



Redefining the DXP: From Execution to Orchestration

Grégory Bécue

ibexa
— Summit 2026 —

From *Standalone Products* to a *Composable DXP*

Building a Composable DXP

Unifying best-in-class products



Ibexa
DXP

At the beginning

Building a Composable DXP

Unifying best-in-class products



Raptor
CDP



Ibexa
DXP



Quable
PIM

2025

Building a Composable DXP

Unifying best-in-class products



Actito
CEP



Raptor
CDP



Ibexa
DXP



Quable
PIM

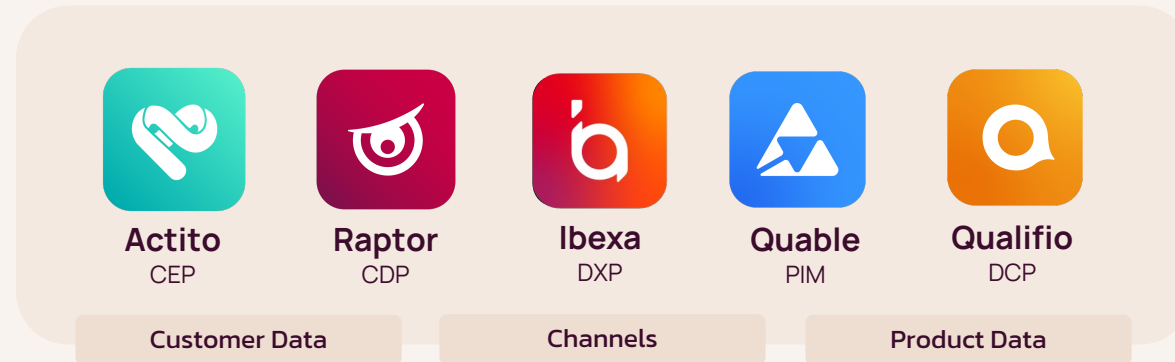


Qualifio
DCP

Today

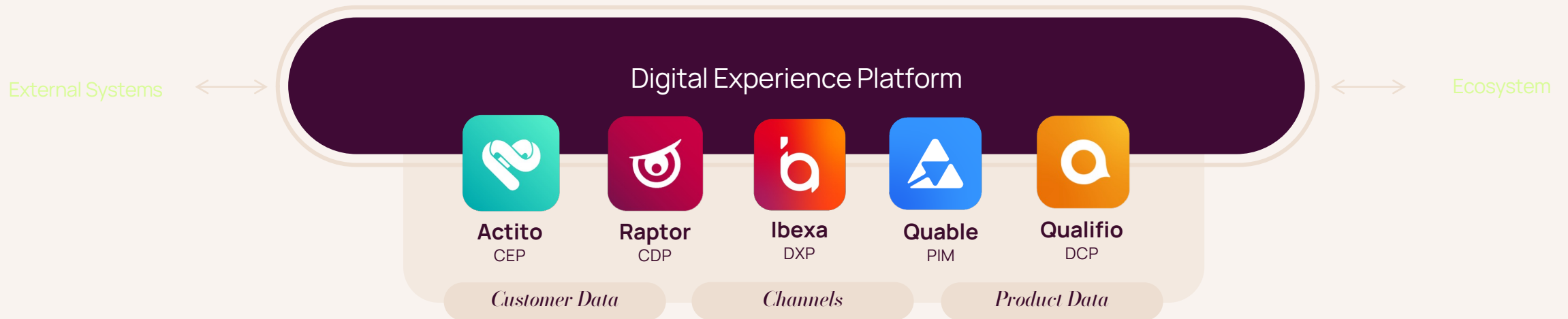
Building a *Composable DXP*

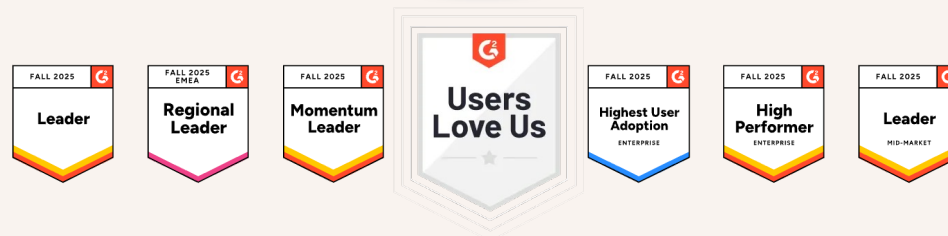
All core experience capabilities are now covered



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

ibexa





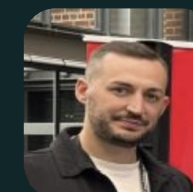
Be in touch with our
Product Leaders!



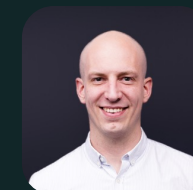
Kamil Madejski
VP Ibexa Product



Benoit Delisse
VP Actito Product



Sebastien Delarche
VP Quable Product



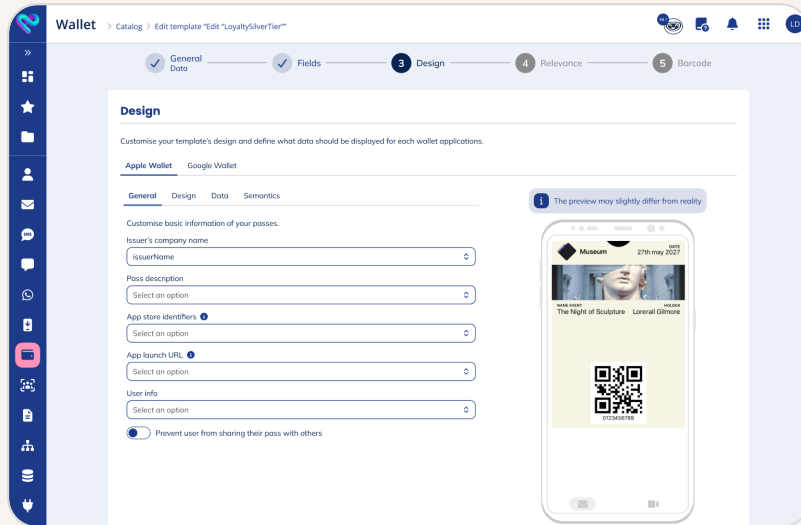
Mads Sieron Thorsen
VP Raptor Product



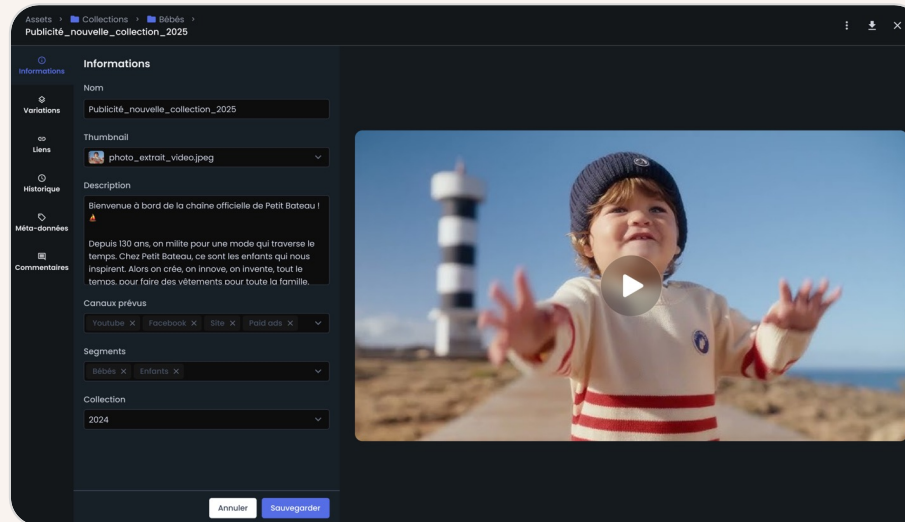
Olivier De Lamotte
VP Qualifio Product

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

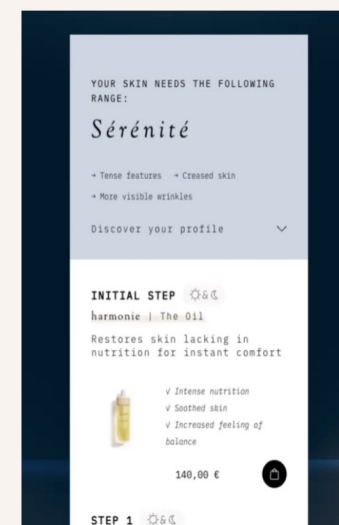
We continue to invest heavily in every product.



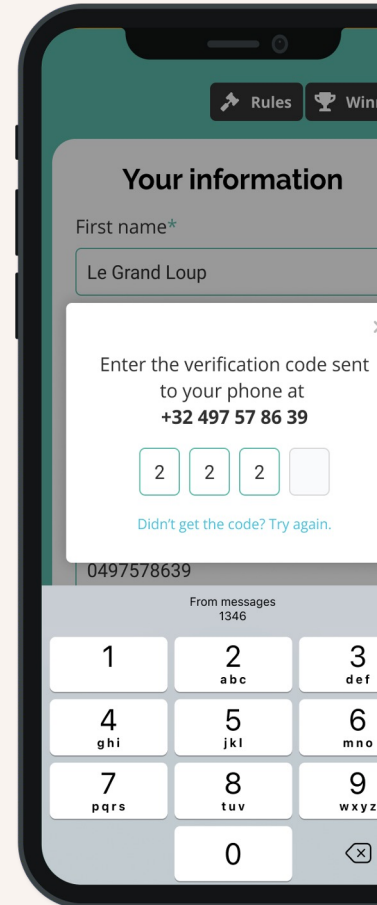
Actio CEP - New Wallet



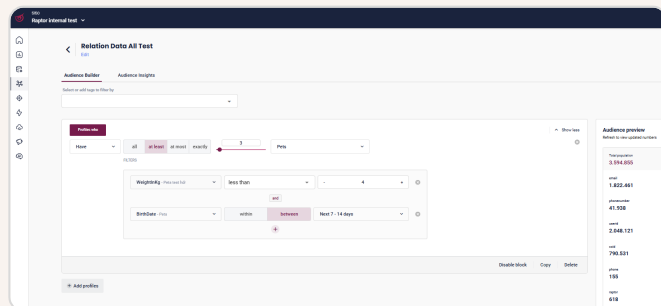
Quable PIM - DAM, New detailed view of an asset



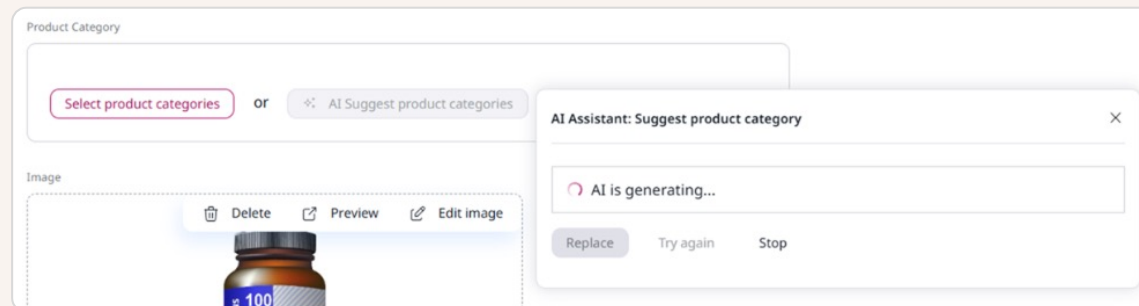
Qualifio DCP - Product Reco.



Qualifio DCP - New SMS check



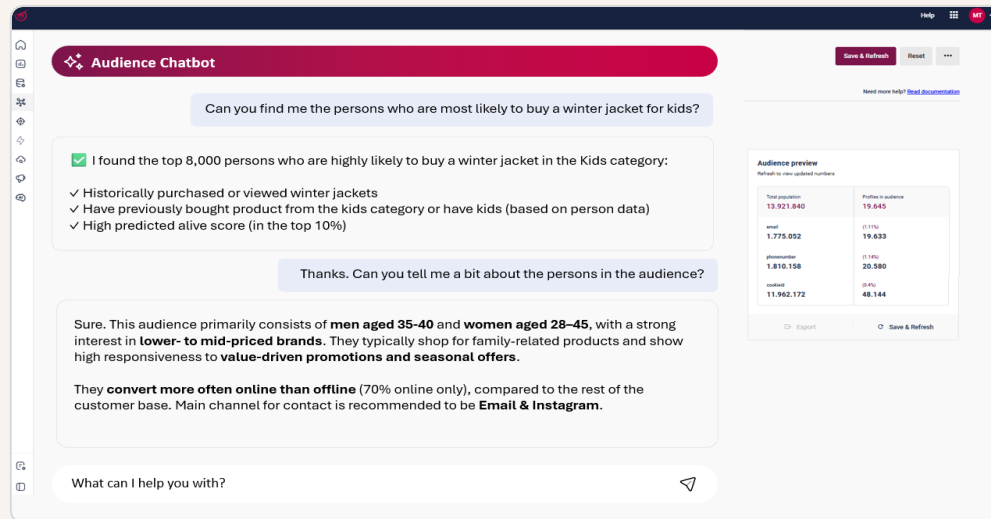
Raptor CDP - New Data Relation



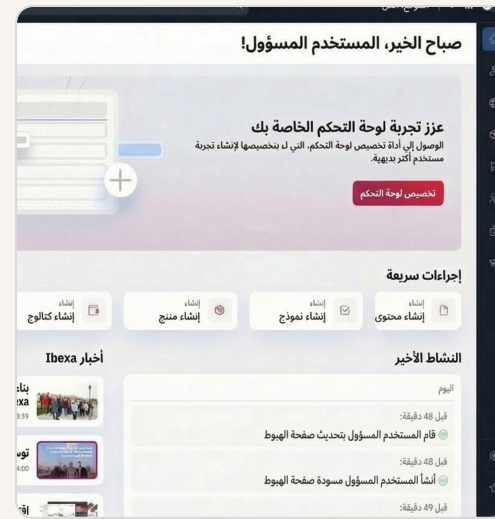
Ibexa DXP - New AI-powered product category suggestions

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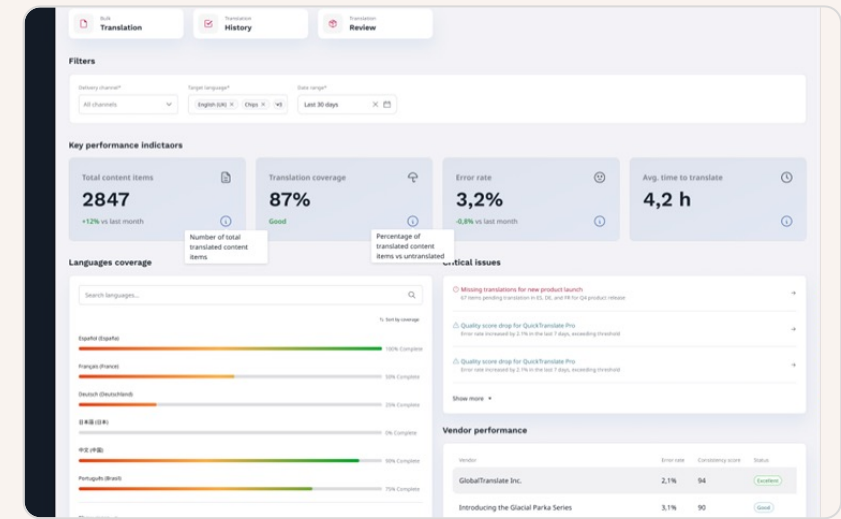
We continue to invest heavily in every product.



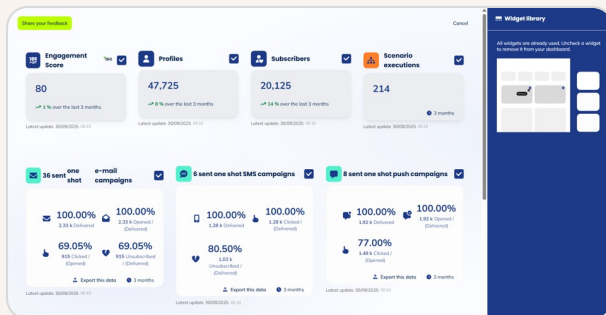
Raptor CDP - New AI Audience Builder



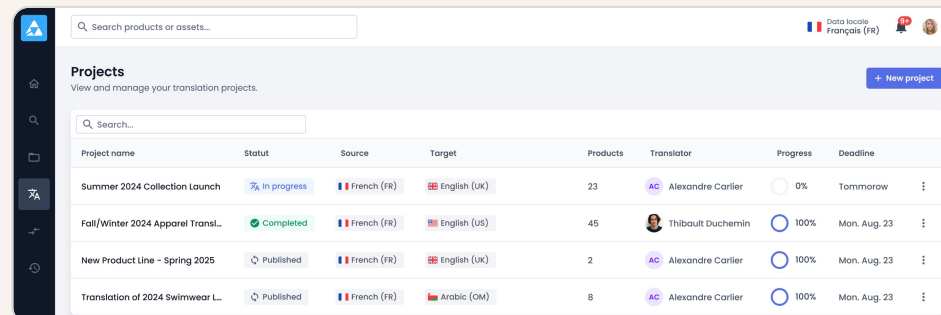
Ibexa DXP - New RTL&MSA Localization



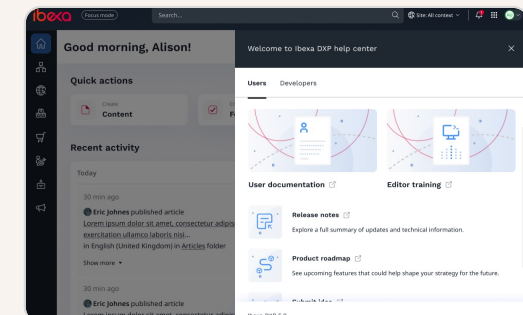
Ibexa DXP - New Translation Cockpit



Actito CEP - New Dashboard



Quable PIM - New Project Hub for Translation



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

1

Deliver a
SaaS-ready
Execution Layer

Premium integrations
for all Products

2

Connect
Products
& Data

Common UX/UI to
simplify the usage of
the platform

3

Unify the User
Experience

Expose API and
actionable
capabilities through
MCP

4

Expose
Actionable
Capabilities

Share product context
with the orchestration
Platform

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







💰 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

Search...

Site: en

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

Helse Corp. Landing page

ibexa

About us

Products

Stories

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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

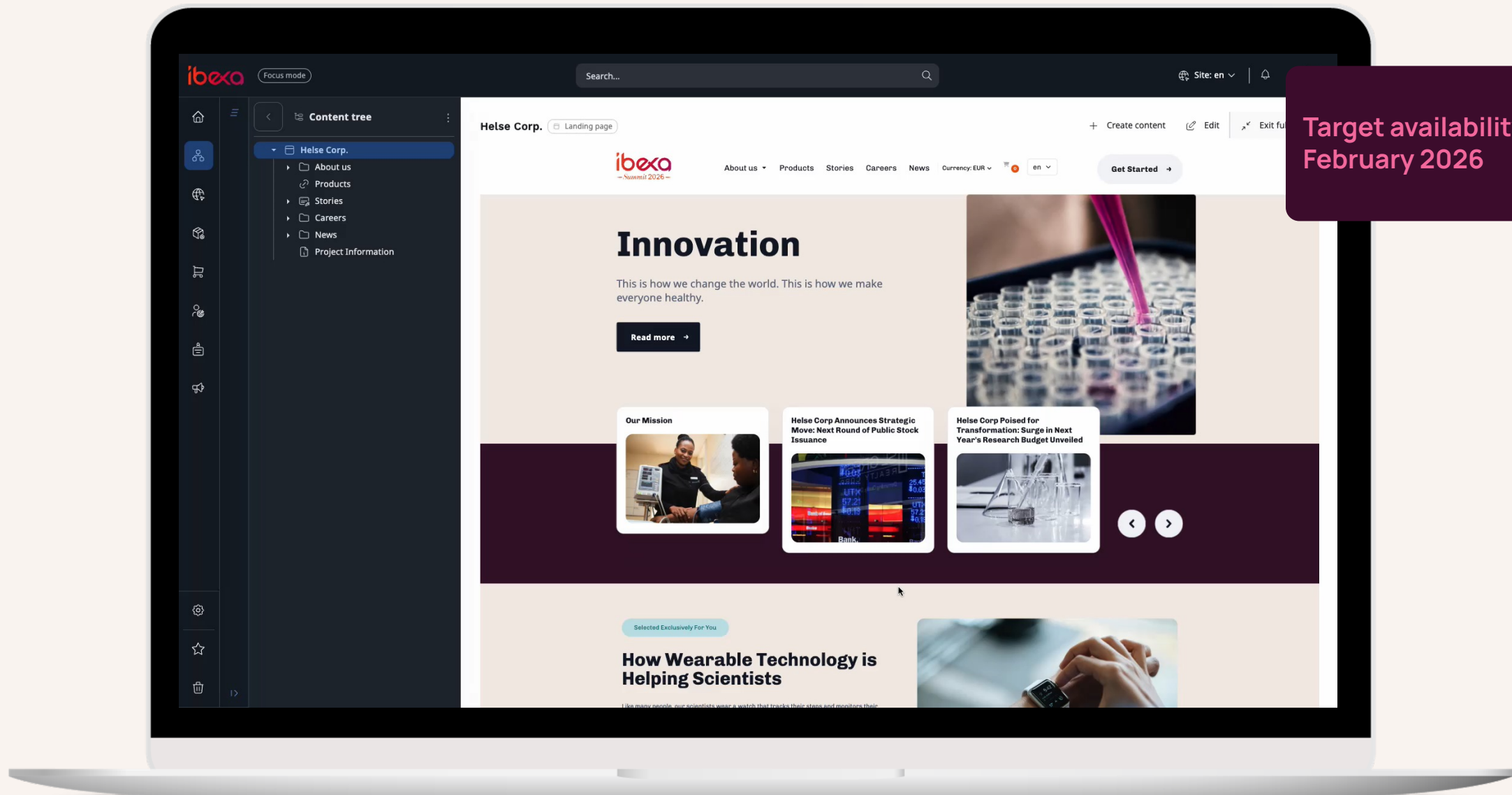
Helse Corp Poised for Transformation: Surge in Next Year's Research Budget Unveiled

How Wearable Technology is Helping Scientists

Target availability:
February 2026

ibexa

Target availability:
February 2026



New Premium integration between Raptor and Ibexa

But we need more to build a strong foundation for orchestration

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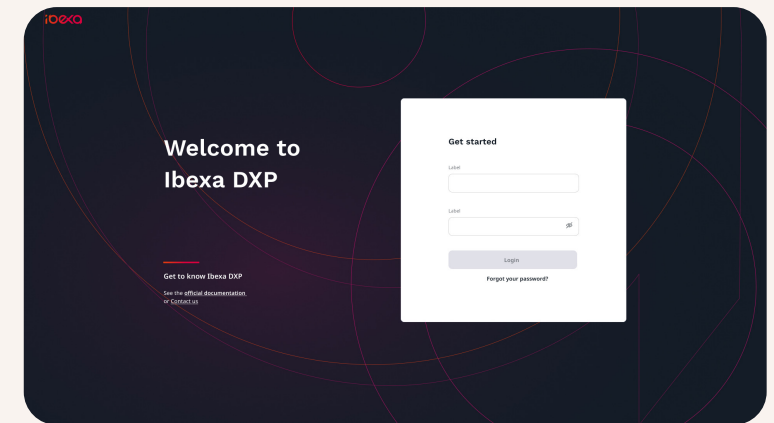
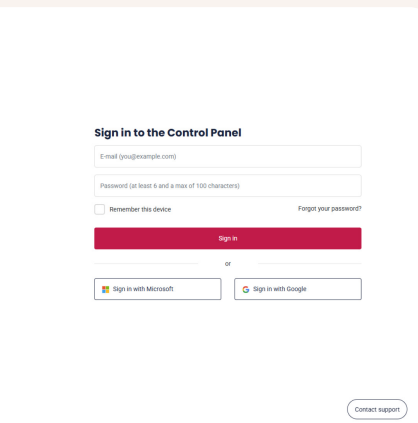
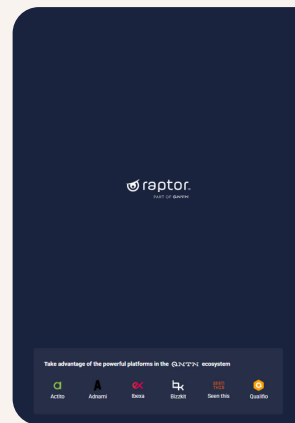
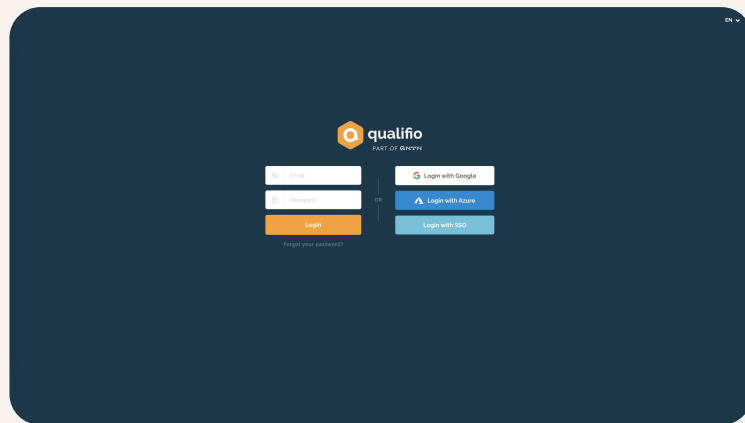
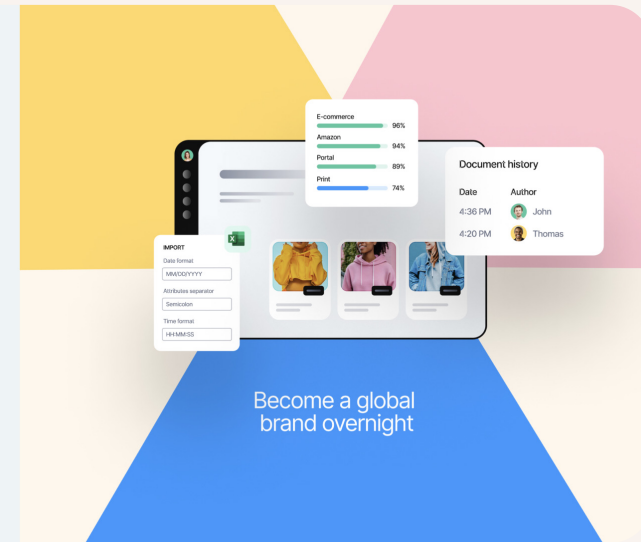
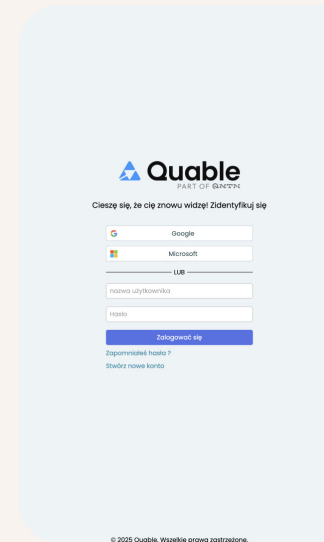
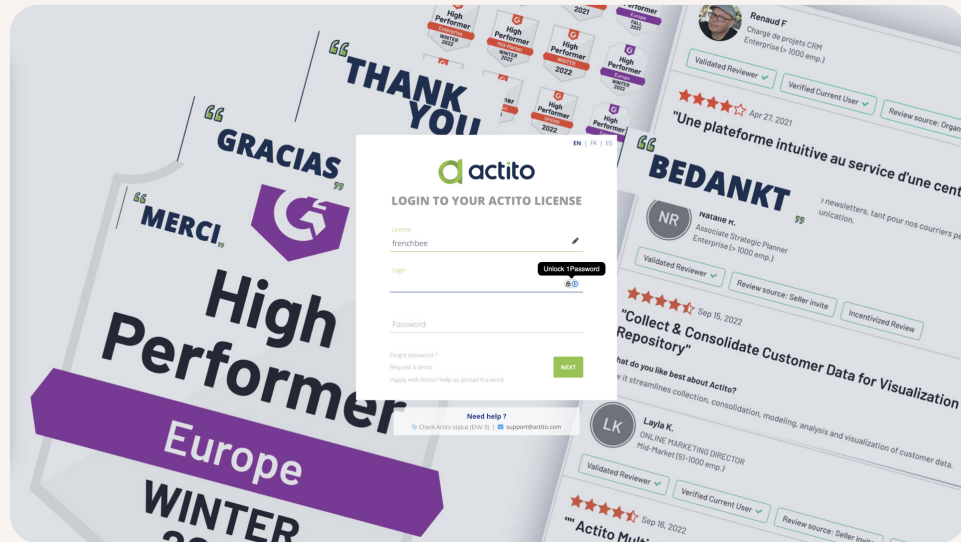
5

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

As a marketer I want to



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 recommendation



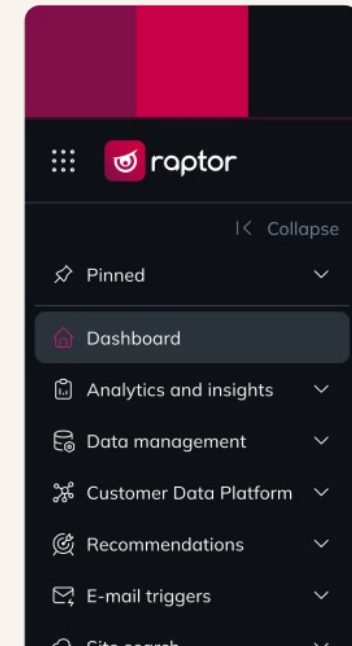
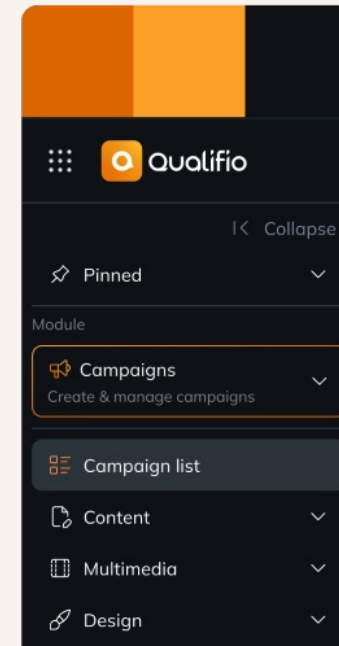
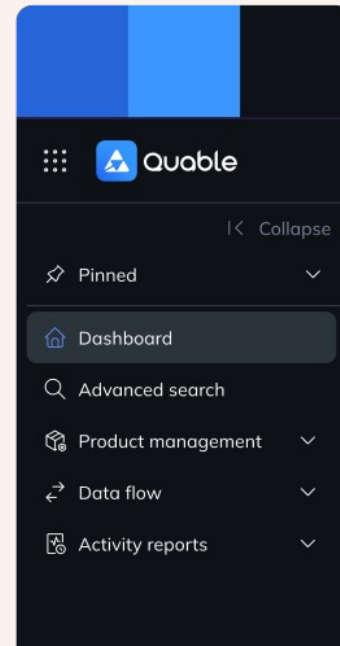
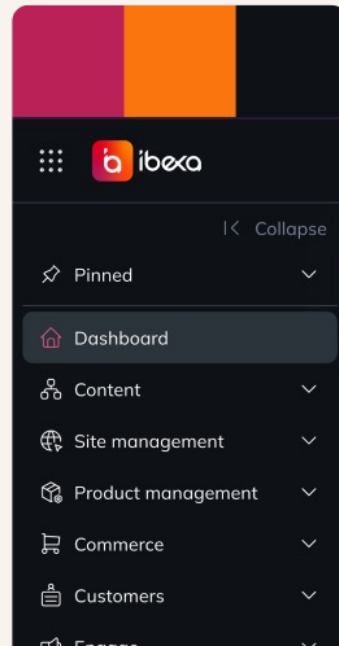
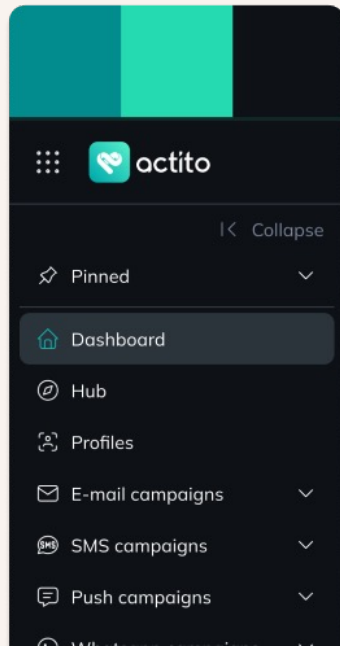
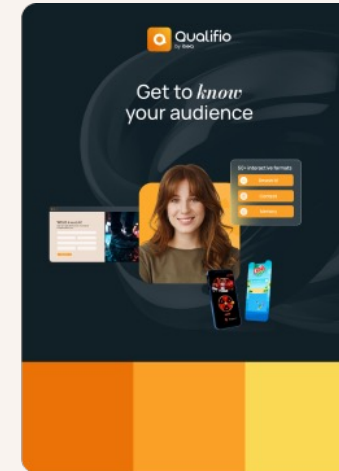
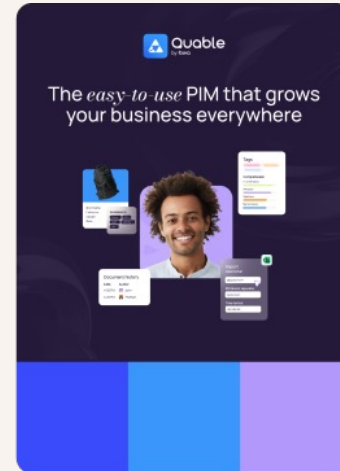
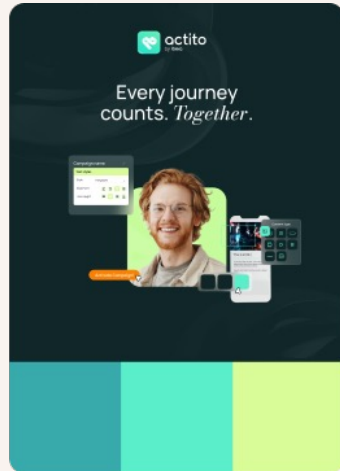
Create e-mail campaign



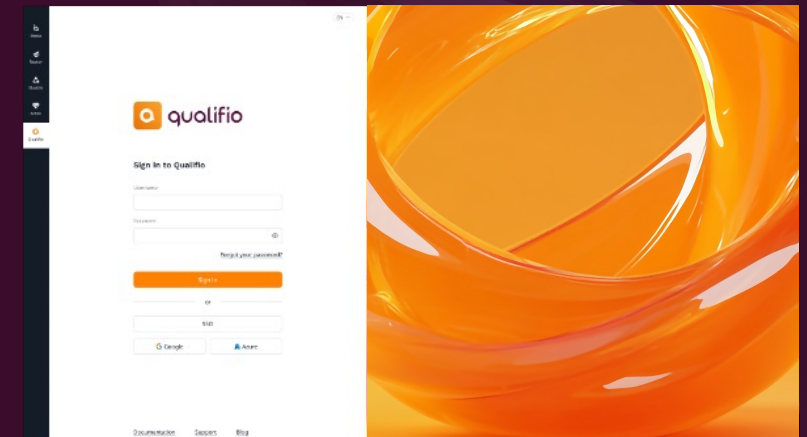
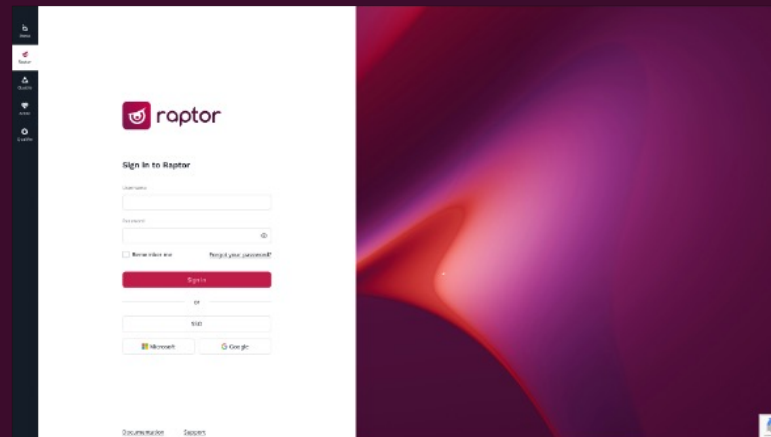
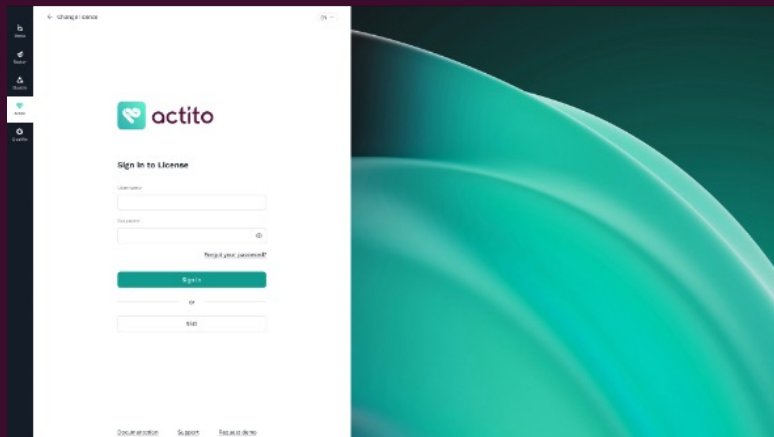
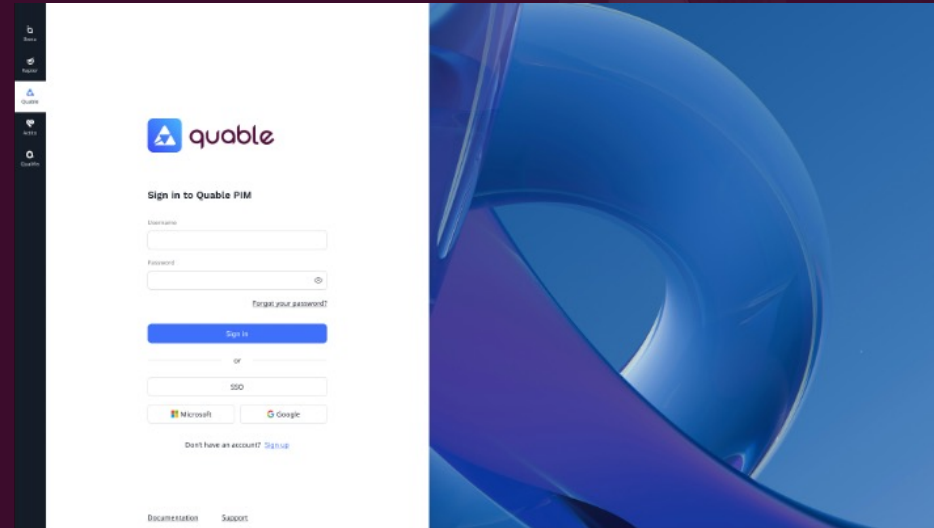
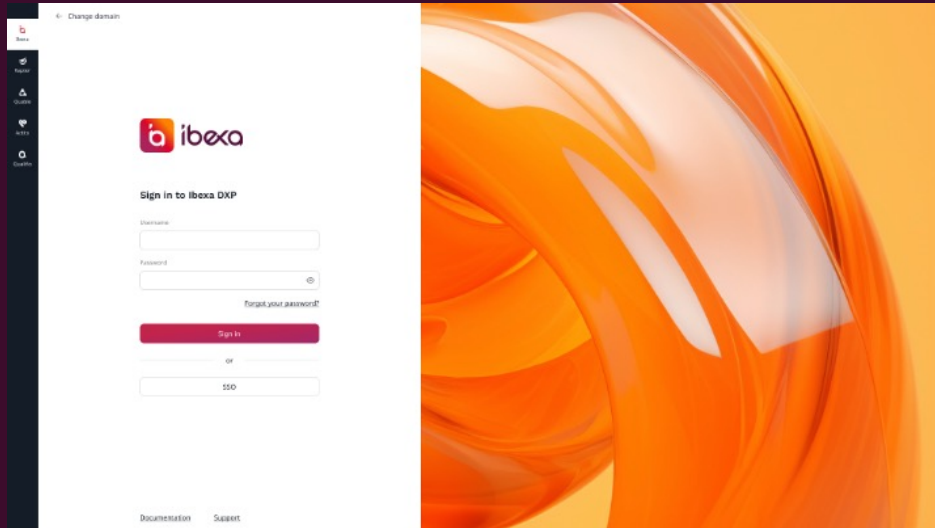
Create campaign

Ibexa recognized as a Strong Performer in 2023 Gartner® Peer Insight...

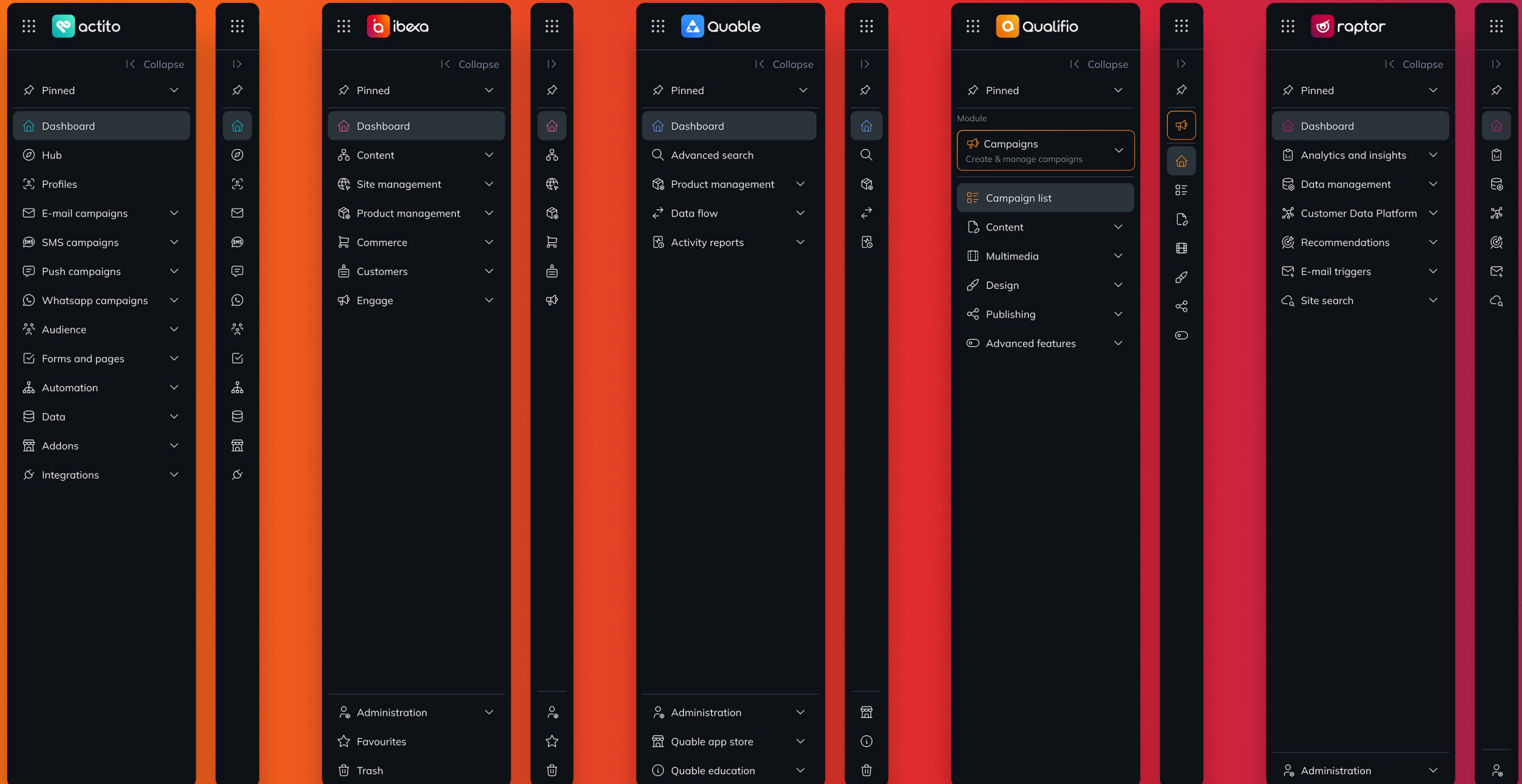
Harmonization: Shared visual language



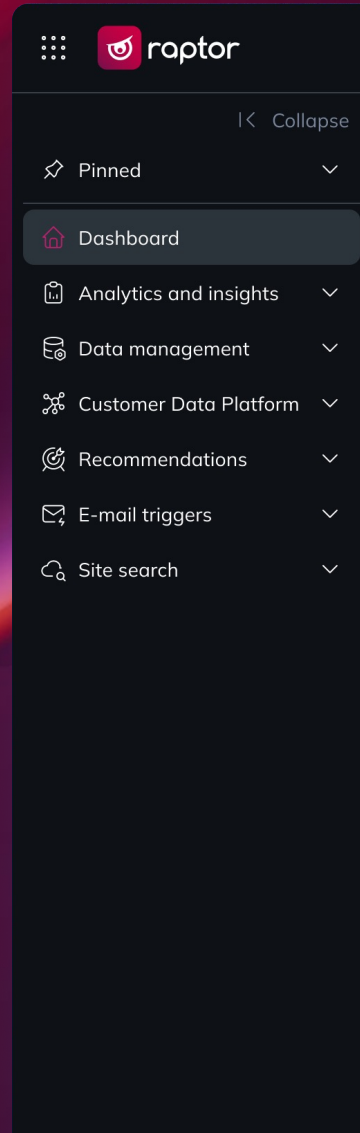
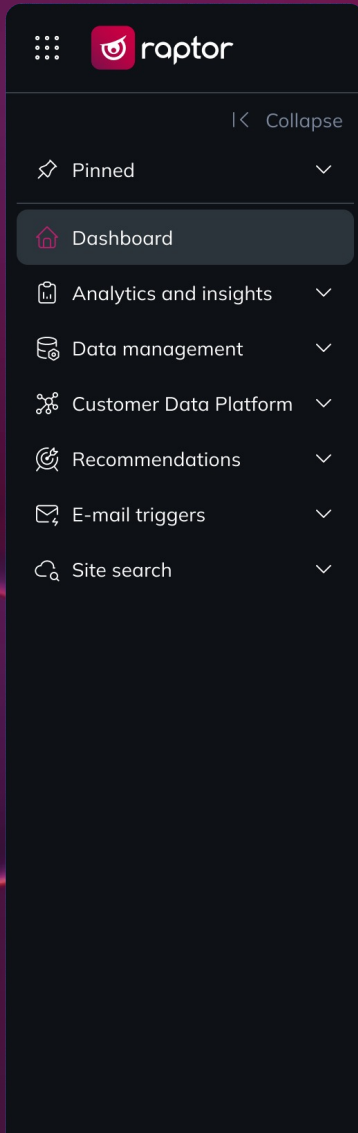
Harmonization – Login



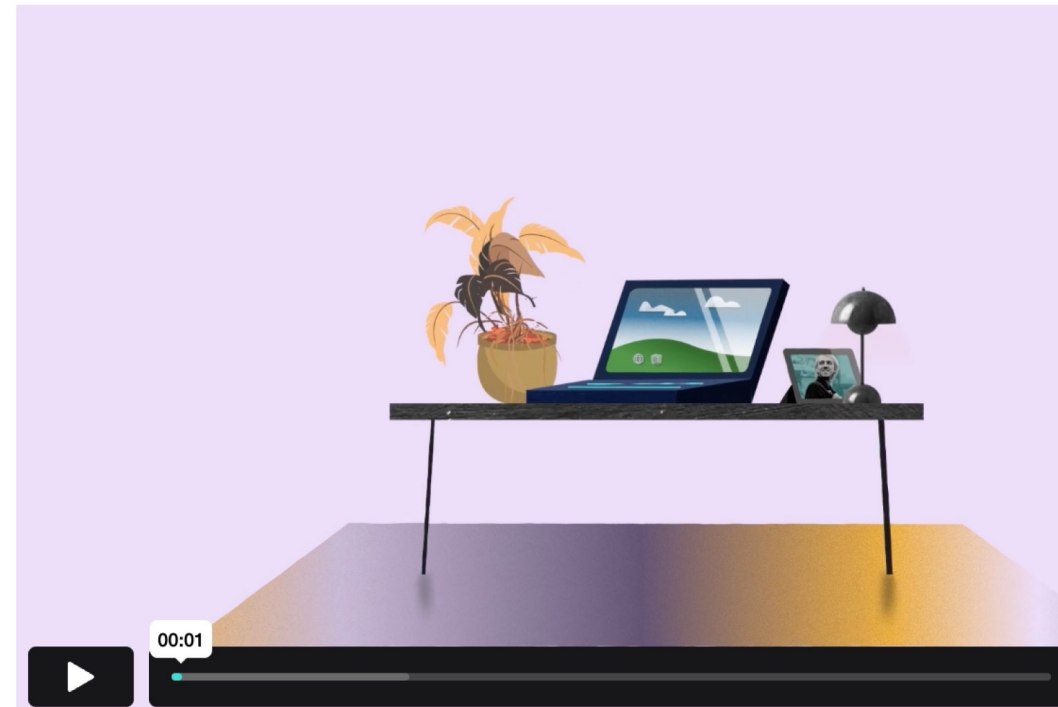
Unified Information Architecture, logic and terminology



Harmonization – Navigation: Raptor

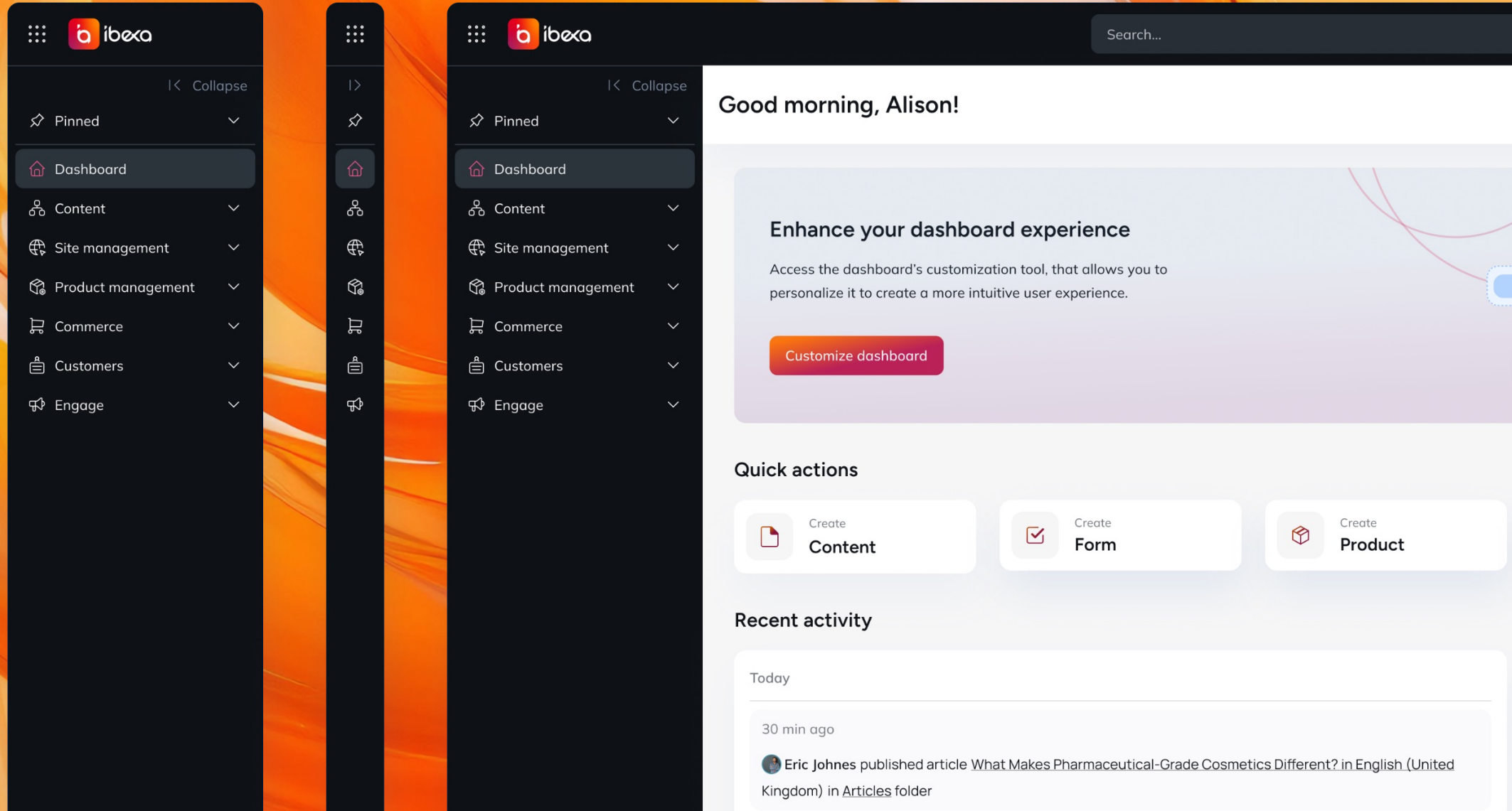


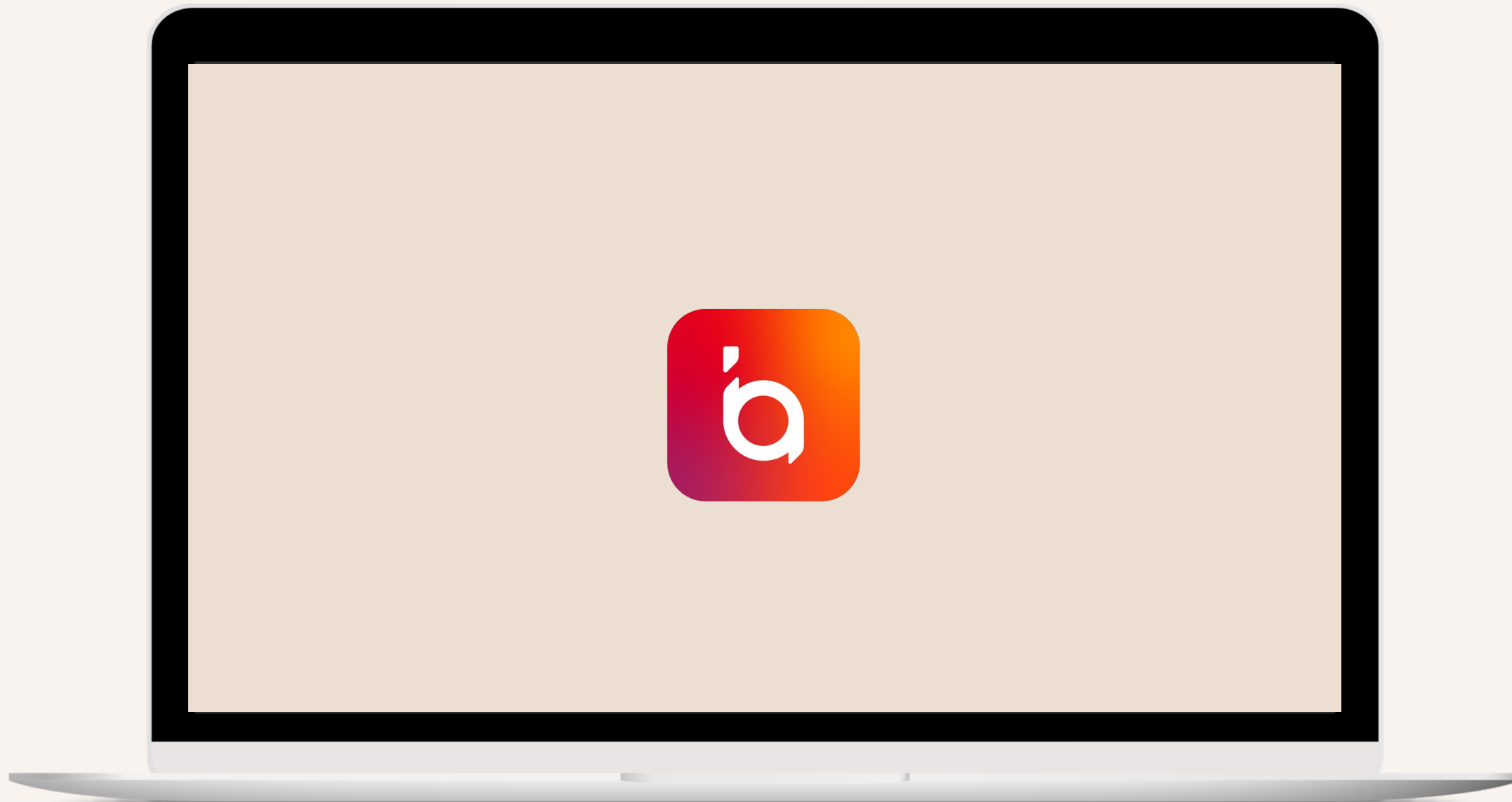
Welcome, Eve 🖐️



News

Harmonization – Navigation: Ibexa





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!

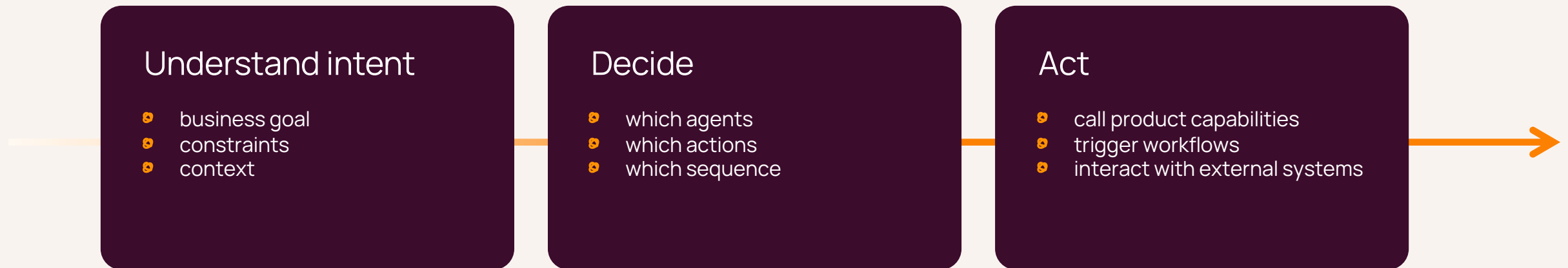
Agentic orchestration, governed by design



How AI coordinates execution across products

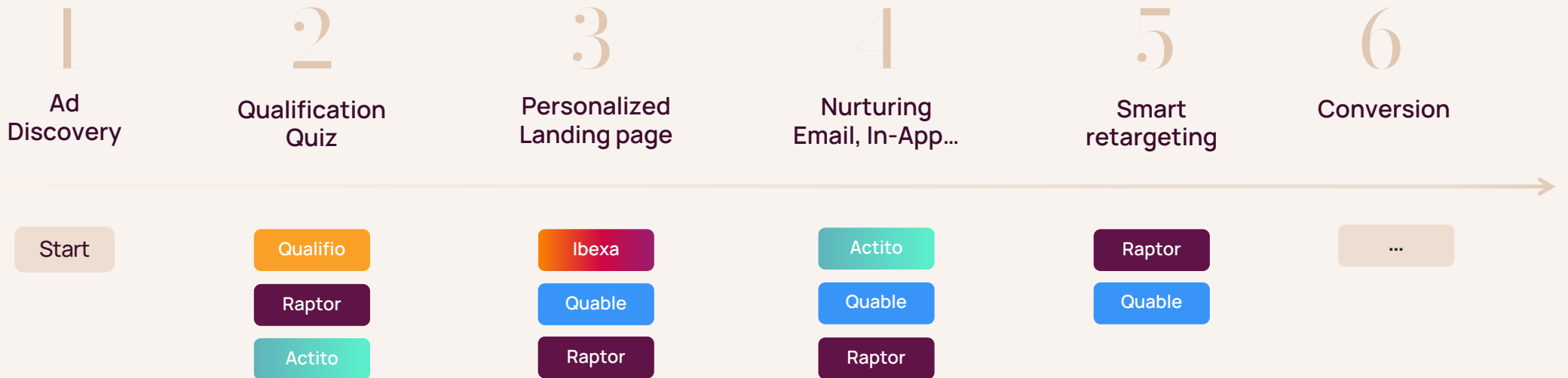
Introducing the Orchestration Engine

- 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

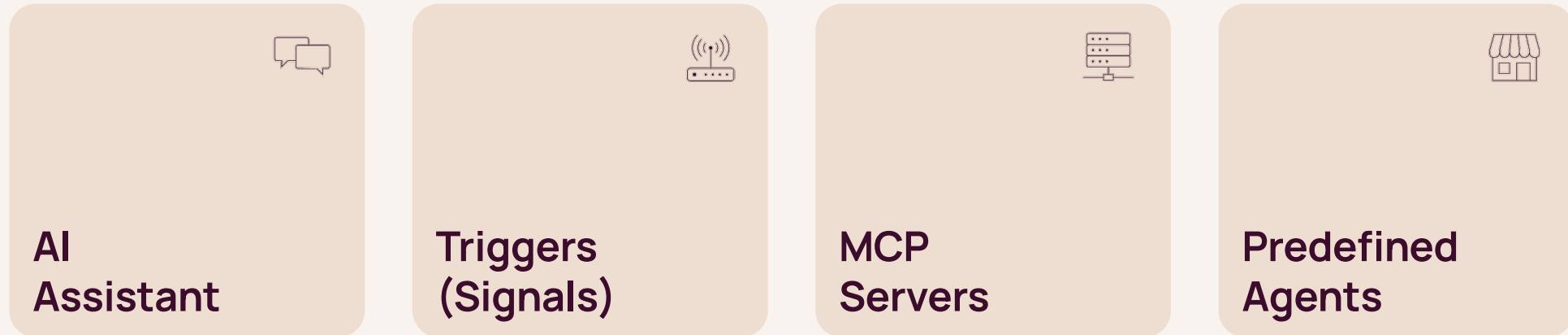
Example, Prepare a campaign from A to Z



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



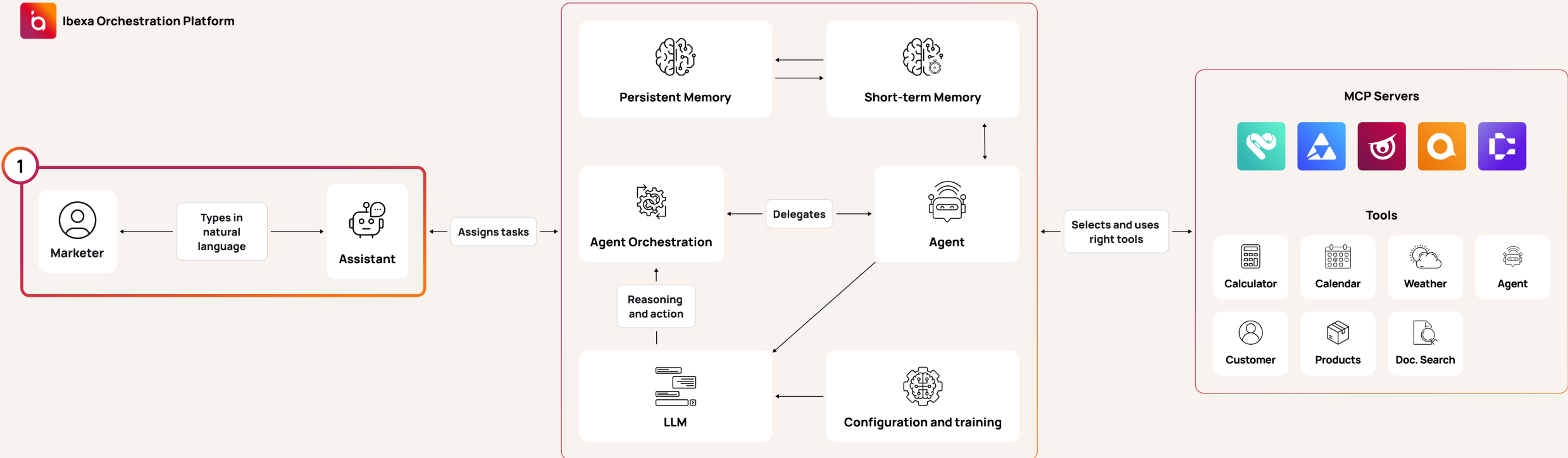
Agent
=
Definition + Context +
LLMs + Tools/MCP



Assistants are how humans interact with orchestration

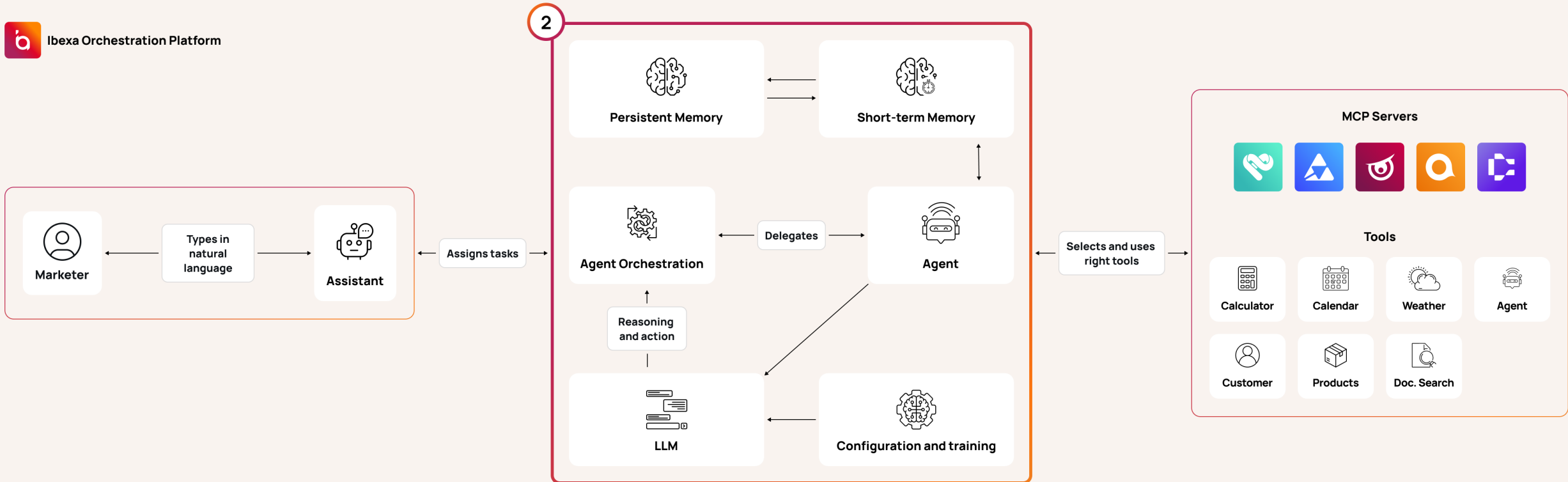


ibexa Orchestration Platform



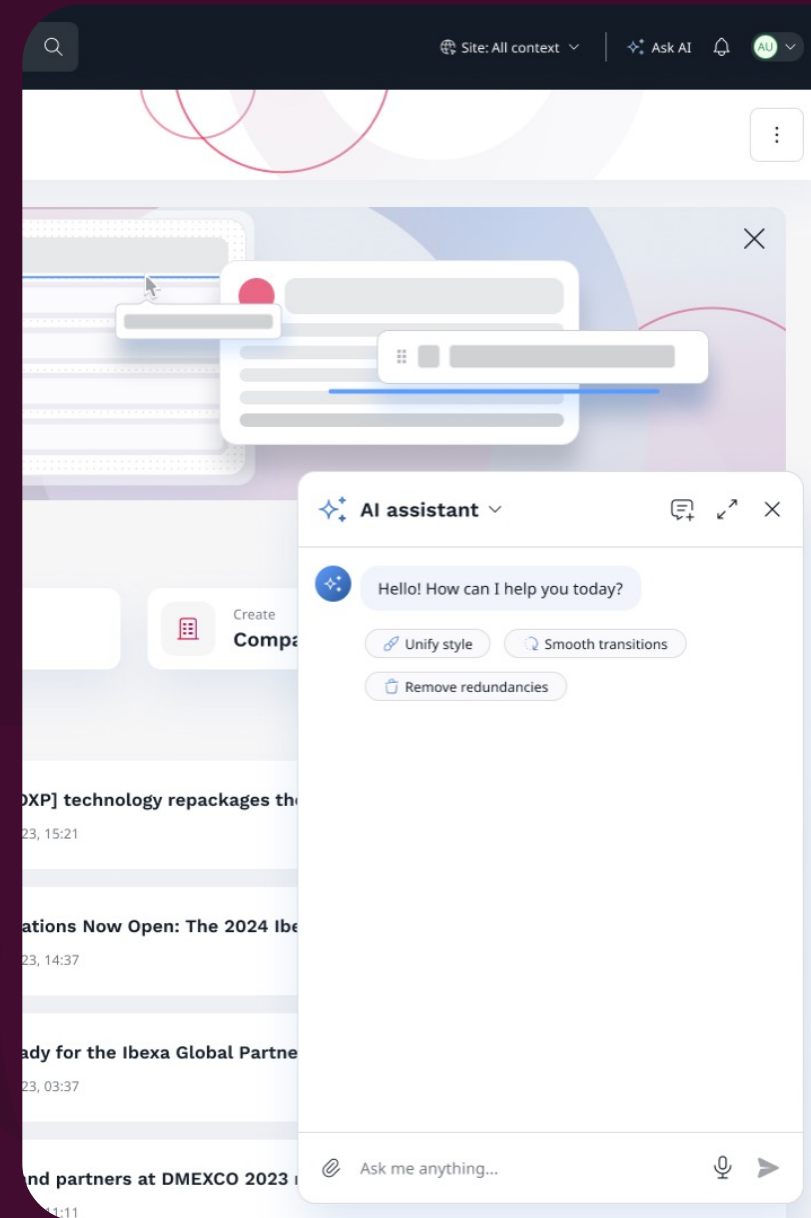
Assistants capture intent and guide users through orchestrated actions

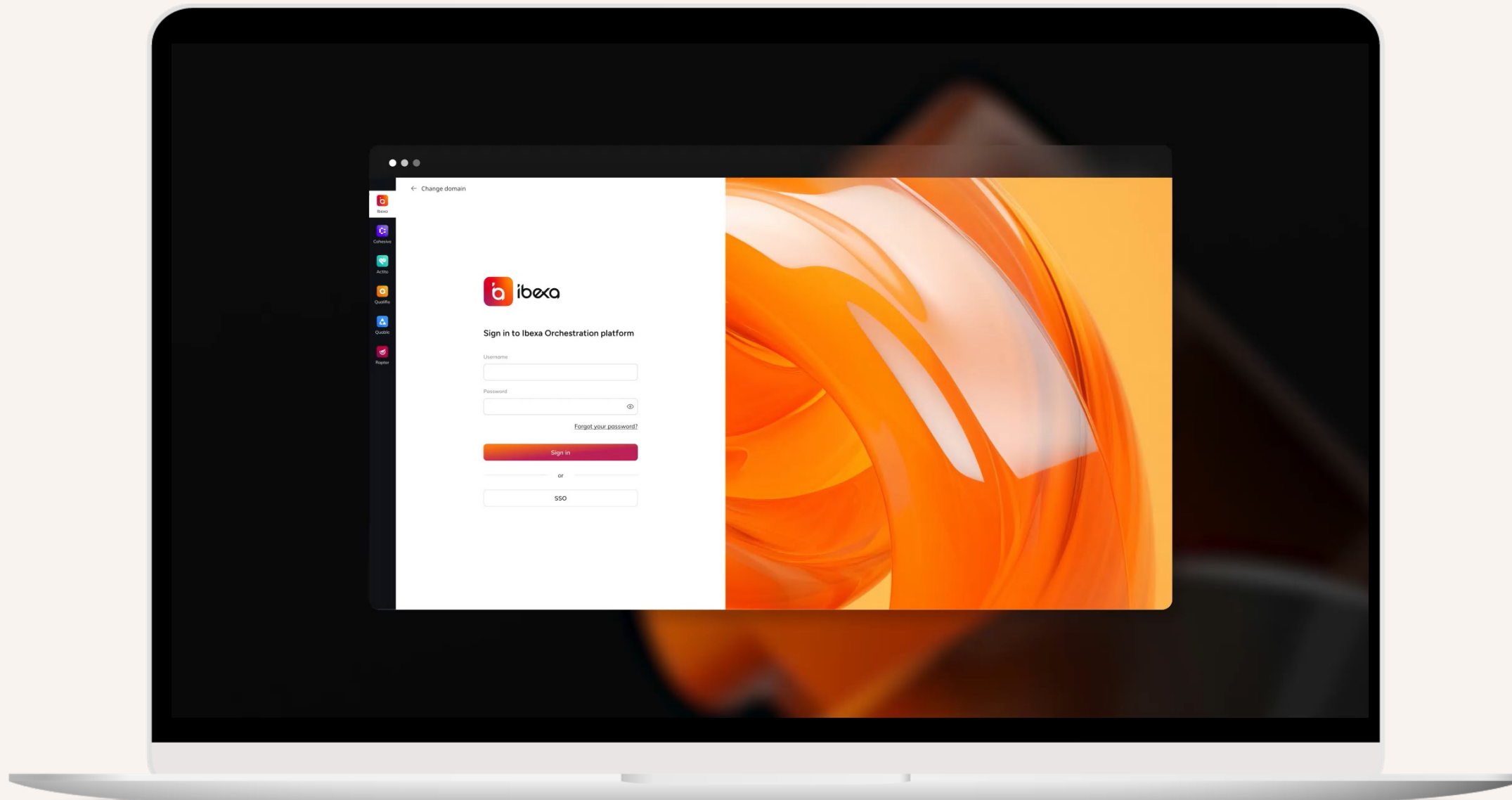
Agents are specialized executors that carry out decisions across systems



Scenario 1: One agent, one product — immediate value

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

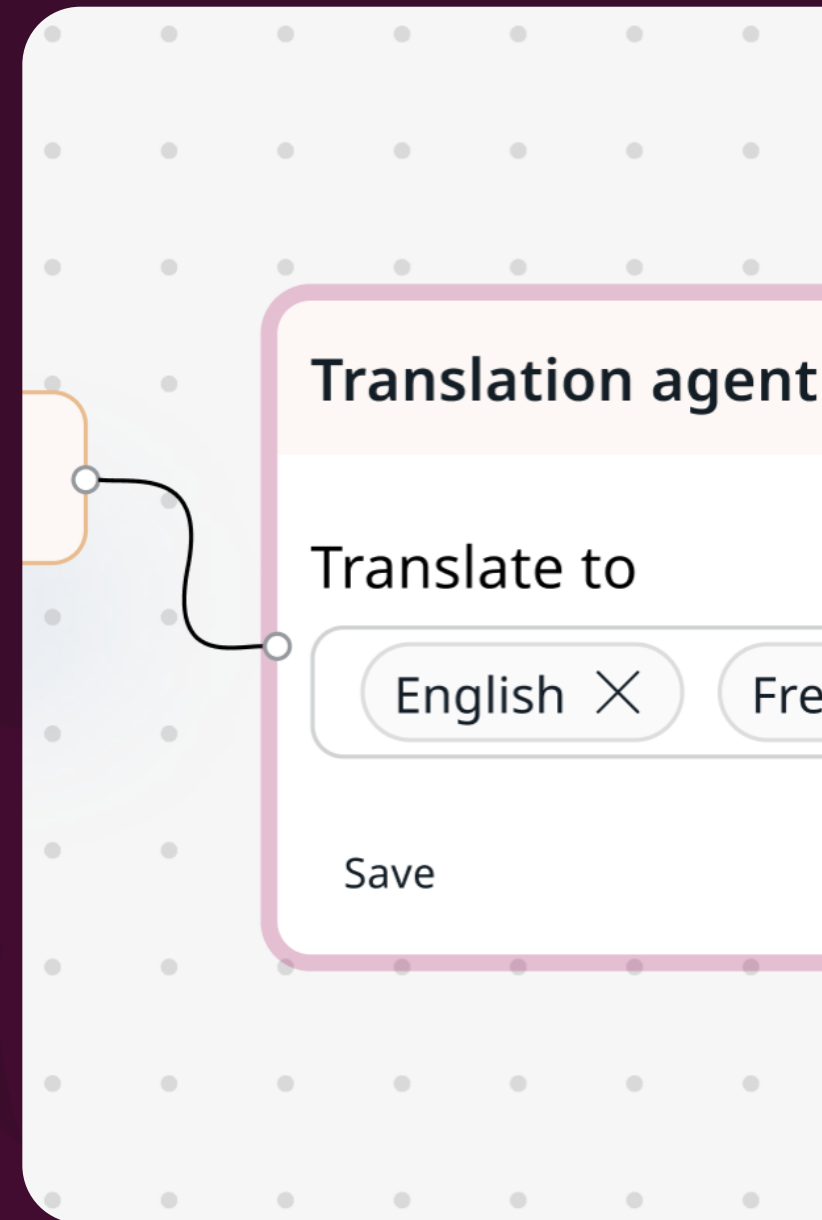


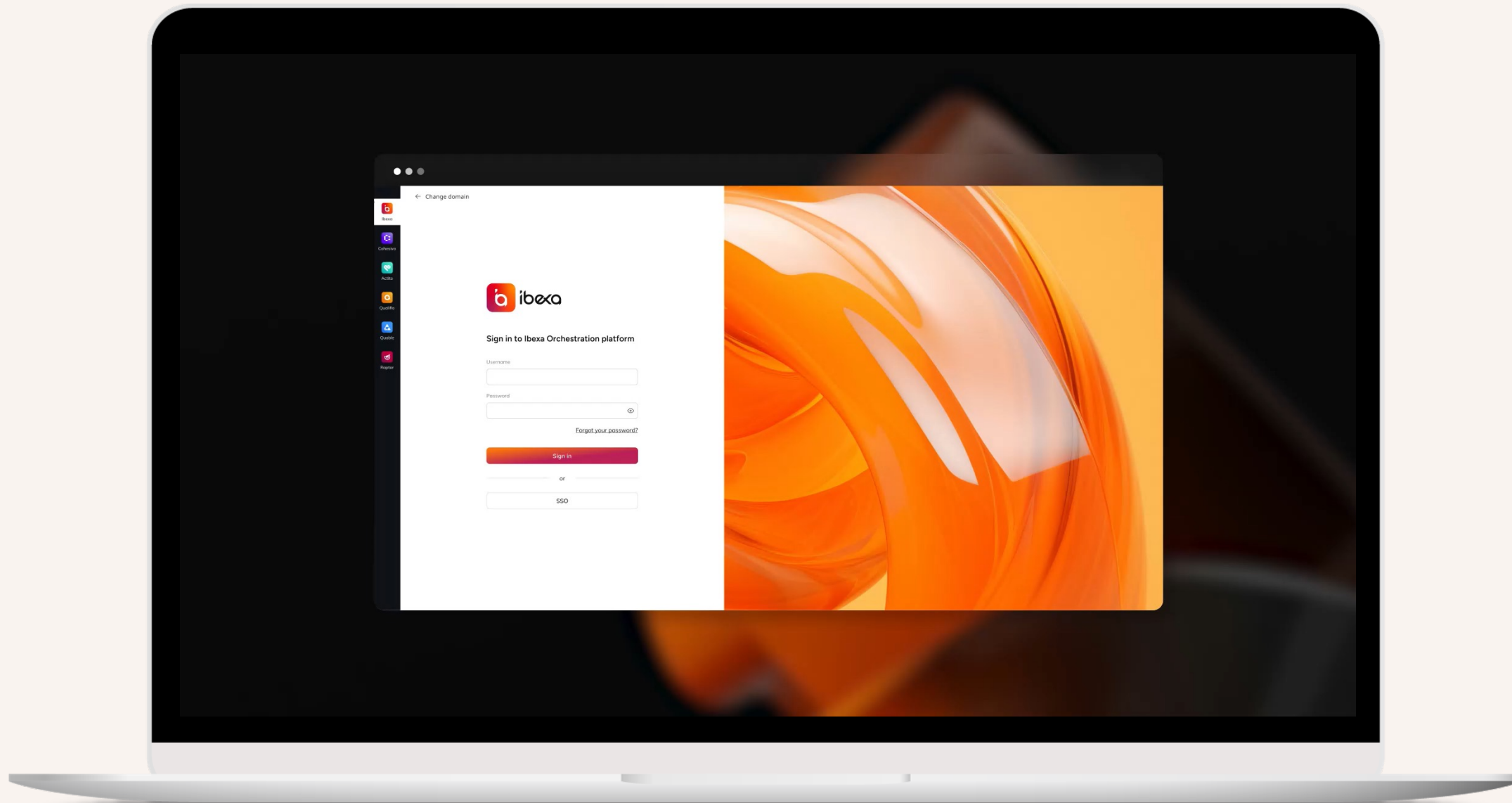


One agent is useful.
Orchestration is
transformational.

Scenario 2: Chain agents into orchestrated workflows

- 💰 This is where orchestration becomes real
- 💰 The platform can chain multiple agents: one to interpret intent, one to prepare content, one to select an audience, one to activate the campaign...
- 💰 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."

 [Edit agent](#)

 Delete agent

Product page

 Agent

Properties

Execution

Global properties

Name	Identifier	Creation date	Modification date
Product page	ProductPage	January 29, 2026 13:47	February 05, 2026 17:01

Description

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

Confidence score

89%

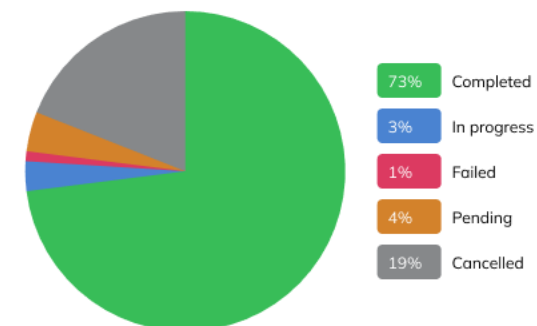
① Confidence score is based on the set of median score of internal tools and agents running quality acceptance and verification after each agent's execution

Execution

Status	Tool selection	Mode	Model
Enabled	Automatic	Synchronous	Default
Budget	Max rounds	Avatar	
Unlimited	10	Current user	

Instructions

#Purpose



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

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

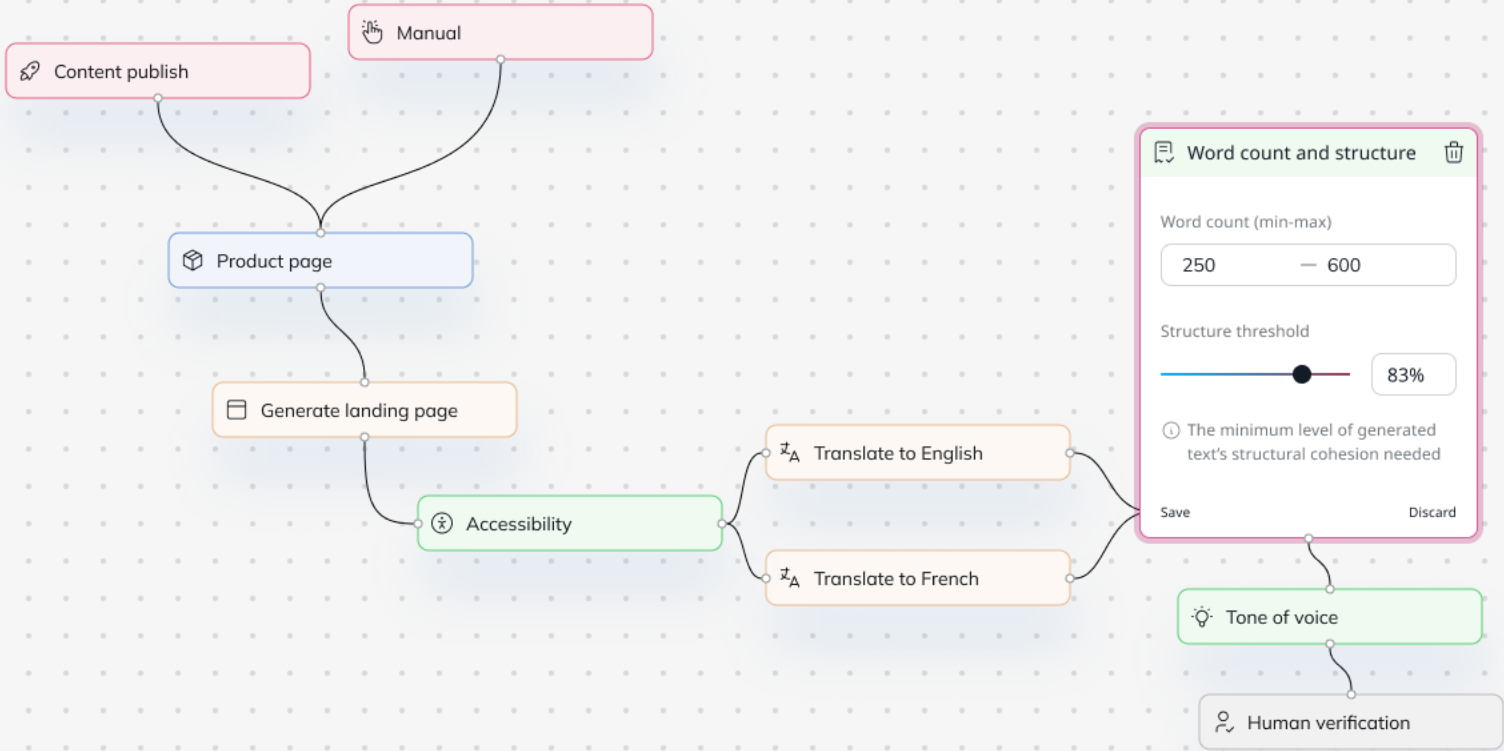
Word count and structure

Human in the loop

Human verification

Sources

Database



**AI is never
responsible.
Humans are.**

Ibexa Signature, A Commitment to Transparent & Responsible Marketing

Our commitment

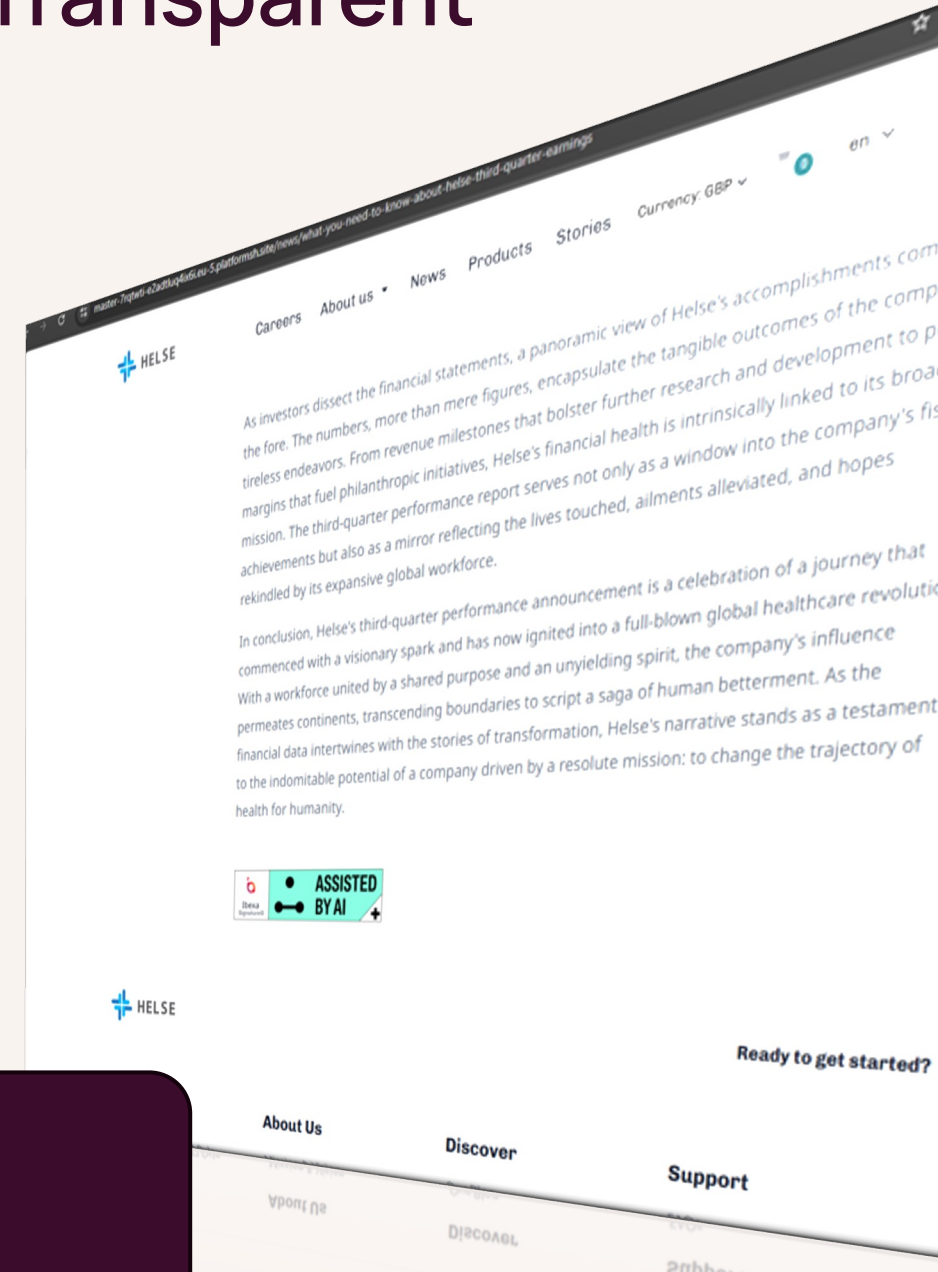
- As AI becomes a core part of marketing, trust must scale with autonomy. With Ibexa Signature, we commit to making how content is created clear and accountable. Not a claim. Not a checkbox. A visible, verifiable commitment.

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.*

The background is a solid orange color with abstract, liquid-like patterns that resemble ripples or flowing water, creating a sense of movement and depth.

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

ibexa
— Summit 2026 —