

PRESS RELEASE

2016 ECR Austria Information Day: From Chain to Network

This year's ECR Information Day was all about "Value Unchained" and the evolvement from linear value-creation chains to value networks where clients' needs are more important than ever before.

(Vienna, 23 November 2016) – On 17 November 2016, approximately 500 leading decision-makers in the consumer goods industry gathered for the annual ECR Austria Information Day to explore the value networks of the future. The variety of presented approaches was impressive, ranging from the latest research by Capgemini and Mintel to expert networked solutions focusing on the demand and supply sides and insight by corporate culture experts at Google.

Kees Jabocs, Digital Proposition Lead at Capgemini, told participants at the ECR Austria Information Day that "future value networks must revolve around consumers' needs, which change constantly due to ongoing digital innovation. Cooperation is key in this area."

Participants at a panel discussion called "From Chain to Network" addressed the possible future of such value networks in view of ever-increasing digitalization in Austria and presented areas where the future has already come to stay. Representatives of "big business" such as Michael Pecher, head of branch coordination at Spar, the head of the BILLA board Josef Siess and Georg Pölzl, CEO of Austrian Post, shared the stage with owners of small start-ups such as Umut Kivrik, CEO of Yipbee.at and Kurt Ottner of Gartenernte.at

All panellists agreed on one thing: "The existing value-creation chain can no longer keep up with the digital world." In light of this, Electronic Data Interchange (EDI) has huge potential for supporting new and innovative approaches to supply chain management and taking them to the next level. At the booth of EDI service provider EDITEL, ECR Austria Information Day participants found plenty of information about this topic.

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About EDITEL

EDITEL is a leading international provider of EDI solutions (Electronic Data Interchange) specialized in the optimization of supply chain processes across businesses and industries.

With its headquarters in Austria and subsidiaries in the Czech Republic, Slovakia, Hungary and Turkey as well as a large number of franchise partners, EDITEL has a cross-border presence and reach, which makes it a perfect choice for corporations with international activities.

Via the EDI platform eXite®, EDITEL offers a comprehensive range of services, from EDI communication and EDI Integration to Web EDI for SMEs, e-Invoicing solutions and Digital Archiving to Business Monitoring. Thanks to 30 years' experience and expertise, EDITEL successfully implements even large-scale EDI projects.

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