



Redefining the DXP: From Execution to Orchestration

Grégory Bécue



From Standalone Products to a Composable DXP

1

Building a Composable DXP

Unifying best-in-class products



At the beginning

Building a Composable DXP

Unifying best-in-class products

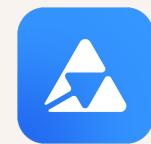
ibexa



Raptor
CDP



Ibexa
DXP



Quable
PIM

2025



Building a Composable DXP

Unifying best-in-class products

ibexa



Actito
CEP



Raptor
CDP



Ibexa
DXP



Quable
PIM

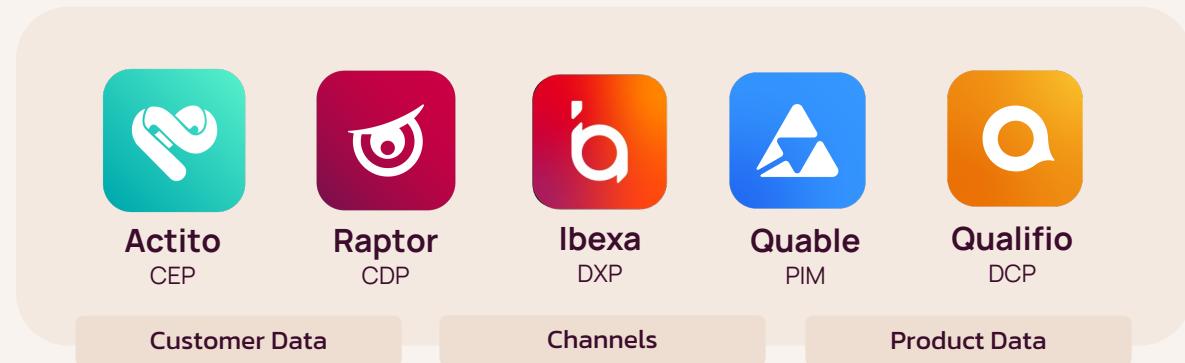


Qualifio
DCP

Today

Building a *Composable DXP*

All core experience capabilities are now covered



This is our Digital Experience Platform, *composable and best-in-class.*



Be in touch with our
Product Leaders!



Kamil Madejski
VP Ibexa Product



Benoit Delisse
VP Actito Product



Sebastien Delarche
VP Quable Product



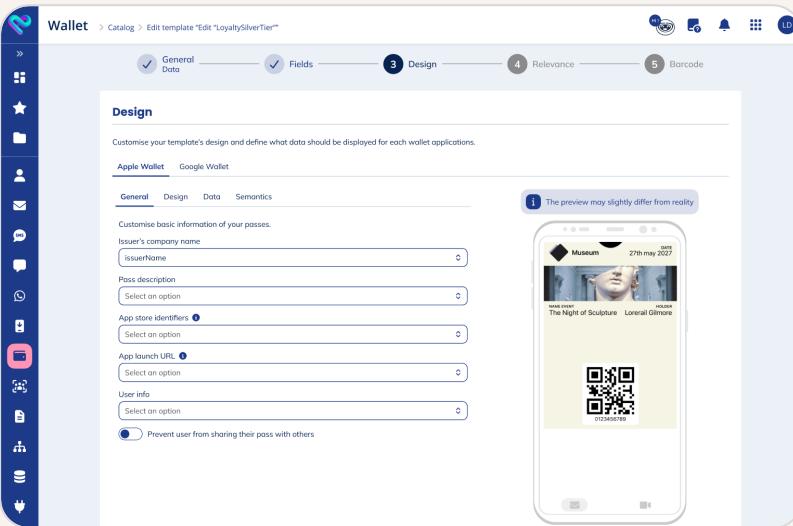
Mads Sieron Thorsen
VP Raptor Product



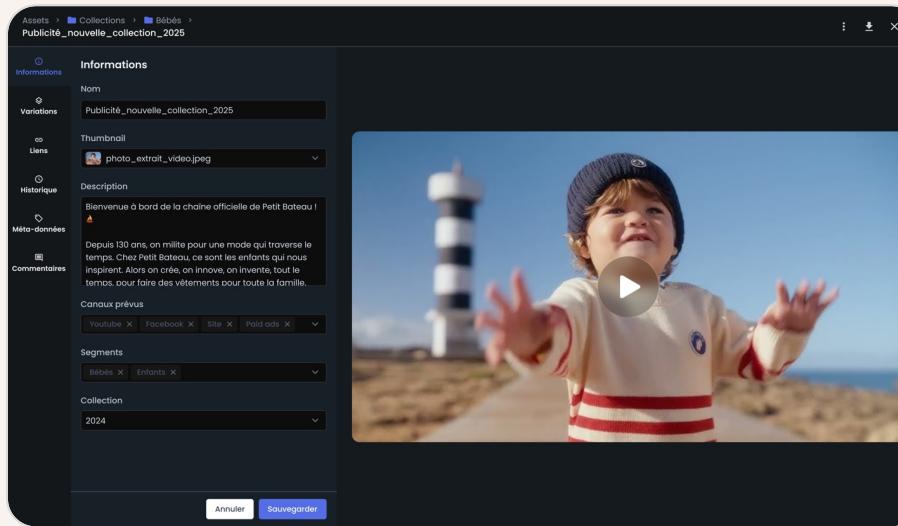
Olivier De Lamotte
VP Qualifio Product

Excellence is not a destination. *It's a commitment.*

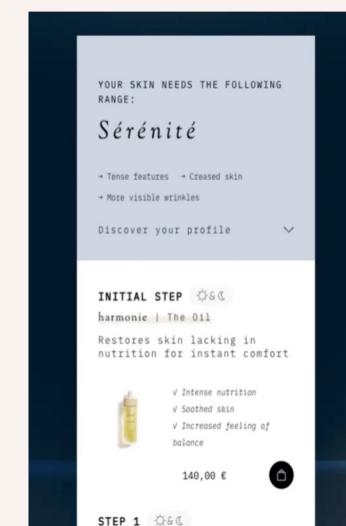
We continue to invest heavily in every product.



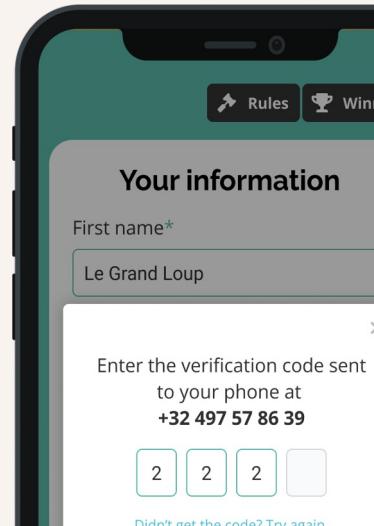
Actito CEP - New Wallet



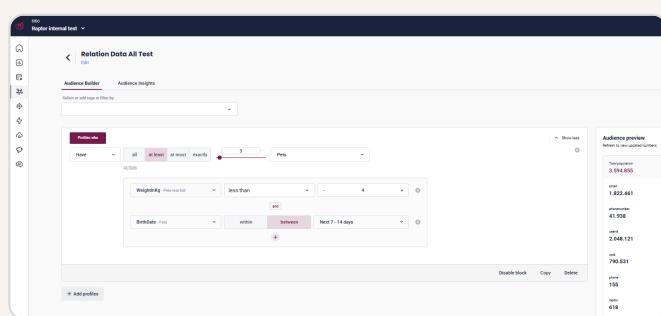
Quable PIM - DAM, New detailed view of an asset



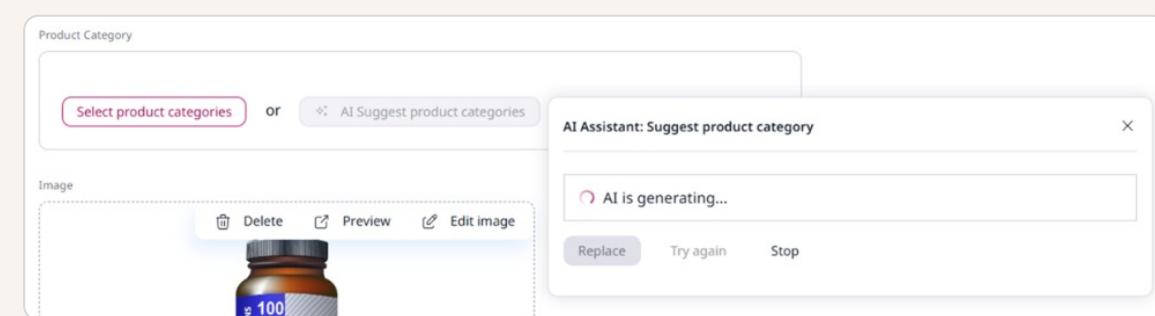
Qualifio DCP - Product Reco.



Qualifio DCP - New SMS check



Raptor CDP - New Data Relation



Ibexa DXP - New AI-powered product category suggestions

Excellence is not a destination. *It's a commitment.*
We continue to invest heavily in every product.

 Audience Chatbot

Save & Refresh Reset ...

Can you find me the persons who are most likely to buy a winter jacket for kids?

I found the top 8,000 persons who are highly likely to buy a winter jacket in the Kids category:

- ✓ Historically purchased or viewed winter jackets
- ✓ Have previously bought product from the kids category or have kids (based on person data)
- ✓ High predicted alive score (in the top 10%)

Thanks. Can you tell me a bit about the persons in the audience?

Sure. This audience primarily consists of **men aged 35-40** and **women aged 28-45**, with a strong interest in **lower- to mid-priced brands**. They typically shop for family-related products and show high responsiveness to **value-driven promotions and seasonal offers**.

They **convert more often online than offline** (70% online only), compared to the rest of the customer base. Main channel for contact is recommended to be **Email & Instagram**.

What can I help you with? 

Audience preview

Refers to the selected numbers

Total population	Profiles in audience
13,921,840	19,645
email	(1.1%)
1,775,052	19,633
phonenumbers	(1.1%)
1,810,158	20,580
context	(0%)
11,962,172	48,144

 Export  Save & Refresh

Raptor CDP - New AI Audience Builder

The image is a screenshot of a mobile application interface. At the top, there is a red banner with the Arabic text "صباح الخير، المستخدم المسؤول!" (Good morning, responsible user!). Below this, there is a large, semi-transparent button with the text "عزز تجربة لوحة التحكم الخاصة بك" (Enhance your control panel experience) and "الوصول إلى أدوات شخصيin لوحة التحكم، التي لن يتم مشاركتها لإنشاء تجربة مستخدم أكثر دينامية" (Access to personalized tools in the control panel, which will not be shared for creating a more dynamic user experience). To the right of this button is a red button labeled "تحفيض لوحة التحكم" (Reduce control panel). At the bottom of the screen, there is a horizontal navigation bar with several items: "إنشاء كاتالوج" (Create Catalog), "إنشاء منتج" (Create Product), "إنشاء نموذج" (Create Model), and "إنشاء محتوى" (Create Content). Below this bar, there is a section titled "إجراءات سريعة" (Quick Actions) with four large buttons: "إنشاء" (Create), "إضافة" (Add), "تعديل" (Edit), and "حذف" (Delete). On the left side of the screen, there is a sidebar with the "Ibexa" logo and a list of categories: "بنية" (Structure) with a value of "3,530", "أخبار" (News) with a value of "4,000", and "تو" (To) with a value of "4,000". The main content area shows a news feed with several news items, each with a thumbnail image and some text. At the bottom of the screen, there is a footer with the text "اليوم" (Today) and "اليesterday" (Yesterday). The overall layout is clean and modern, with a light blue and white color scheme.

Ibexa DXP - New RTL&MSA Localization

The dashboard displays the following key performance indicators:

- Total content items**: 2847 (+12% vs last month)
- Translation coverage**: 87% (Good)
- Error rate**: 3,2% (-0,8% vs last month)
- Avg. time to translate**: 4,2 h

Languages coverage section:

- Search bar: Search languages...
- Language status: % Complete
- Items: Spanish (Español) 100% Complete, French (Français) 98% Complete, Deutsch (Deutschland) 20% Complete, Italian (Italiano) 0% Complete, Portuguese (Brazil) 99% Complete.

Global issues section:

- Missing translations for new product launch: 67 items pending translation in ES, DE, and FR for product release.
- Quality score drop for QuickTranslate Pro: Error rate increased by 2.1% in the last 7 days, exceeding threshold.
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Vendor performance section:

Vendor	Error rate	Consistency score	Status
GlobalTranslate Inc.	2,1%	94	Excellent
Introducing the Glacial Parka Series	3,1%	90	Good

Ibexa DXP - New Translation Cockpit



Engagement Score

Profiles

Subscribers

Scenario executions

80

47,725

20,125

214

1 % over the last 3 months

8 % over the last 3 months

14 % over the last 3 months

Last updated: 20/09/2023, 10:10

Last updated: 20/09/2023, 10:10

Last updated: 20/09/2023, 10:10

Last updated: 20/09/2023, 10:10

36 sent one shot e-mail campaigns

6 sent one shot SMS campaigns

8 sent one shot push campaigns

100.00% 100.00% 100.00% 100.00%

3.33 K (Opened) (Delivered) 1.33 K (Opened) (Delivered) 3.33 K (Opened) (Delivered) 1.33 K (Opened) (Delivered)

69.05% 69.05% 77.00%

1.68 K (Opened) (Delivered) 1.68 K (Opened) (Delivered) 1.484 K (Opened) (Delivered)

Export this data 3 months Export this data 3 months Export this data 3 months

Last updated: 20/09/2023, 10:10

Last updated: 20/09/2023, 10:10

Last updated: 20/09/2023, 10:10

Cancel

Widget library

All widgets are already used. Click here to remove 1 widget from your dashboard.

1

2

3

4

Actito CEP - New Dashboard

Projects		View and manage your translation projects.							+ New project	
Project name		Status	Source	Target	Products	Translator	Progress	Deadline	Actions	
Summer 2024 Collection Launch	In progress	French (FR)	English (UK)	23	AC	Alexandre Carlier	<div><div style="width: 0%;">0%</div></div>	Tomorrow	...	
Fall/Winter 2024 Apparel Transl...	Completed	French (FR)	English (US)	45	TC	Thibault Duchemin	<div><div style="width: 100%;">100%</div></div>	Mon. Aug. 23	...	
New Product Line - Spring 2025	Published	French (FR)	English (UK)	2	AC	Alexandre Carlier	<div><div style="width: 100%;">100%</div></div>	Mon. Aug. 23	...	
Translation of 2024 Swimwear L...	Published	French (FR)	Arabic (OM)	8	AC	Alexandre Carlier	<div><div style="width: 100%;">100%</div></div>	Mon. Aug. 23	...	

Quable PJM - New Project Hub for Translation

The screenshot shows the ibexa DXP Help Center. At the top, there's a navigation bar with 'ibexa' and 'Focus mode' on the left, and 'Search...', 'Get All Context', and a user icon on the right. The main content area has a dark header 'Good morning, Alison!' and a light gray sidebar on the left. The sidebar includes sections for 'Quick actions' (Create Content), 'Recent activity' (Eric johnes published article, 30 min ago), and 'Show more'. The main content area has tabs for 'Users' and 'Developers', with 'Users' selected. It features a 'Welcome to ibexa DXP help center' message, a 'User documentation' section with a 'Release notes' card (Explore a full summary of updates and technical information), and an 'Editor training' section with a 'Product roadmap' card (See upcoming features that could help shape your strategy for the future). The bottom of the page shows a footer with 'ibexa DXP' and 'Documentation' links.

Ibexa DXP - Help Center

Want to know more about our product roadmaps?

Don't miss these sessions this afternoon

THE GROW CRESCENDO TRACK

15:00–15:45

Ibexa DXP Roadmap Update 2026
Radosław Zep, Product Director, Ibexa DXP

Lisbon Congress
Center,
Auditorium VII

16:15–17:15

Actito / Qualifio / Quable / Raptor - Roadmap Update 2026
VPs Product Unit

Lisbon Congress
Center,
Auditorium VII

THE TECHNICAL RHYTHM TRACK

15:00–15:45

Ibexa DXP 2026 - Tech Side
Konrad Oboza, PHP Team Leader, Ibexa DXP

Lisbon Congress
Center,
Auditorium VI

But orchestration requires a stronger execution foundation

Consistent Product
Offering

Premium integrations
for all Products

Common UX/UI to
simplify the usage of
the platform

Expose API and
actionable
capabilities through
MCP

Share product context
with the orchestration
Platform

1

Deliver a
SaaS-ready
Execution Layer

2

Connect
Products
& Data

3

Unify the User
Experience

4

Expose
Actionable
Capabilities

5

Prepare
Context for
Orchestration

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Our CMS needed clarity - and its own identity

And we must deliver a consistent SaaS-ready Execution Layer





Welcome to the Ibexa family!

Product offering evolution: a new CMS product, SaaS-ready

- **To simplify our Product Offering**
- **Based on the proven foundation of Ibexa DXP**
- **Enables AI-powered content creation**
- **Still fully integrated in the DXP**, but also available in standalone
- **Available in SaaS** in addition to PaaS/OnPrem
 - Same tech foundation
 - SaaS customer can migrate to PaaS offering

Target Availability - Summer 2026

This is our Digital Experience Platform,
composable, best-in-class, *and SaaS-Ready*



All our products will be available in SaaS

But we need more to build a strong foundation for orchestration

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Premium integrations turn complexity into simplicity

8 Why premium integrations matter?

- ⌚ They reduce time-to-value
- ⌚ They unlock real, end-to-end use cases
- ⌚ They make the platform easier to adopt and scale

Customers don't buy integrations.
They buy faster outcomes.

Select products

Products (76)

<input type="checkbox"/> Name	Image
<input type="checkbox"/> Gamme re-nutriv NAME CHANGED v3	
<input type="checkbox"/> Gamme re-nutriv kz 4	
<input type="checkbox"/> Radiant skin cream	
<input checked="" type="checkbox"/> Cream	
<input type="checkbox"/> Moisturizing day & night care 2024	
<input type="checkbox"/> Brightening Cream	

Premium integrations are the backbone of a composable DXP

• What we've already built?

- Already 6 strong integrations
 - Ibexa  Raptor (segment)
 - Ibexa  Qualifio (campaign embedding, activation)
 - Qualifio  Actito (forms, completion, campaigns)
 - Raptor  Actito (audiences, signals, reco.)
- Used by dozens of Customers & Partners

• What we're accelerating next?

- Raptor  Actito (CDP integration)
- More to come across the ecosystem

“We already delivered strong, production-ready integrations across the portfolio ; and we will continue.”

New Premium integration between Quable and Ibexa

Ibexa Focus mode

Content tree

Helse Corp. Landing page

Search... Site: en

Focus mode

Content tree

Helse Corp.

About us Products Stories

A Deep Reflection on ... Allergens in Cosmetic... Silicones in Cosmetic... A Commitment to a S... Reinventing Our Wor... Skipped Childhood I... Helping kids cope wit... How Wearable Techn... How Helse Is Support...

Careers News Project Information

ibexa Summit 2026

About us Products Stories Careers News Currency: EUR en Get Started

Innovation

This is how we change the world. This is how we make everyone healthy.

Read more

Our Mission

Helse Corp Announces Strategic Move: Next Round of Public Stock Issuance

Helse Corp Poised for Transformation: Surge in Next Year's Research Budget Unveiled

Selected Exclusively For You

How Wearable Technology is Helping Scientists

ibexa

Target availability: February 2026

b

△

New Premium integration between Raptor and Ibexa

But we need more to build a strong foundation for orchestration

Consistent Product
Offering

Premium integrations
for all Products

Common UX/UI to
simplify the usage of
the platform

Expose API and
actionable capabilities
through MCP

Share product context
with the orchestration
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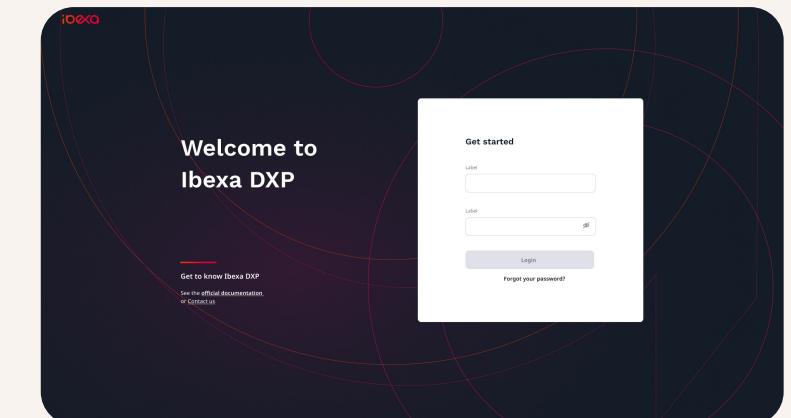
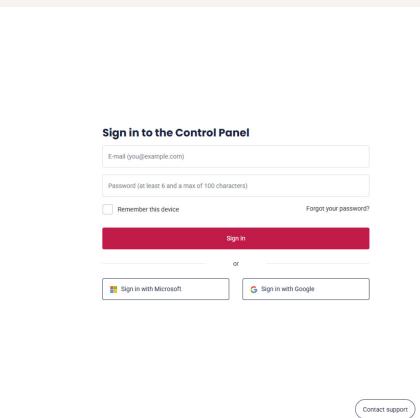
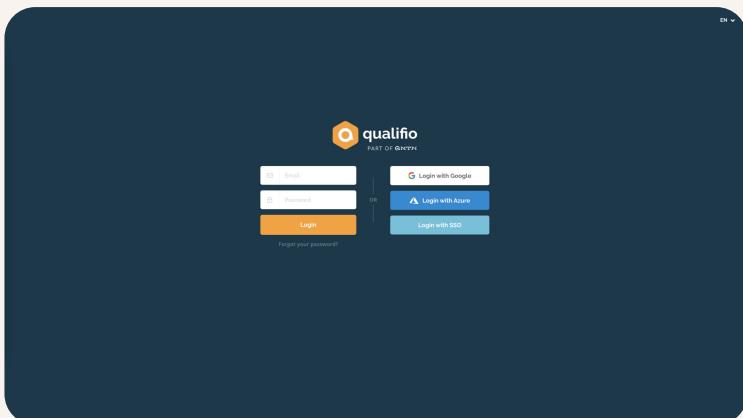
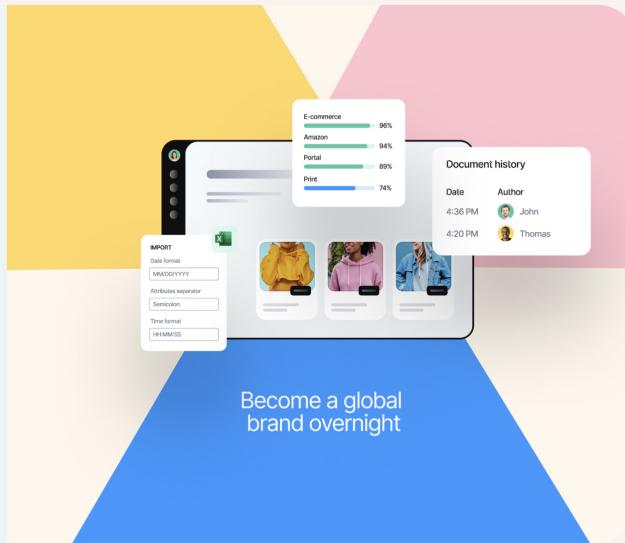
5

Prepare
Context for
Orchestration

“As soon as
customer buy a
product from an
ecosystem, there
is a *promise*...”



We have so much better to offer...





Great products
don't
automatically
create *great*
ecosystems



Create content



Create product



Create recommendation



Create e-mail campaign

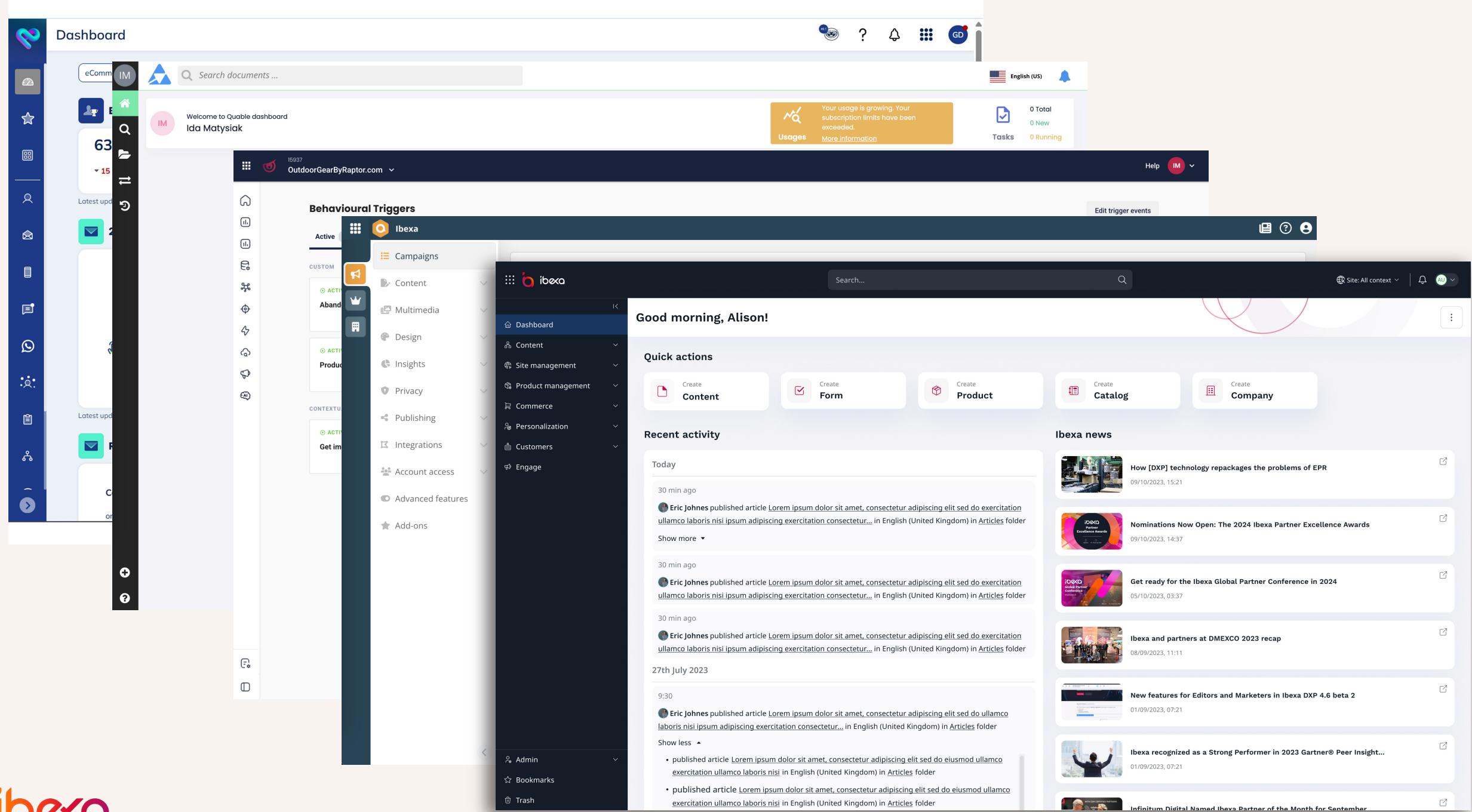


As a marketer, I want to...

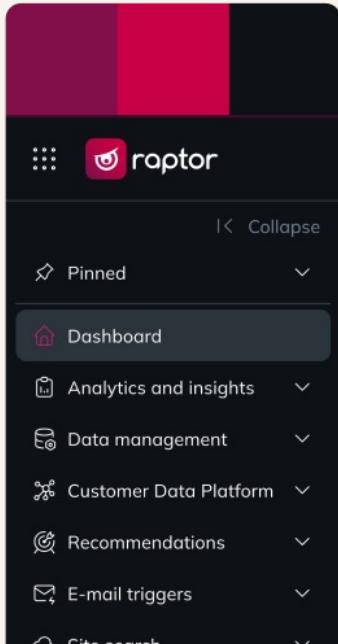
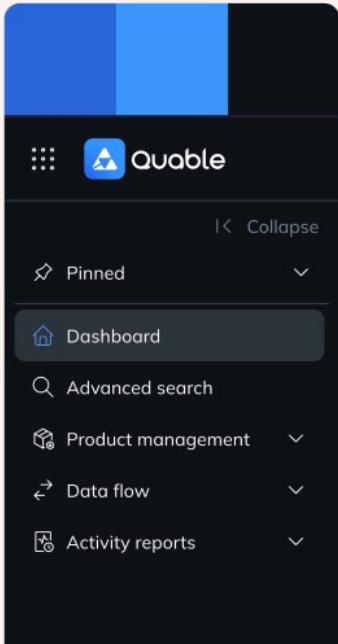
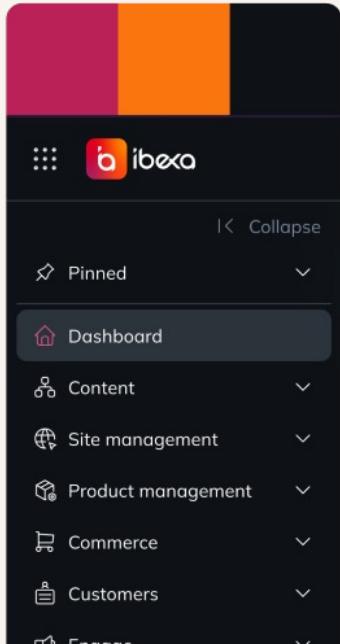
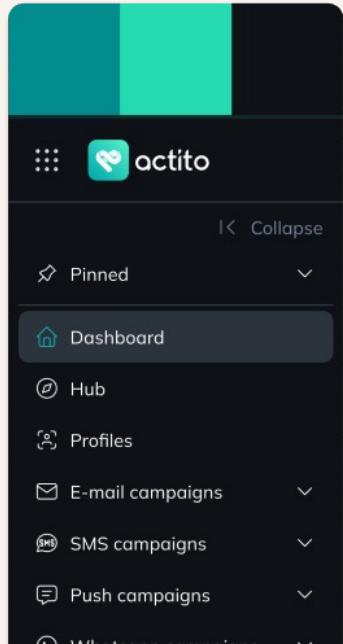
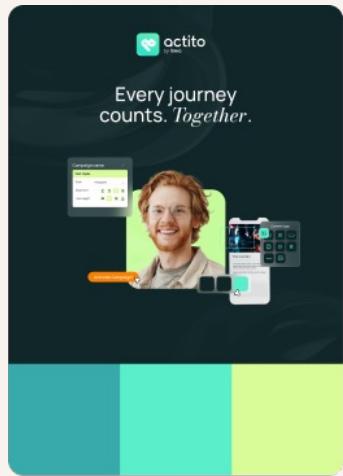
- ...manage content and publish personalized pages
- ...automate marketing campaigns and customer journeys.
- ...synchronize product information across channels.
- ...engage users with quizzes and interactive content.
- ...personalize experiences using real-time insights.

Create campaign

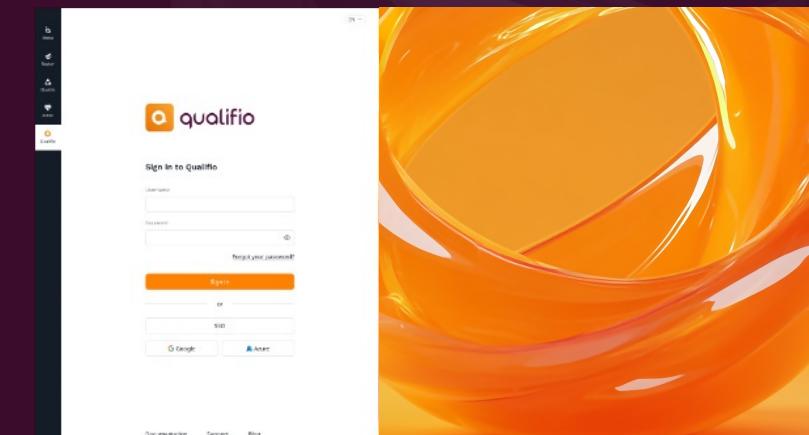
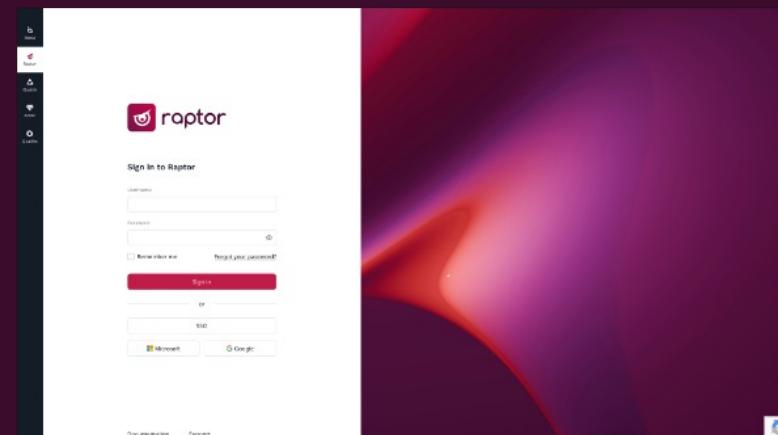
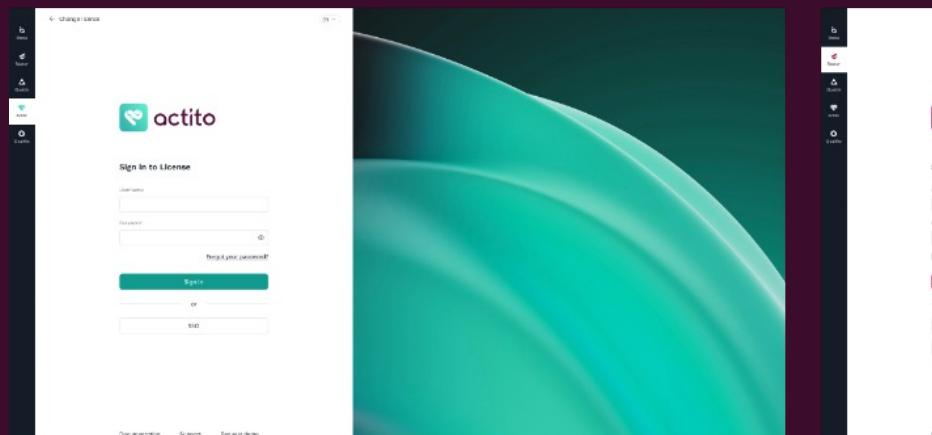
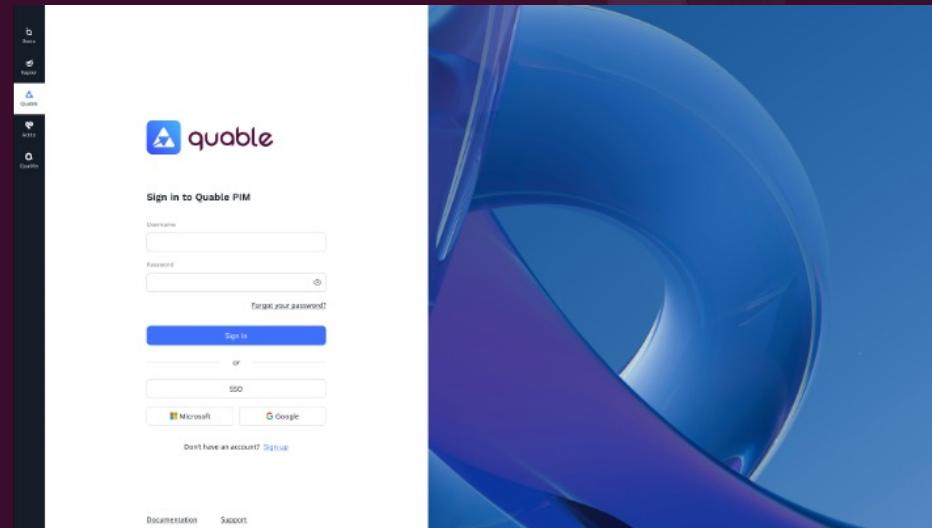
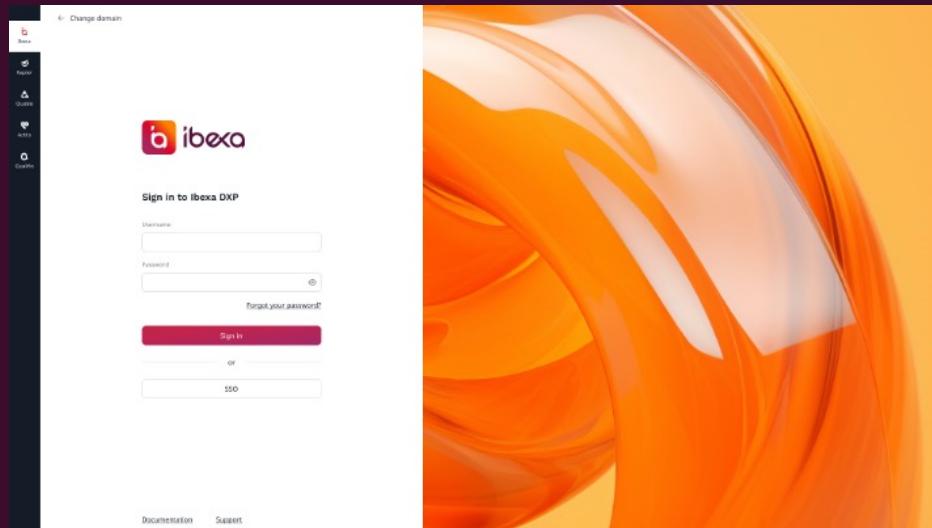




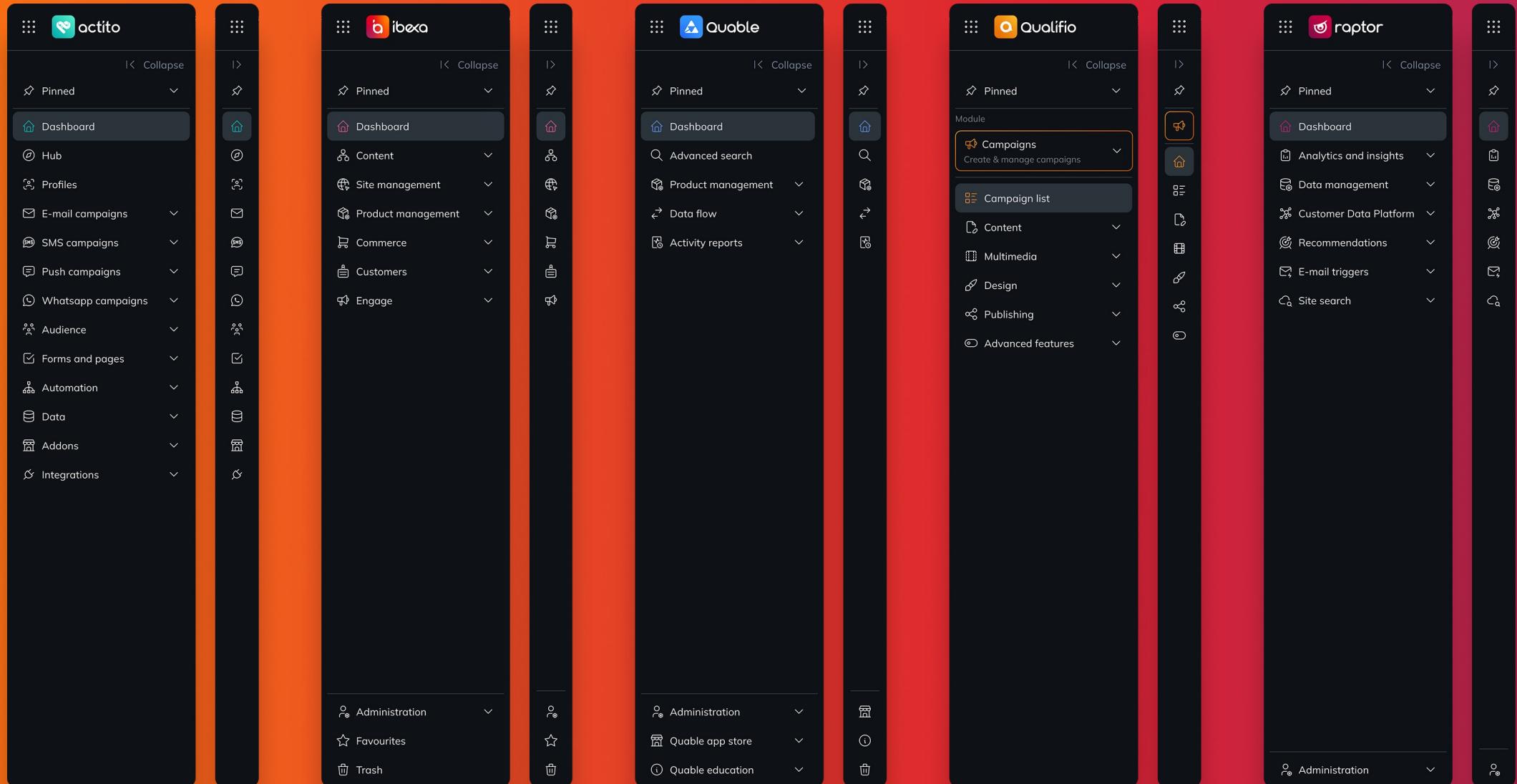
Harmonization: Shared visual language



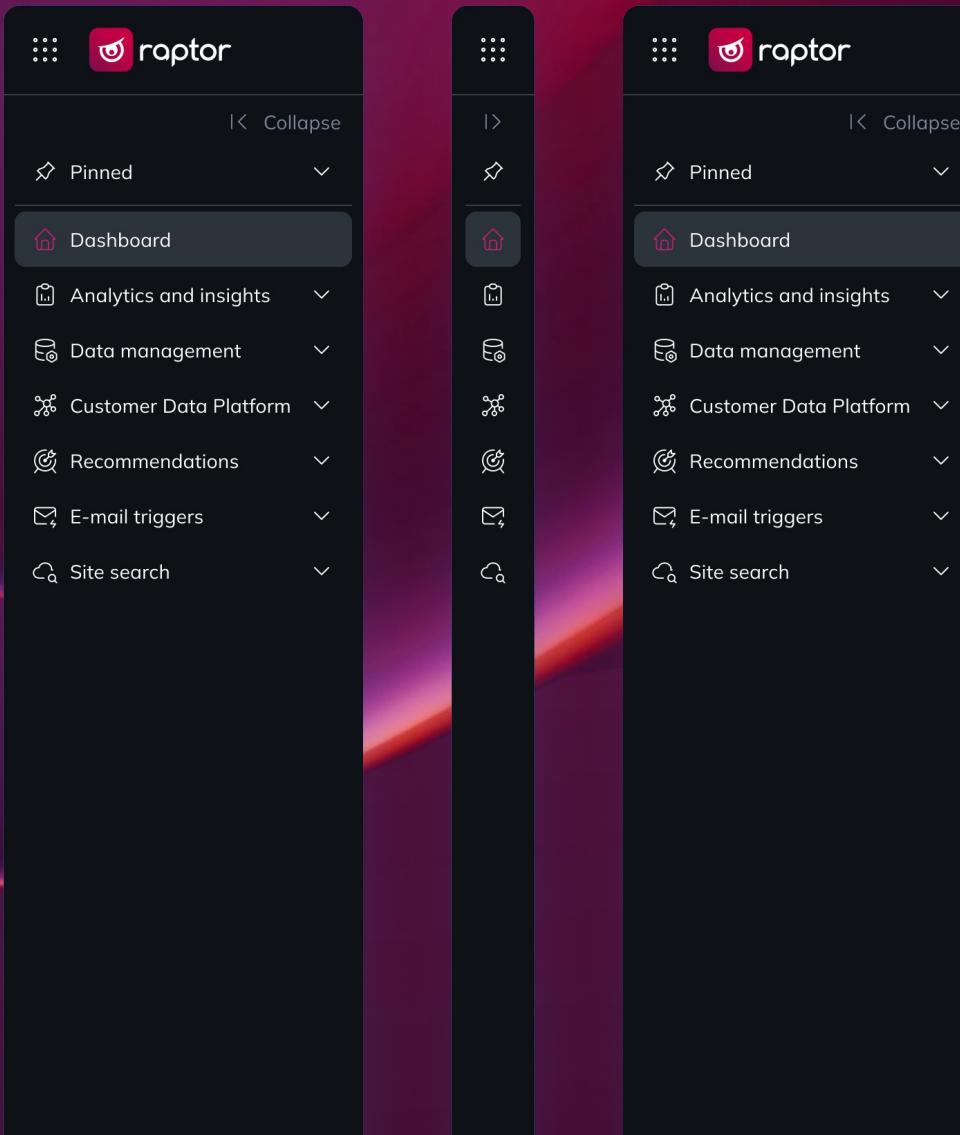
Harmonization - Login



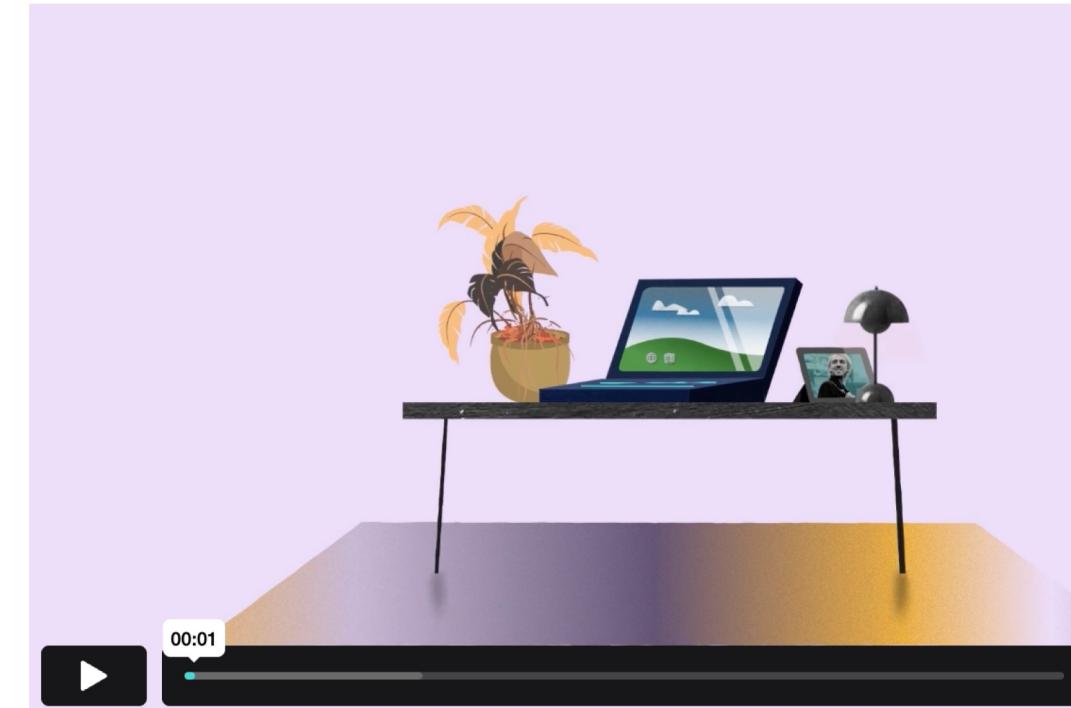
Unified Information Architecture, logic and terminology



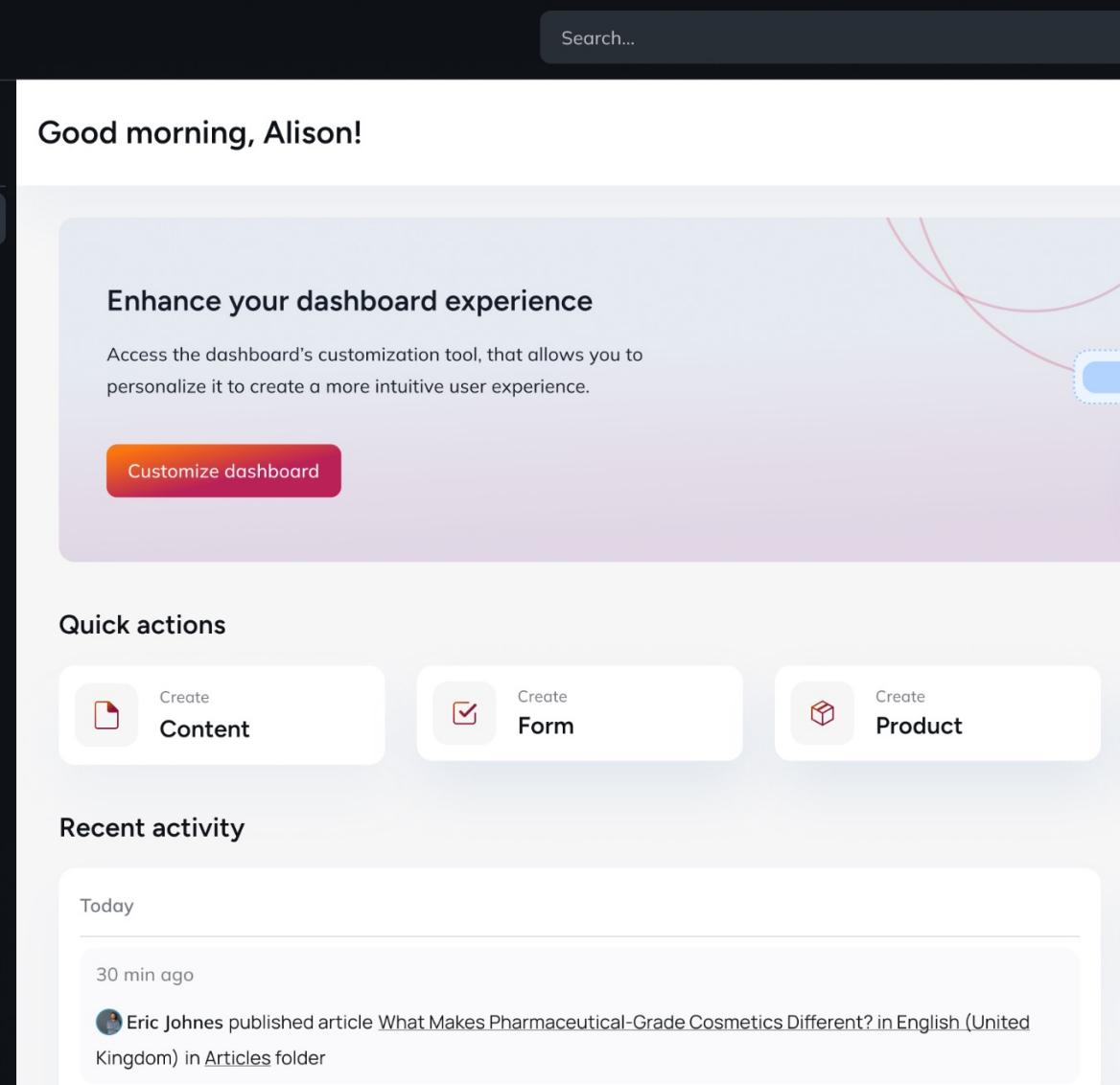
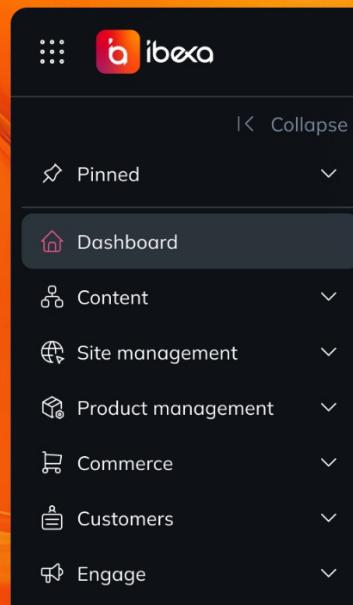
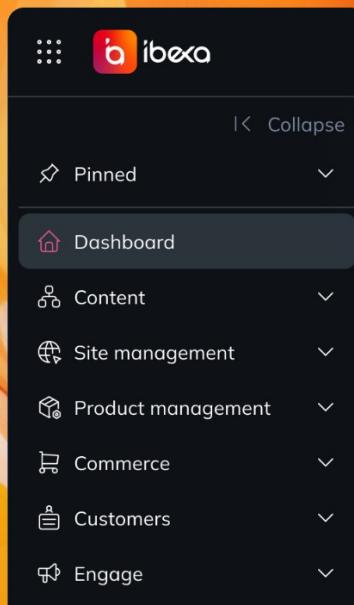
Harmonization - Navigation: Raptor



Welcome, Eve 



Harmonization – Navigation: Ibexa



Good morning, Alison!

Enhance your dashboard experience

Access the dashboard's customization tool, that allows you to personalize it to create a more intuitive user experience.

Customize dashboard

Quick actions

Create Content

Create Form

Create Product

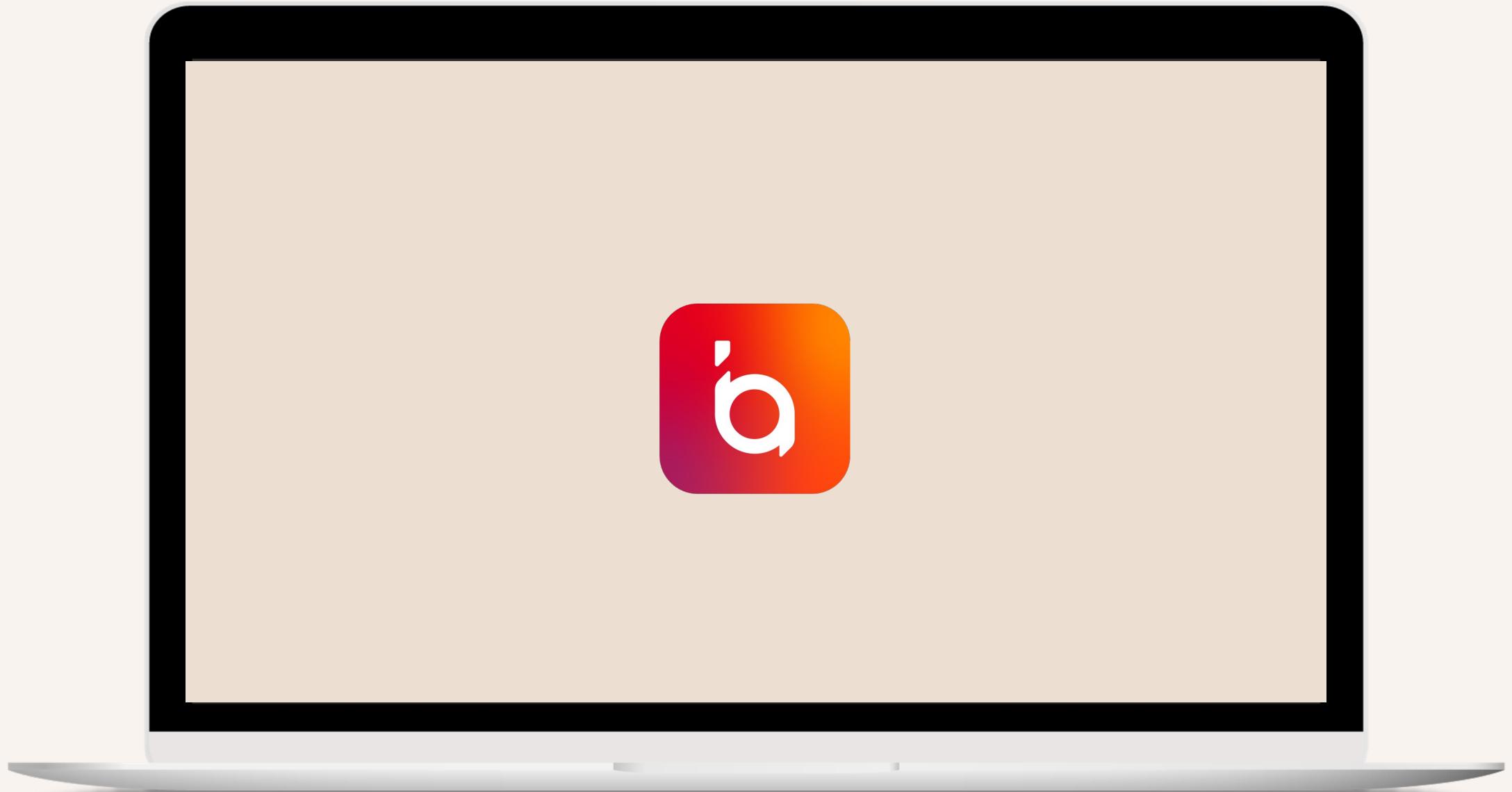
Recent activity

Today

30 min ago

Eric Johnes published article What Makes Pharmaceutical-Grade Cosmetics Different? in English (United Kingdom) in Articles folder

This is a screenshot of the Ibexa dashboard. At the top is a search bar with the placeholder 'Search...'. Below the search bar is a greeting 'Good morning, Alison!'. Underneath the greeting is a section titled 'Enhance your dashboard experience' with a sub-section 'Access the dashboard's customization tool, that allows you to personalize it to create a more intuitive user experience.' and a 'Customize dashboard' button. Below this is a 'Quick actions' section with three buttons: 'Create Content' (document icon), 'Create Form' (checkbox icon), and 'Create Product' (cube icon). At the bottom is a 'Recent activity' section with a 'Today' heading, a timestamp '30 min ago', and a list item: 'Eric Johnes published article What Makes Pharmaceutical-Grade Cosmetics Different? in English (United Kingdom) in Articles folder'.



Ibexa's products. Brilliant individually.
Exceptional together.



From a *Composable DXP* to an *Orchestration Platform*

Our Digital Experience Platform already solved many execution pains

Unified UX, SaaS delivery, and best-in-class products



All our products will be available in SaaS

“I’m executing a lot, but deciding less”

- ⌚ Too many campaigns
- ⌚ Too many channels
- ⌚ Too many micro-tasks
- ⌚ Not enough time to arbitrate

👉 “AI could finally help me decide.”

*“But my stack is
fragmented”*

- ⌚ AI in the CMS
- ⌚ AI in the CDP
- ⌚ AI in email
- ⌚ AI in the PIM

👉 “Now I have more
suggestions... but they don’t
align.”

Orchestration is the response

- ◉ **AI moved from experimentation to expectation**

“I can do so much thanks to AI”

- ◉ But AI has a side effect: **it exposes fragmentation**

- ◉ AI needs shared data
 - ◉ AI needs global context
 - ◉ AI needs coordinated execution

- ◉ So, the new competitive advantage isn't having more features.
It's coordinating actions across the ecosystem.

- ◉ **Orchestration becomes the new competitive advantage.**

Welcome
The Orchestration Engine
to the Ibexa family!

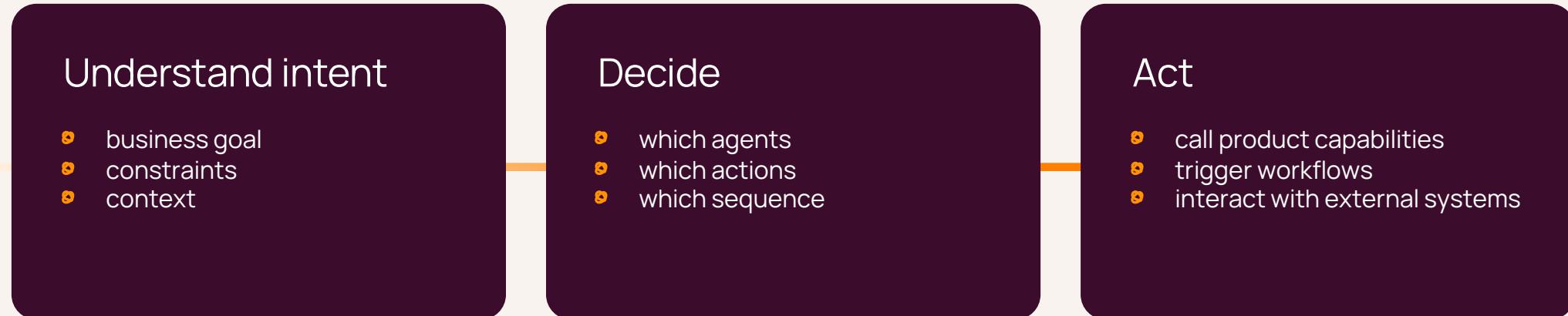
Agentic orchestration, governed by design



How AI coordinates execution across products

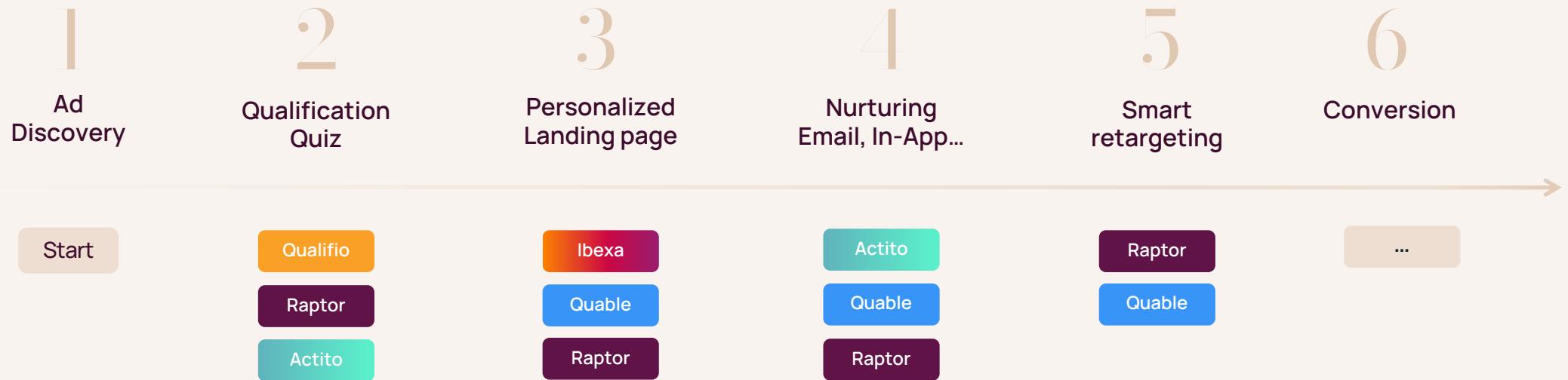
Introducing the Orchestration Engine

- ⌚ Its role is not to replace products
- ⌚ Its role is to orchestrate them – with intelligence, context, and decision-making
- ⌚ **From execution systems → coordinated outcomes**



DESIGN FOR OUTCOMES

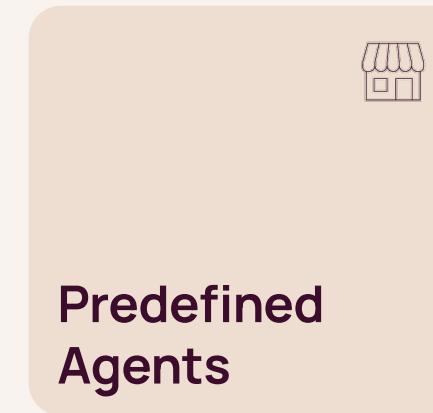
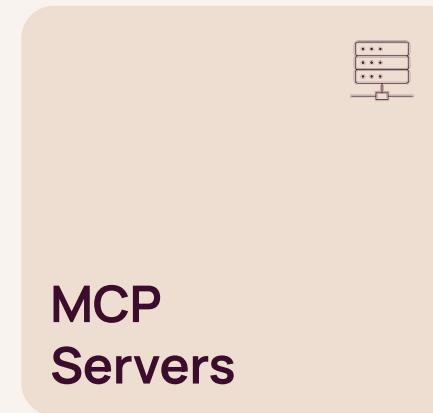
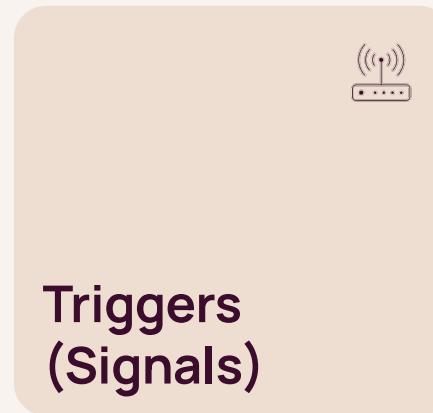
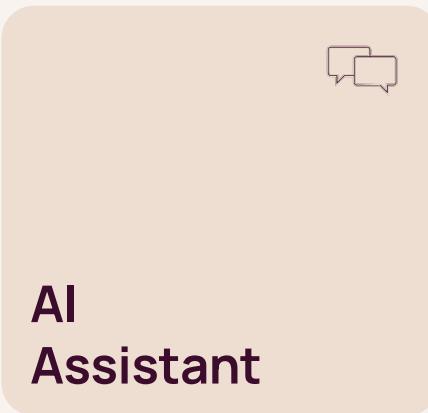
Example, Prepare a campaign from A to Z



Let's orchestrate the full *Customer Journey*

The core principles of AI orchestration

- The Orchestration Engine leverages the following capabilities across the Ibexa portfolio products



Assistant
=
Conversational UI +
Agent

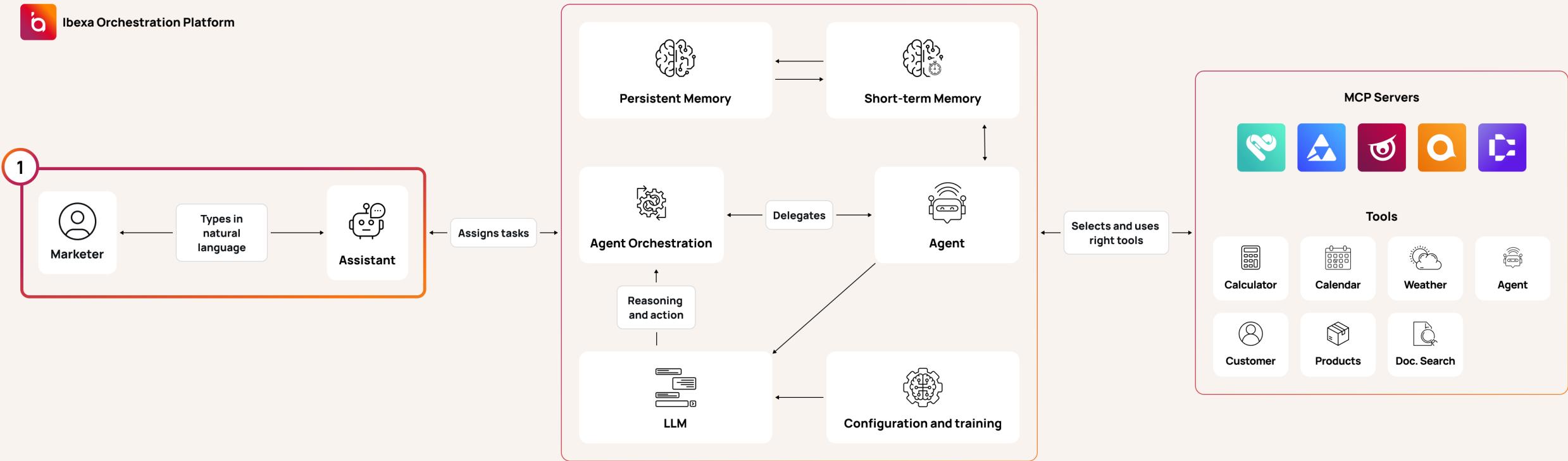


Agent
=

Definition + Context +
LLMs + Tools/MCP

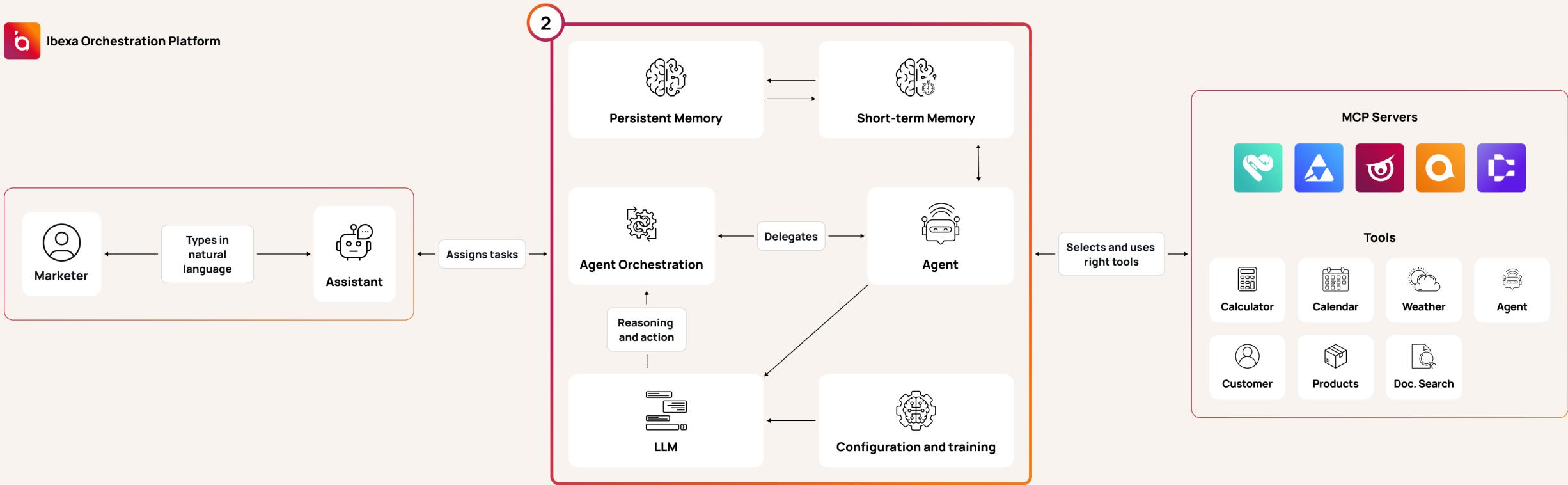


Assistants are how humans interact with orchestration



Assistants capture intent and guide users through orchestrated actions

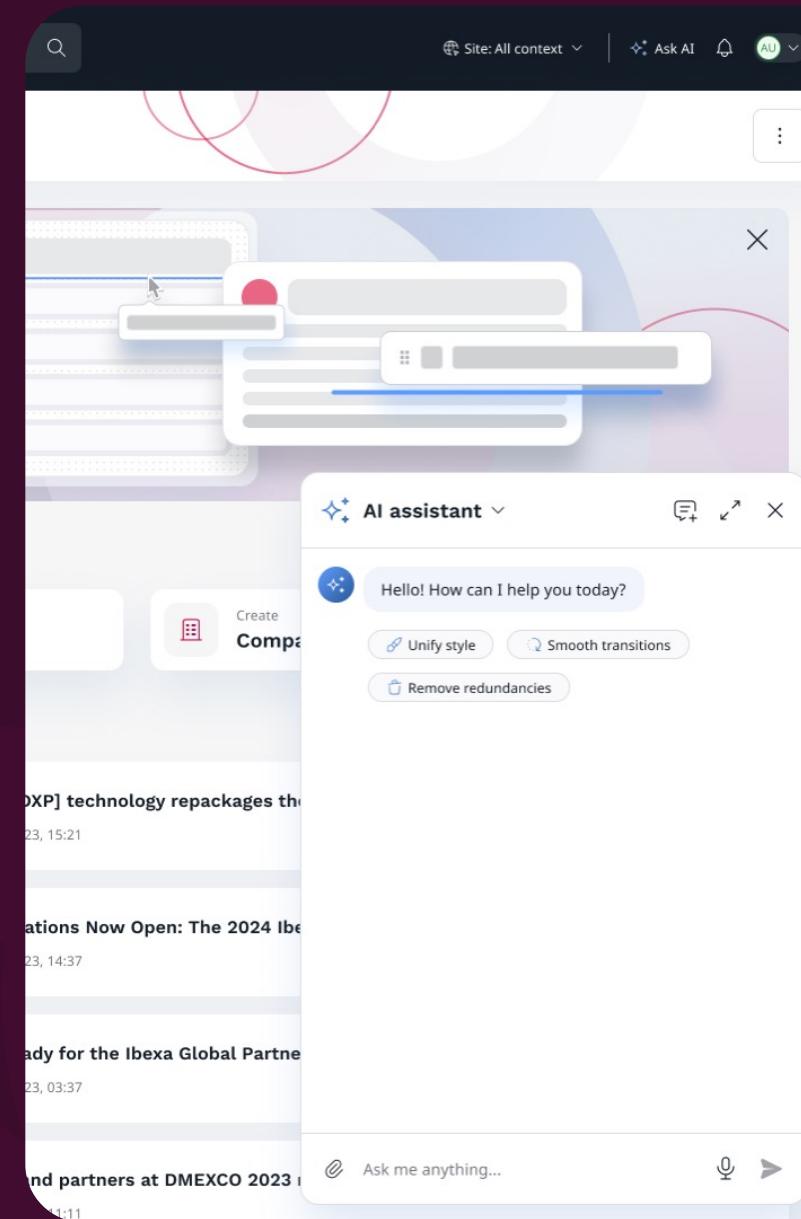
Agents are specialized executors that carry out decisions across systems

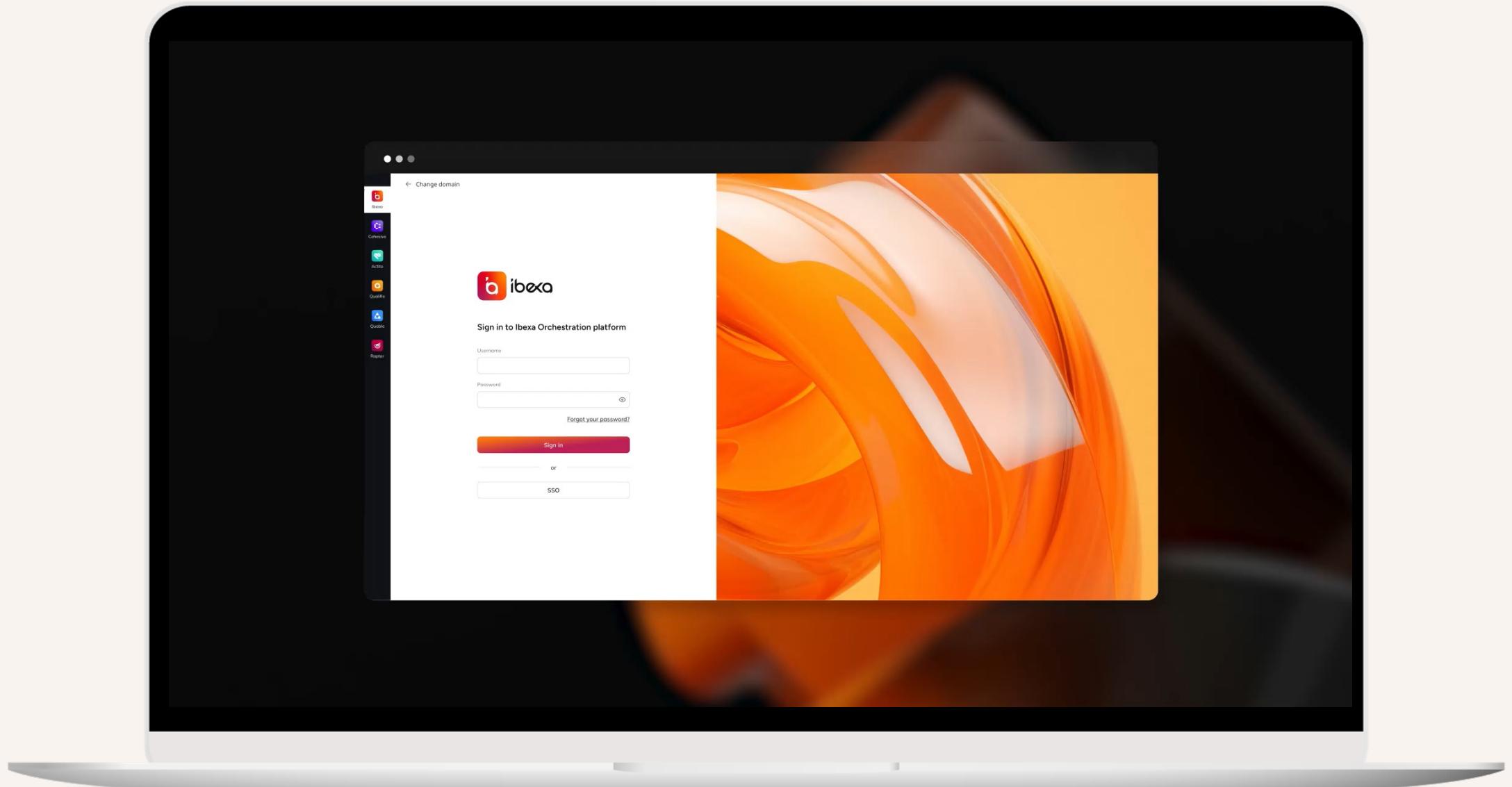


Native support for the Model Context Protocol (MCP) Servers are essential in Agentic AI.

Scenario 1: One agent, one product – immediate value

- ❶ The first step is straightforward:
AI assistants inside each product
- ❷ These assistants are not generic.
They are product-specific, context-aware,
and scoped to the product capabilities
- ❸ They help teams move faster – without
changing how the organization works



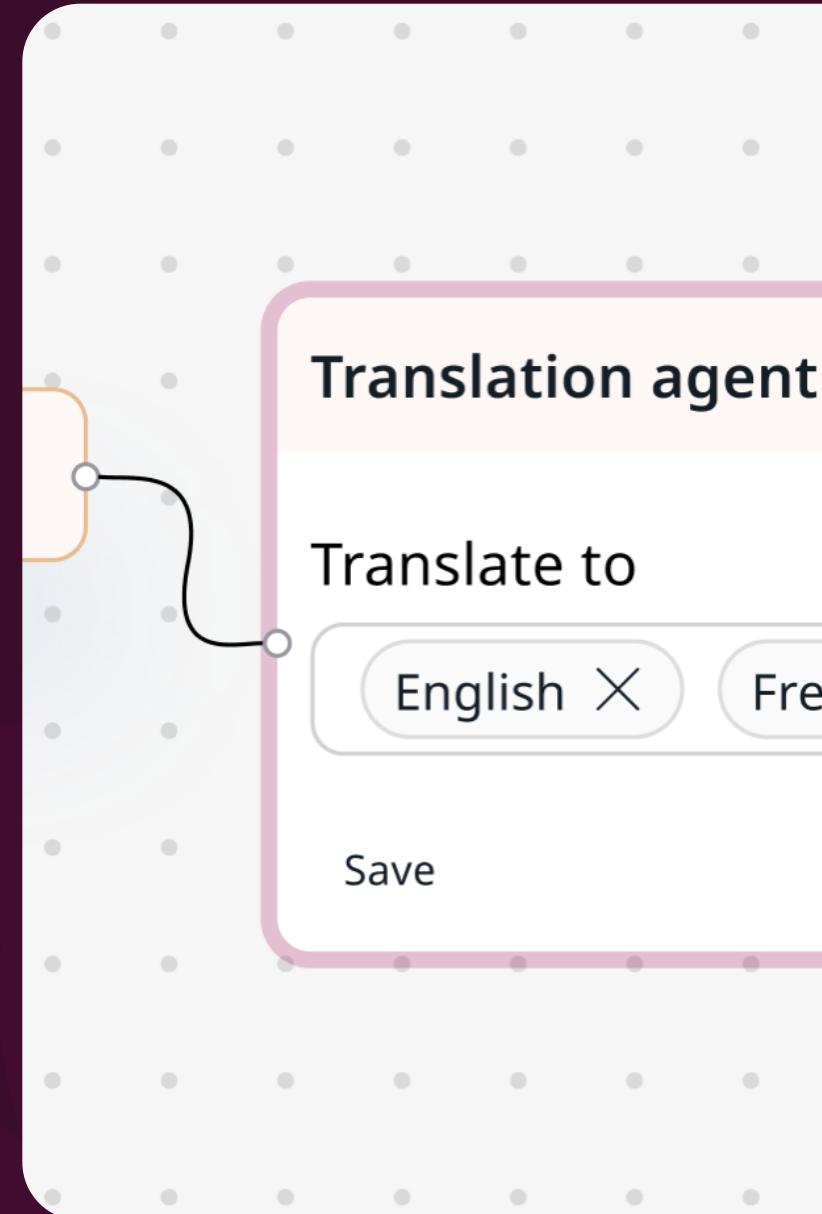


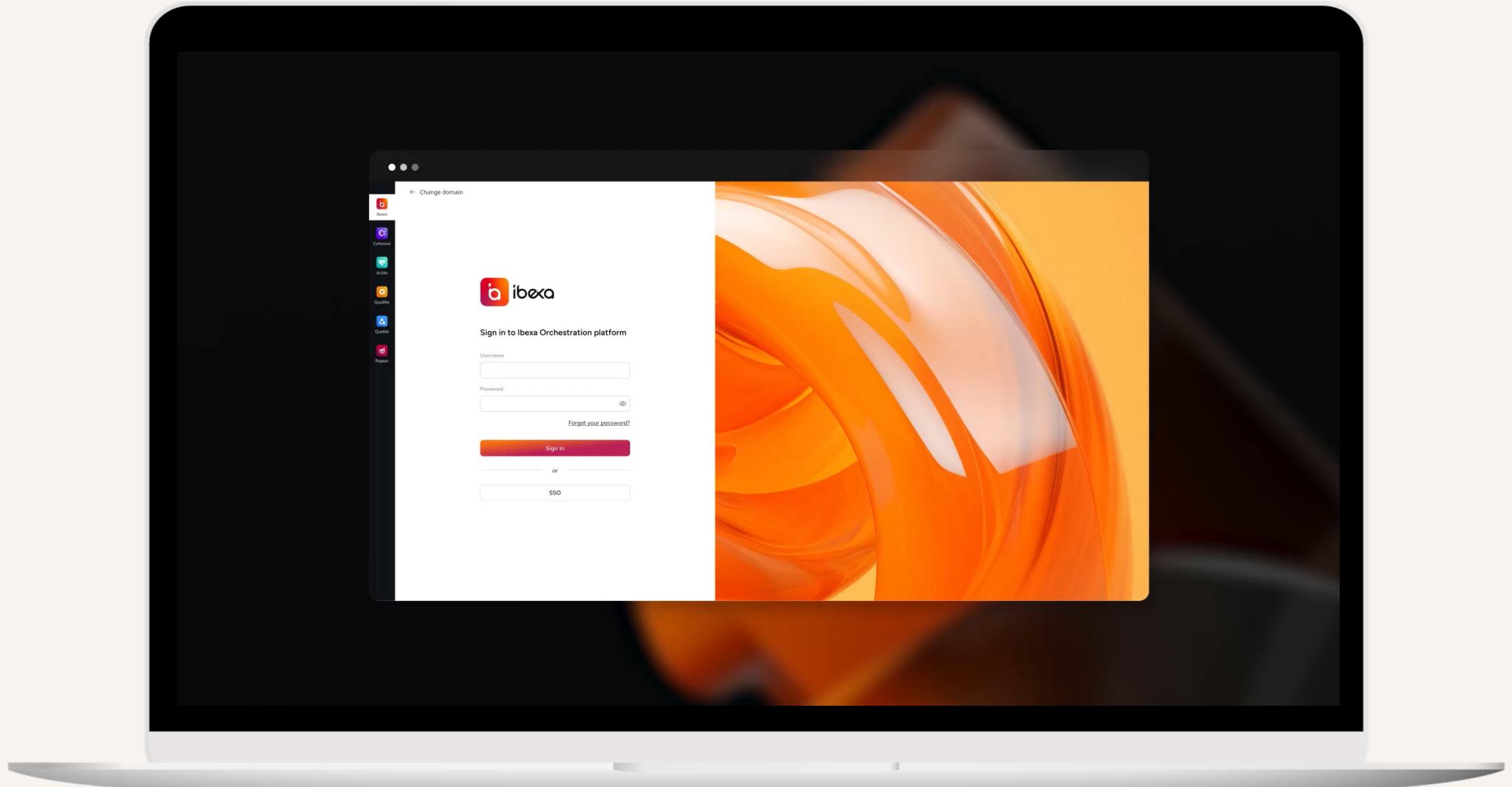


One agent is useful.
Orchestration is
transformational.

Scenario 2: Chain agents into orchestrated workflows

- ❸ This is where orchestration becomes real
- ❸ The platform can chain multiple agents: one to interpret intent, one to prepare content, one to select an audience, one to activate the campaign...
- ❸ And it can do it using signals and context coming from our ecosystem





Product offering evolution: a new Orchestration Engine, SaaS-ready



SaaS Architecture

Cloud-Native design, with native product integrations



Built-in Agents

Diverse agents for automated task execution.



LLM Agnostic

Flexibility to integrate various Large Language Models



Enterprise Grade Security

Account management, Role-based permission system, SSO, MFA



MCP Servers

Connect to public and private MCP Servers



Reactive Triggers

24/7 automated responses to domain events



Target availability for early-adopters: *Summer 2026*

Key capabilities of the new Orchestration Engine

Agents Management Capabilities

Lifecycle

Controls creation, updating, and retirement of agents

Tools Assignment

Allocates capabilities and competencies to each agent

Runtime Control

Manages execution behaviour and real-time operations

Observability

Provides metrics, logs, and monitoring insights

Outcomes Dashboard Insights

Successes

Indicates fully successful operations

Chances

Highlights optimization opportunities

Need Attention

Requires review or manual intervention

Problems

Marks errors or failures demanding action

Knowledge Base Capabilities

Brand Guidelines

Establishes organizational visual and linguistic identity

Voice & Tone

Defines communication style for consistent messaging

Budget Management Controls

Spending Limits

Prevents cost overruns

Usage Alerts

Warns teams of rising expenses

Cost Analysis

Identifies high-cost workflows

Connectivity & Security

The MCP Servers Registry

Centrally stores all MCP servers, capturing roles, configurations, and version histories

Enterprise Grade Security

Account management, Role-based permission system, Single-Sign On, Multi-Factor Authentication

If AI can coordinate actions across systems, there's one condition for adoption:

trust

Why orchestration only works with control

“Trust and governance will be the main adoption factors for AI at enterprise scale.”

Industry analysts, 2025

Governance is not a feature. It's a requirement

- ⌚ Trust is the adoption barrier
- ⌚ Governance must clearly address three enterprise fears:

What happened?

- ⌚ logs
- ⌚ traces
- ⌚ decisions explained
- ⌚ actions executed

Observability
“Nothing happens silently.”

Who allowed this?

- ⌚ approval flows
- ⌚ human-in-the-loop
- ⌚ escalation

Authority & approval
“AI can propose. Humans can approve.”

Can we stop it?

- ⌚ policies
- ⌚ guardrails
- ⌚ constraints
- ⌚ kill switch

Control & constraints
“AI always operates within defined boundaries.”

Collapse

Agents > Product page

[Edit agent](#)[Delete agent](#)[Dashboard](#)[Agents](#)[Knowledge base](#)[Reports](#)[Budget](#)[Models](#)[MCP Servers](#)[Users](#)[Activity log](#)

Product page

[Agent](#)[Properties](#)[Execution](#)

Global properties

Name

Product page

Identifier

ProductPage

Creation date

January 29, 2026 13:47

Modification date

February 05, 2026 17:01

Description

Generates a product page based on additional material provided by the user.

Confidence score

89%

ⓘ Confidence score is based on the set of median score of internal tools and agents running quality acceptance and verification after each agent's execution

Execution

Status

Enabled

Tool selection

Automatic

Mode

Synchronous

Model

Default

Budget

Unlimited

Max rounds

10

Avatar

Current user

Instructions

#Purpose

[Administration](#)[Favourites](#)[Trash](#)

Collapse

Agents > Product page

[Edit agent](#)[Delete agent](#)[Dashboard](#)[Agents](#)[Knowledge base](#)[Reports](#)[Budget](#)[Models](#)[MCP Servers](#)[Users](#)[Activity log](#)

Product page

Agent

Properties

Execution

Confidence score



Total requests

347

↑ +12%



Active users

37

↑ +7%



Duration

3147ms

↑ +3%

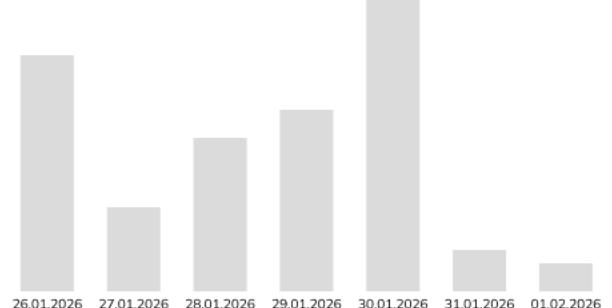


Quality score

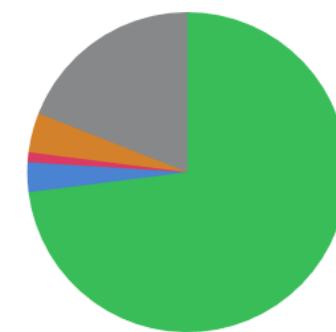
89%

↑ +3%

Daily cost

1 USD
0.9 USD
0.8 USD
0.7 USD
0.6 USD
0.5 USD
0.4 USD
0.3 USD
0.2 USD
0.1 USD
0 USD

Status distribution



73%	Completed
3%	In progress
1%	Failed
4%	Pending
19%	Cancelled

Recent executions

ID	Confidence score	Status	Created at	Updated at	Duration
ib3x4-0rcH3str4i7i0n-p14tf0rm	93%	Completed	29/01/2026 13:47	05/02/2026 17:01	00:03:47
0a1318c1-88bd-4595-b329-04e98cd21c7a	...	Failed	09/12/2025 22:03	09/12/2025 22:03	00:02:12
6af04d3a-28b9-42d4-b17b-9fc3ac0d0f01	...	Pending	29/01/2026 13:47	05/02/2026 17:01	00:00:09

Administration

▼

Favourites

Trash

Product Landing Page



Building blocks library

Search...

Agents

- Campaign analysis
- Generate blog post
- Generate brief
- Generate landing page
- Generate presentation
- Generate product page
- Translate to English
- Translate to French

Guardrails

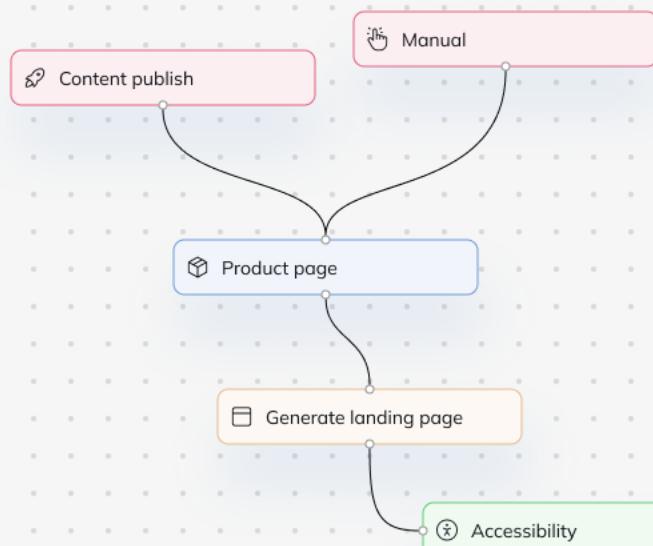
- Accessibility
- Fact checking
- Tone of voice
- Word count and structure

Human in the loop

- Human verification

Sources

- Database



Word count and structure

Word count (min-max)

250 — 600

Structure threshold

 83%

The minimum level of generated text's structural cohesion needed

Save

Discard

Tone of voice

Human verification





AI is never
responsible.
Humans are.

Ibexa Signature, A Commitment to Transparent & Responsible Marketing

⌚ Our commitment

- ⌚ *As AI becomes a core part of marketing, trust must scale with autonomy. With Ibexa Signature, we commit to making how content is created clear and accountable. Not a claim. Not a checkbox. A visible, verifiable commitment.*

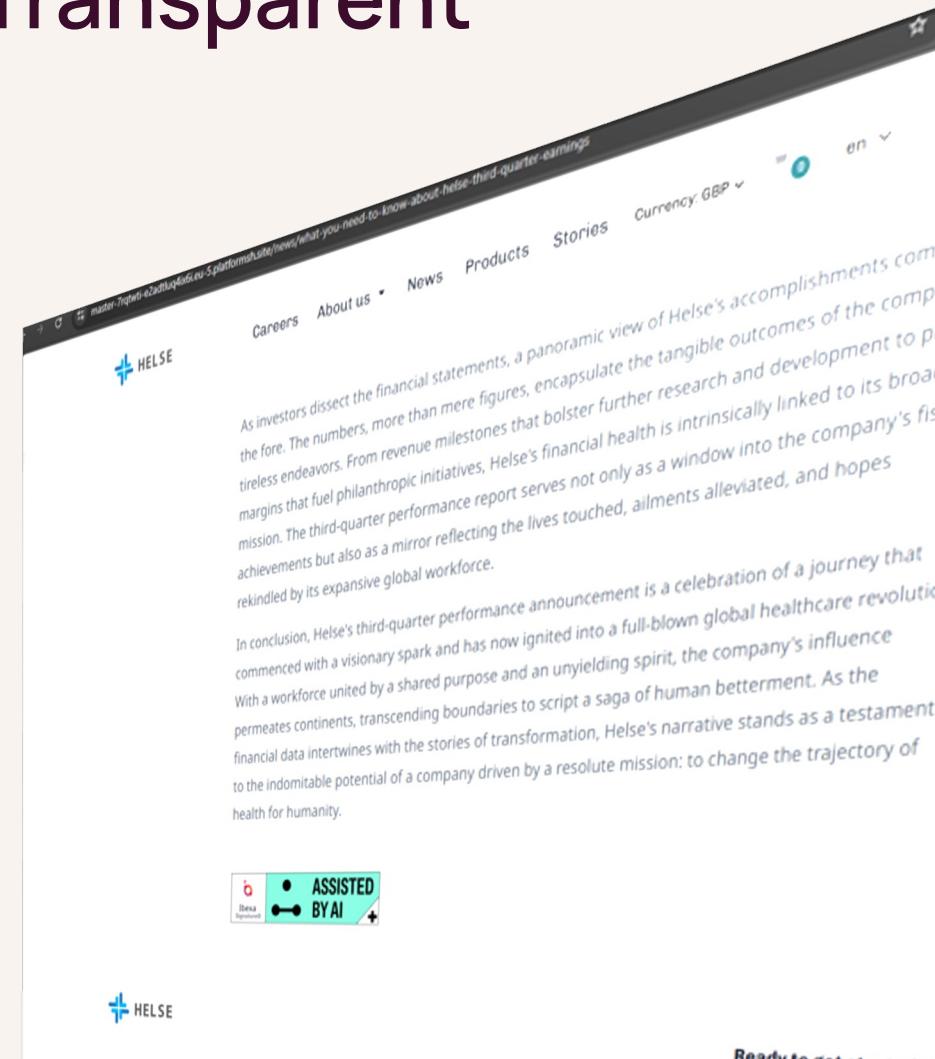
⌚ What it means

- ⌚ AI usage is explicit
- ⌚ Human responsibility is clear
- ⌚ Transparency is built-in

⌚ Why it matters

- ⌚ In an AI-driven world, your signature becomes your brand.

*Transparency is not optional.
It's our signature.*





Time to wrap up!

Europe's Next Generation Orchestration Platform



350 people
150 engineers
Ibexa AI Lab
1000 customers
Ecosystem centric
Summer 2026

The *European Way*



Thank you

