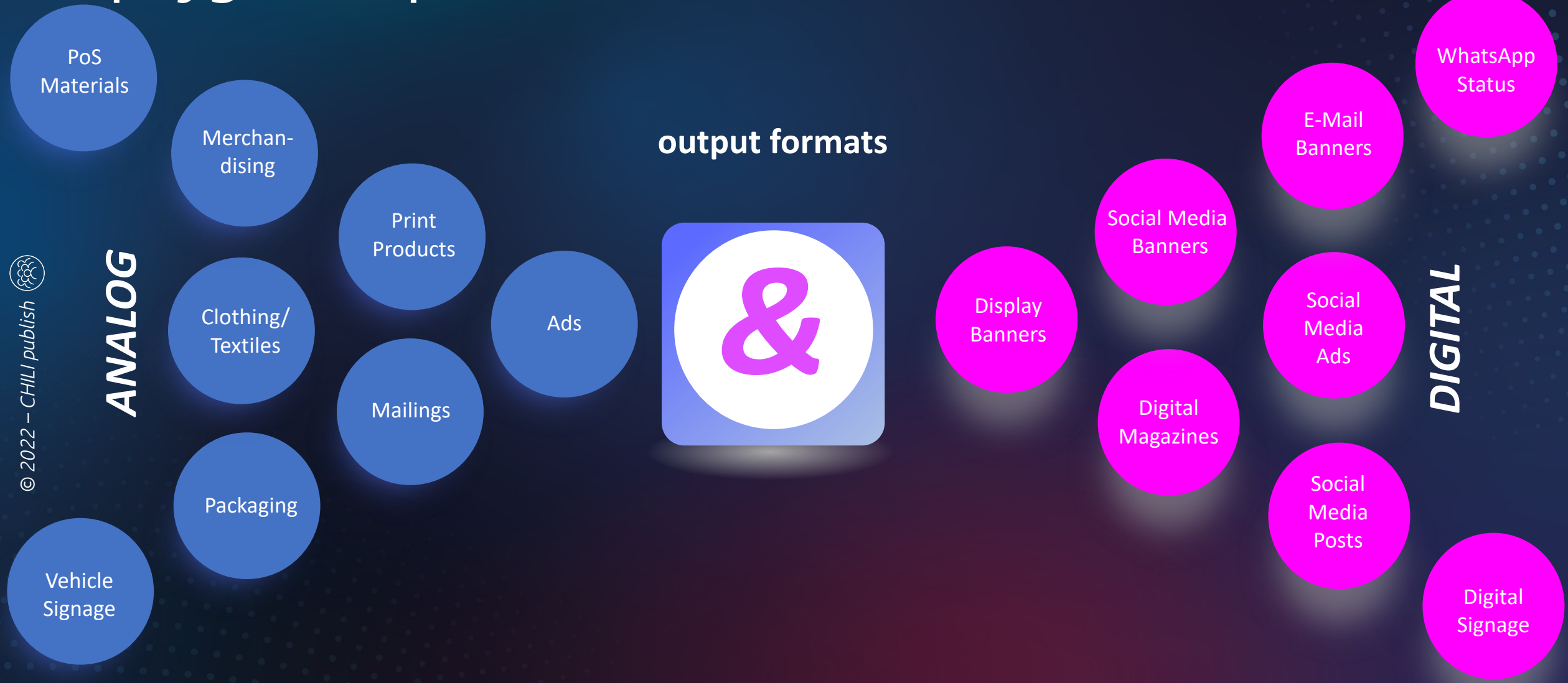
RELATIAL_ offers an all-out phygital experience with CHILI.



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RELATIAL_ is used by corporations as well as medium-sized companies.

SPICY talks

Mercedes-Benz

PERI

JOHN DEERE

TRUMPF

STIHL®

DAIMLER TRUCK

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Our use case for PERI SE.

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Scaffolding and shuttering,
3D printing of houses

10,000 employees,
2 billion euros turnover

SPICY talks

PERI

In-house agency for the creation and adaptation of global communication requirements

Marketing intranet and other existing systems (DAM, TMS etc)

Marketing and sales teams
in over 70 countries

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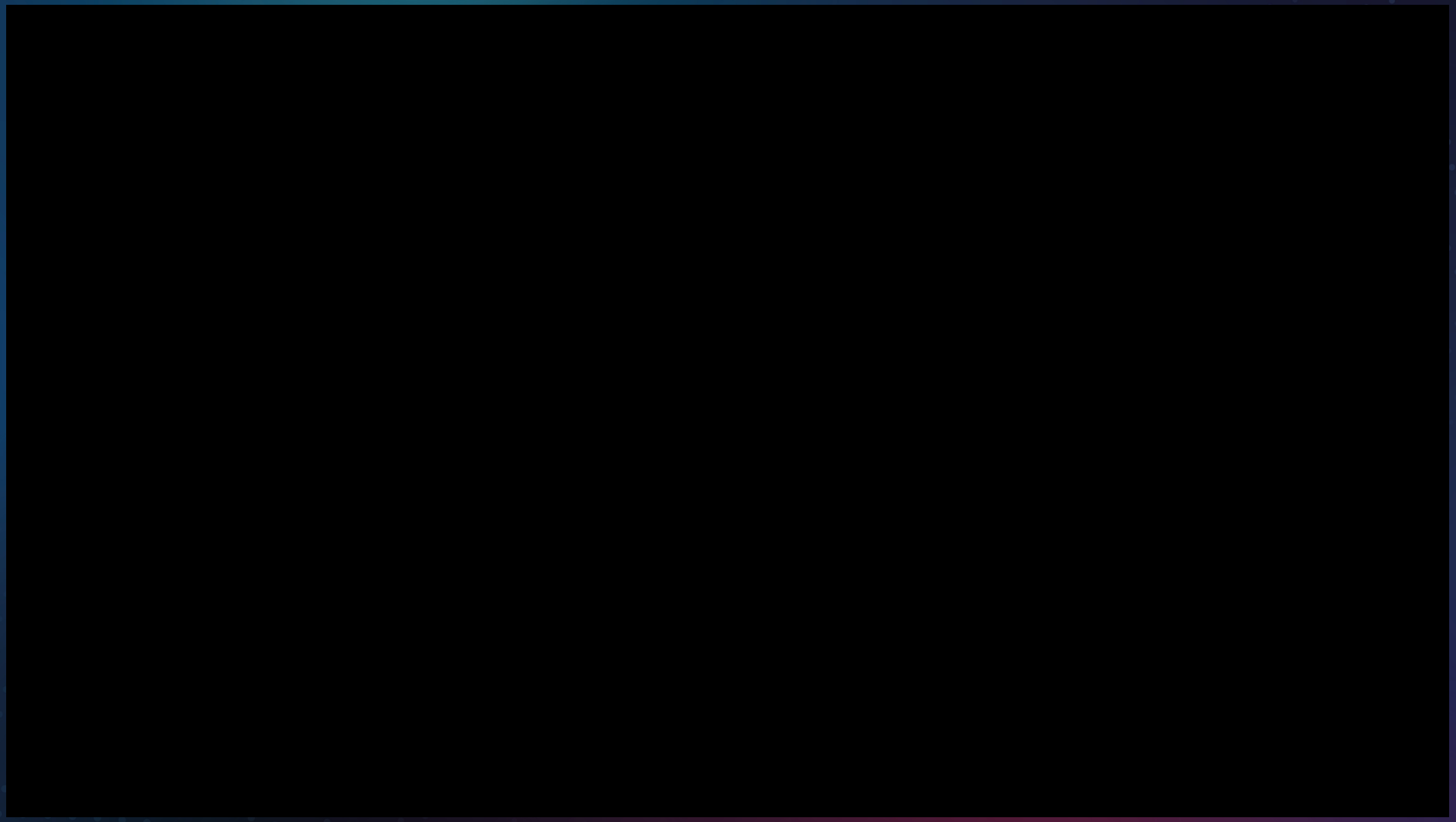

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SPICY talks

PERI MEDIA CREATOR

Profile EN

HOME COMPANY LOCATIONS SUPPORT

All Templates | Email Signature Banners | Product Ads | Product Flyers | Social Media Posts | Roll-Up | WhatsApp

My documents

Active Filters

× **Template Type:** Prefilled

Clear All

Filter options

Template Language

EN (76)
DE (65)
HE (2)
ZH (2)
EL (2)
JA (2)
AR (2)
KO (2)

Template Content

Company & Image (33)
Formwork (44)
Scaffolding (22)
Civil Engineering (16)
Digital Tools (17)
Components & Accessories (2)

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Warten auf mediacreator.peri.com...

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SPICY talks

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PERI MEDIA CREATOR

HOME COMPANY LOCATIONS SUPPORT

All Templates | Email Signature Banners | ✔ Product Ads | Product Flyers | Social Media Posts | Roll-Up | WhatsApp

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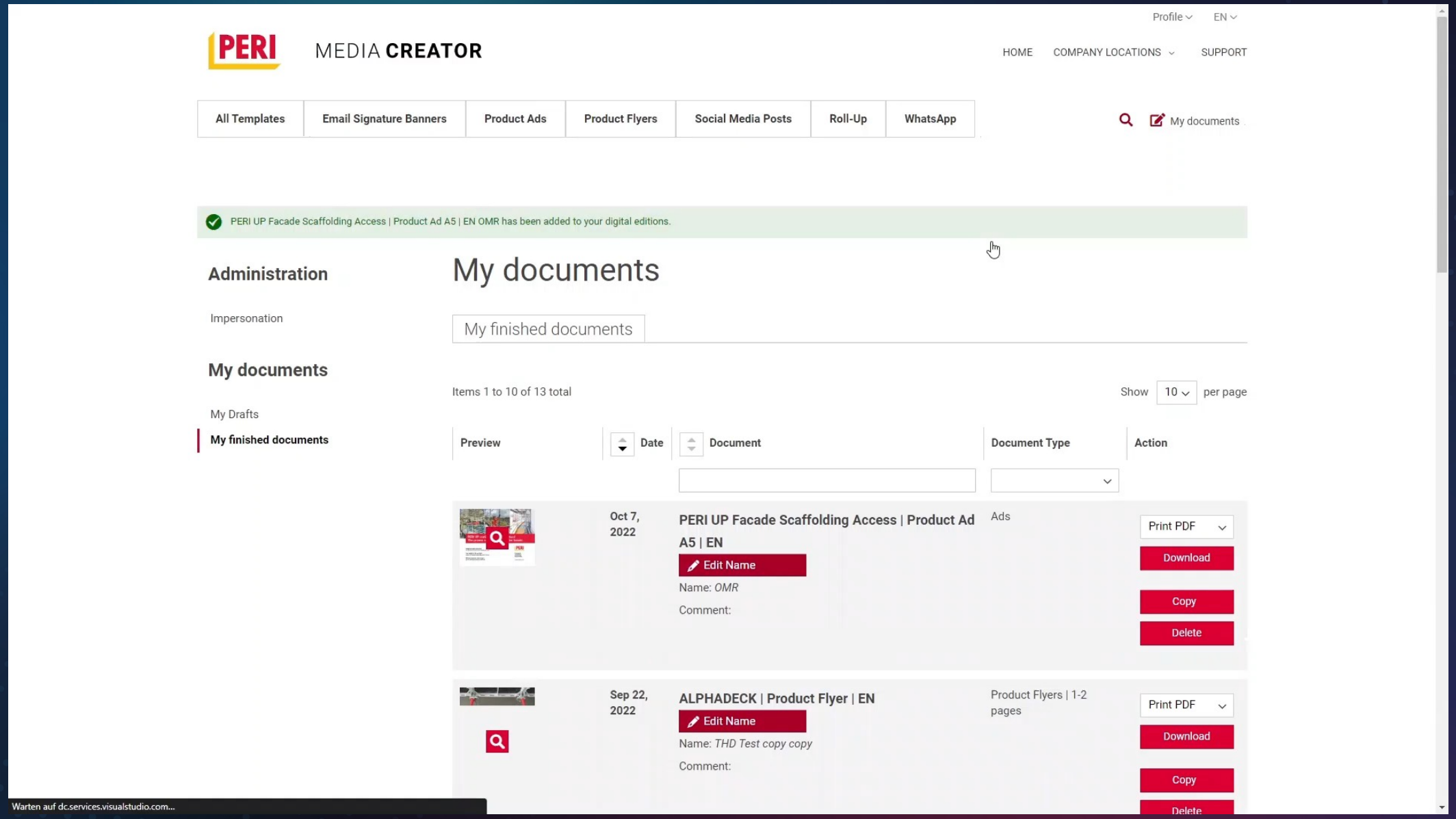

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SPICY talks

Faster, cheaper and more flexible.

SPICY talks

- **Go-live in 3 months**
- Over **2,000 adaptations** in the first 6 months
- Extremely **short time-to-market**
  (5 minutes instead of 2 weeks)
- Decrease of **internal costs** by 80%
- Significantly more flexibility
- **Demand-oriented** campaign/template development
- In-house agency can focus on campaigns and strategy

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Use the power of CHILI.

SPICY talks

- In a hybrid, data and technology driven creative world you need a powerful and smart creation and publishing engine.

- In combination with a smart and flexible framework you can enable your users on a new level and find new suprising solutions on how to create communication.

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What´s next?

- **Visit us at our RELATIAL_ exhibition stand.**
- **Listen to our colleague Patrick’s session tomorrow at 11h35 in the CHILI Labs technical track on**

“The smart way to create Smart Templates”.

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…one more thing ;-)

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Questions?

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Thank you!

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