

sxConnect 2014: Category Management Reloaded – Prepared for the Future

On September 30, Strategix held its annual conference „sxConnect 2014“ in the Garath Castle in Düsseldorf. Keynote Speaker Peter Kabuth, who many still know as Category Management Expert at SAP opened the conference with an overly interesting outlook on the Omni-Channel and customer of tomorrow. Beyond that, many of the Strategix Partners Revionics, Demandsoft, Lab4Motion, HemiLab and Learning Evolution, as well as the Strategix team, including CEO, Jan Hanussek presented their innovative solutions around the topic of Category Management. What was new this time?

The concept. Strategix is now more focusing on the area of Category Management and provides with its **P4 Category Management** a comprehensive solution for retailer and manufacturer. The idea is to create an interaction between the traditional four Ps, Product, Price, Promotion and Placement, so that benefits not only add up, but rather multiply. With this new approach striking synergies and unique competitive advantages are revealed.

A very special thank you goes to **JDA, Revionics, Demandsoft and HemiLab**, who have supported sxConnect 2014 not only as a partner but also as a profound sponsor.

These are some impressions of the day and hope to see you next year!



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