

The background of the entire image is a dark purple color. Overlaid on this background are numerous thin, wavy, orange lines that flow and curve across the frame, creating a sense of movement and depth. These lines are most concentrated around the central text and form a large, irregular shape that frames the content.

# ibexa

— *Summit 2026* —





# *Keynote*

# The Future of Ibexa.

*Bertrand Maugain*

**ibexa**  
— Summit 2026 —



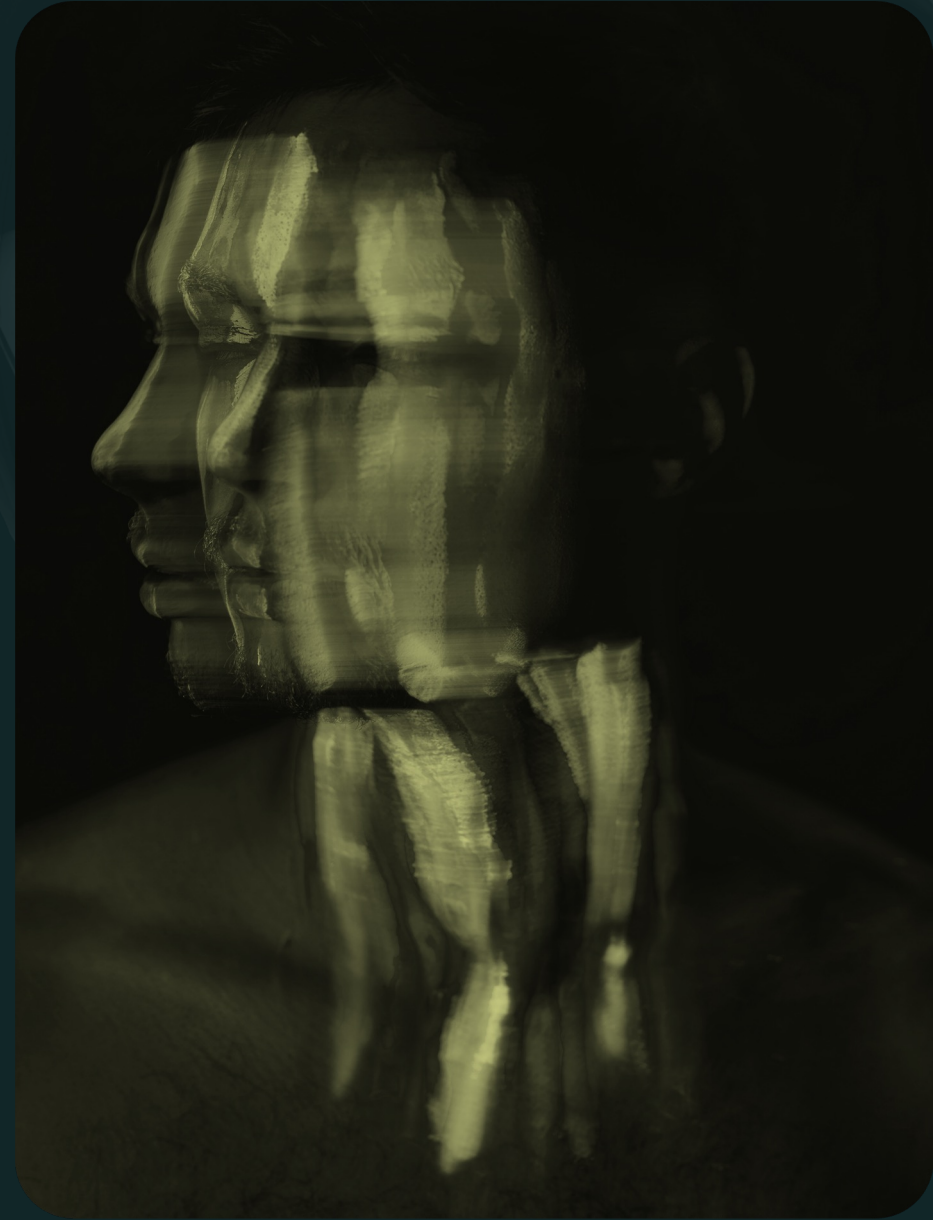
A New Era



2025: A Buzzing Year



**Hallucinatoire**  
Halluzinatorisch  
Hallucinatory  
Alucinante  
Hallusinerende

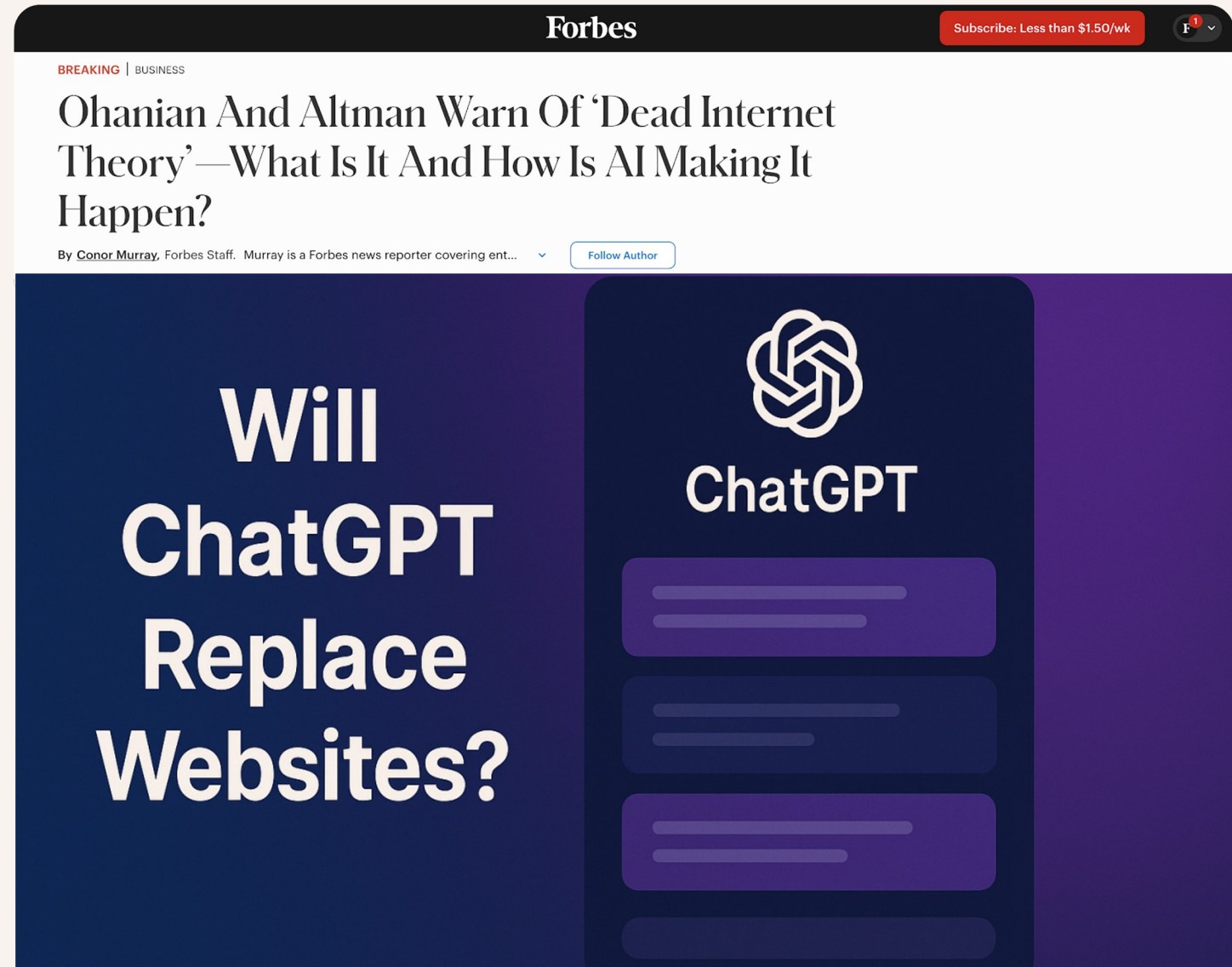




2024



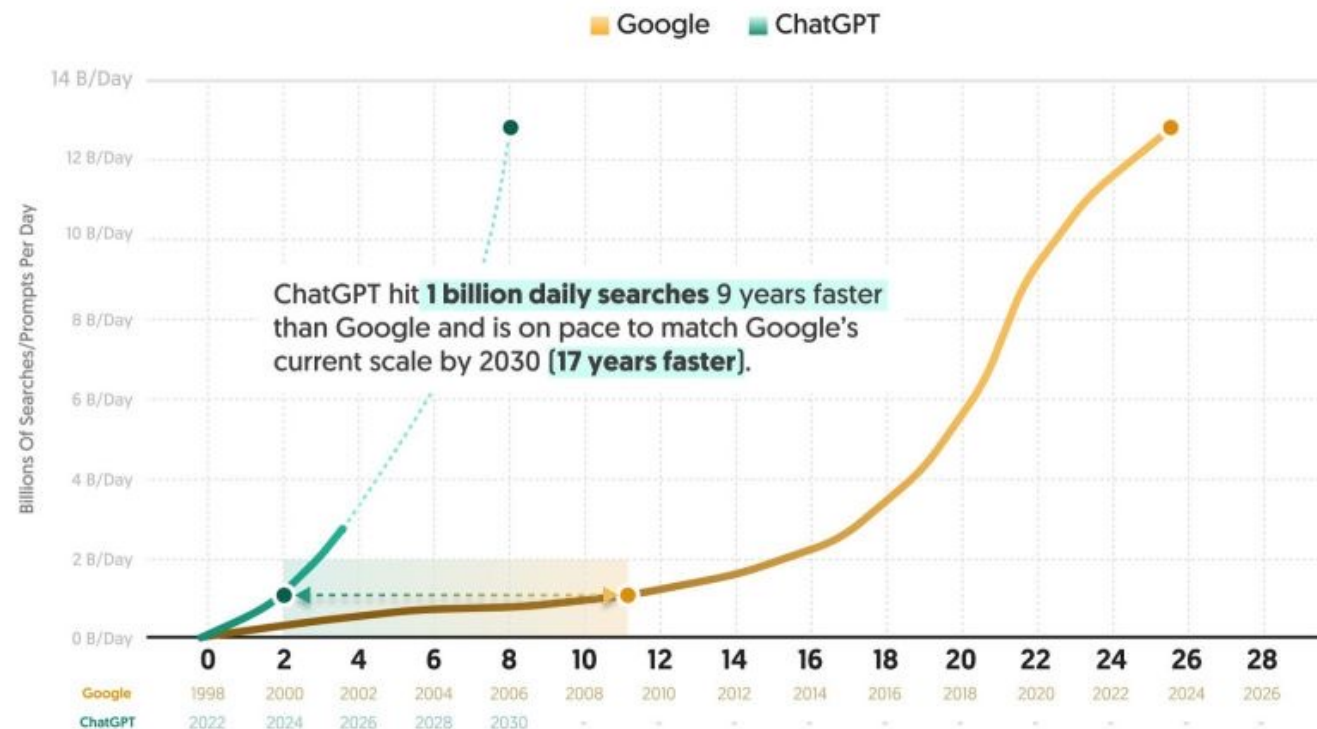
2025





Consumers' behavior has already changed.

## Google Vs. ChatGPT: Daily Searches By Year



WHAT TO DO NEXT:

AI chats may host tomorrow's searches, but Google still controls today's intent. Master AI surfacing without surrendering your search shelf space.

Source: NP Digital — Oct/2025. Data from Google Public Data [Demandsage 2025: ~5.9T annual searches ~14B/day; ChatGPT estimates [TechCrunch, 2025: ~2.5B prompts/day]. ChatGPT early growth modeled from OpenAI data and external analytics.

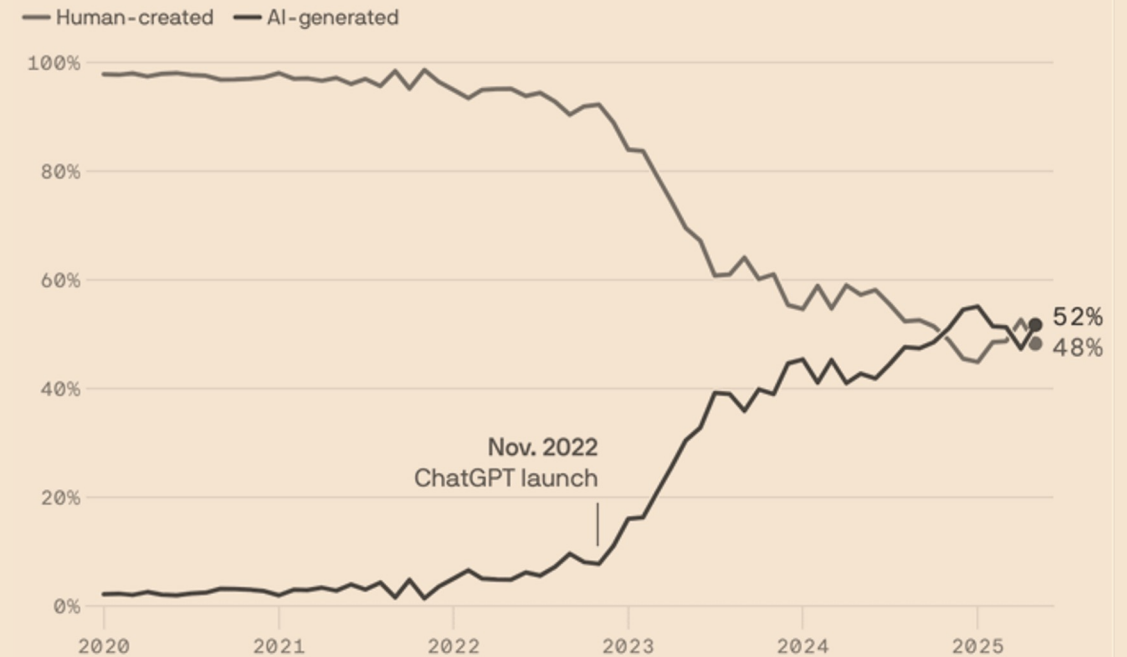
10262A\_K



# *Explosion* of synthetic content - October 2025

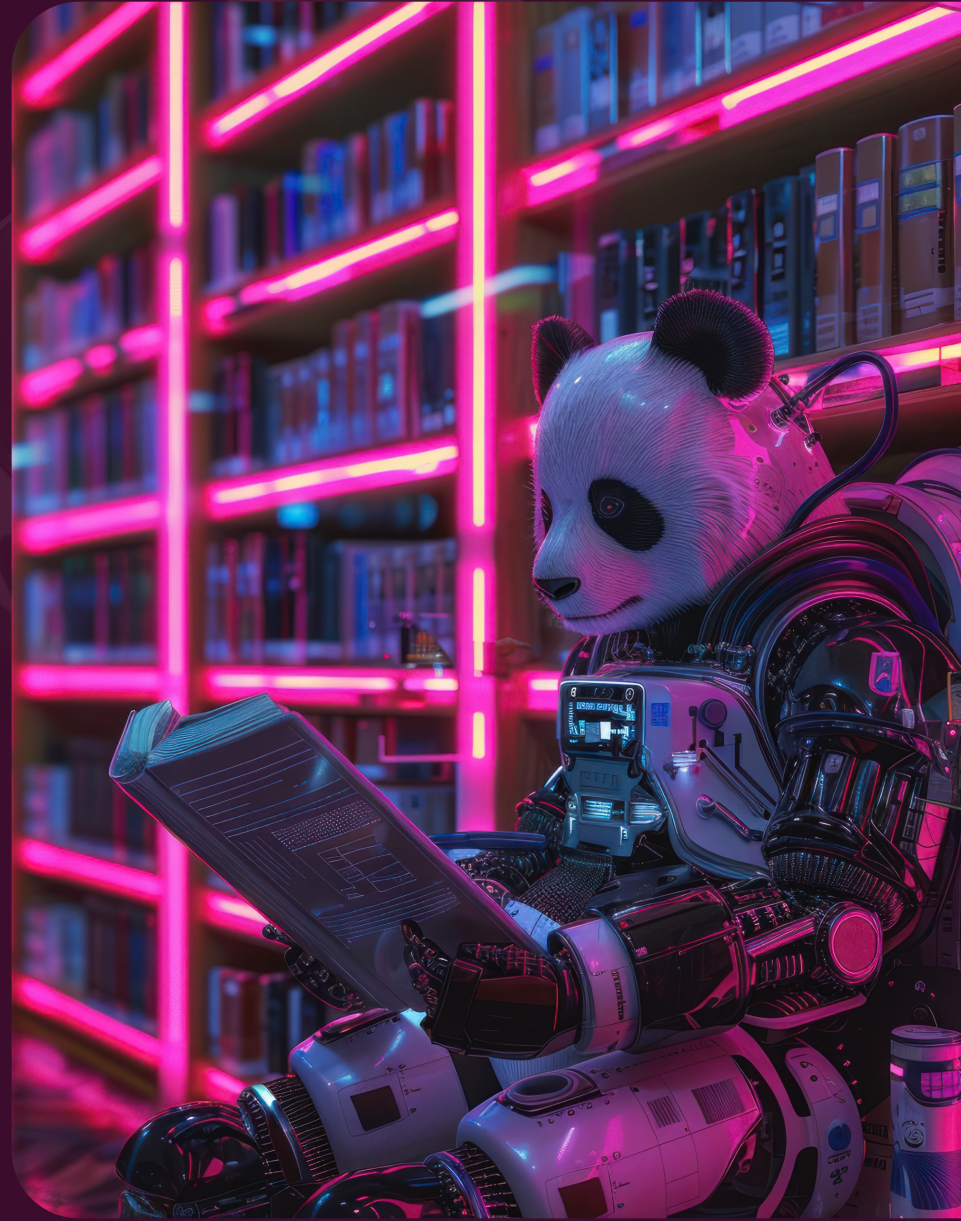
## Share of articles that were written by humans or generated by AI

Monthly, January 2020 to May 2025; Based on a sample of 65,000 English-language articles published online





>90% of synthetic  
content by 2028





# The Trust Collapse.



**INSTAGRAM'S ADAM MOSSERI:  
CAN'T TRUST YOUR EYES**



**NBC NEWS**

**SUBSCRIBE**



ARTIFICIAL INTELLIGENCE

## **AI is intensifying a 'collapse' of trust online, experts say**

From Venezuela to Minneapolis, the rapid rollout of deepfakes around major news events is stirring confusion and suspicion about real news.



*Trust lost*  
in 6 fingers.



**It's 2026. Vogue Japan just  
published Ariana Grande  
with 6 fingers.**



# How to read the future?

Is SaaS dead?

Is the Web dead?

What about trust issues?



# 2025, when AI met reality





A person is shown from the chest up, wearing a VR headset. Their hands are raised in front of them, palms facing outwards, in a gesture of surprise or awe. The background is a blurred outdoor scene with trees. The entire image is overlaid with a dark, semi-transparent filter.

*AI* everywhere,  
*ROI* deficit.



# Stack Fragmentation, the ROI killer

Fragmented marketing stacks drive up TCO and block AI value

47%

Stack Complexity as  
key blocker

Mc Kinsey

67%

Inability to effectively  
onboard AI

Forrester

6%

Fully AI integrated

Chiefmartec & Martech  
Tribe

Need for more compact or tightly integrated foundation



## 2 Enterprise Complexity breaks Consumer AI

*Magic*  
does not  
exist



## 2 Enterprise Complexity breaks Consumer AI

Enterprise Orchestration is *complex*.  
It is about making *decisions*.  
It requires persistence and *context*.



# 2

## Enterprise Complexity breaks Consumer AI

*“AI works in tools not in Enterprise systems”*

The State of AI in Business  
McKinsey, 2025

95%

AI Pilots failed in  
Enterprises  
Integration Cliffs

MIT Study

Need for Enterprise-grade Orchestration Capabilities



# 3 Governance & Trust: The Breaking Point

Speed outpaces control. Systems can't keep up. Stakeholders are losing confidence.

75%

Governance  
Processes cannot  
keep up with AI speed

The 2025 AI-Ready  
Governance Report

56%

CFOs worry about  
long time-to-ROI

Salesforce CFO Study,  
2025

89%

Trust drop in  
Autonomous AI in  
2025

Deloitte, TrustID Index,  
2025


Need for Transparency and Control systems



What's *next*?

The way we read  
the market



The background is a dark, textured surface with numerous thin, light-colored, swirling lines that create a sense of motion and complexity. A faint, stylized face is visible in the upper right quadrant, partially obscured by the swirling lines.

# Disruptive *moments*





When *everything*  
changes



A long-term *trend*  
emerges

A blurred image of a violin and bow is positioned in the background, centered behind the text. The violin is oriented vertically, with the bow held across it. The background is a solid, vibrant orange color.



A megaphone is positioned on the right side of the slide, pointing towards the left. The entire background is a solid orange color. The text is centered over the megaphone.

A long-term *trend*  
emerges



... and *brands*  
always win



# From Digital Transformation to Digital Autonomy

## The rise of Orchestration

1

### AI-First

From Visibility to Execution

2

### Orchestration

Marketers become super-orchestrators

3

### Trust

Human guardians of the Brand

4

### "Long live the Web"

Trust Hub for the Brand

5

### Ecosystems

Software vs Services

Outcome & Performance driven





# The Future of DXPs. From *Composition* to *Orchestration*



A photograph of an orchestra performing in a grand, ornate hall. The conductor stands in the center, facing the musicians. The hall features high ceilings with intricate moldings and a large clock face. The lighting is dramatic, with a spotlight on the conductor. The text is overlaid in the center of the image.

From *Composition* to *Orchestration*  
AI fulfills the DXP promise.



A collection of various musical instruments is displayed in a studio setting. In the foreground, there is a grand piano and a smaller keyboard instrument. To the left, a large drum set is visible, including a bass drum, snare, and cymbals. A guitar is positioned in the center, and a microphone on a stand is to its right. Other instruments like a keyboard and a small table with various items are also present. The background is a plain, light-colored wall.

# From *Composition*



A collection of orchestral instruments, including a trumpet, violin, tuba, and flutes, arranged on a wooden surface. The image is in a dark, monochromatic style with a slight vignette effect.

to *Orchestration*



The background of the slide is a dark, muted image of musical notation. It features several staves with various notes, rests, and musical symbols like 'p' (piano) and 'mf' (mezzo-forte). The notation is in a light color, possibly white or light grey, against a dark blue or black background.

# DXPs *evolve* into Orchestration Platforms

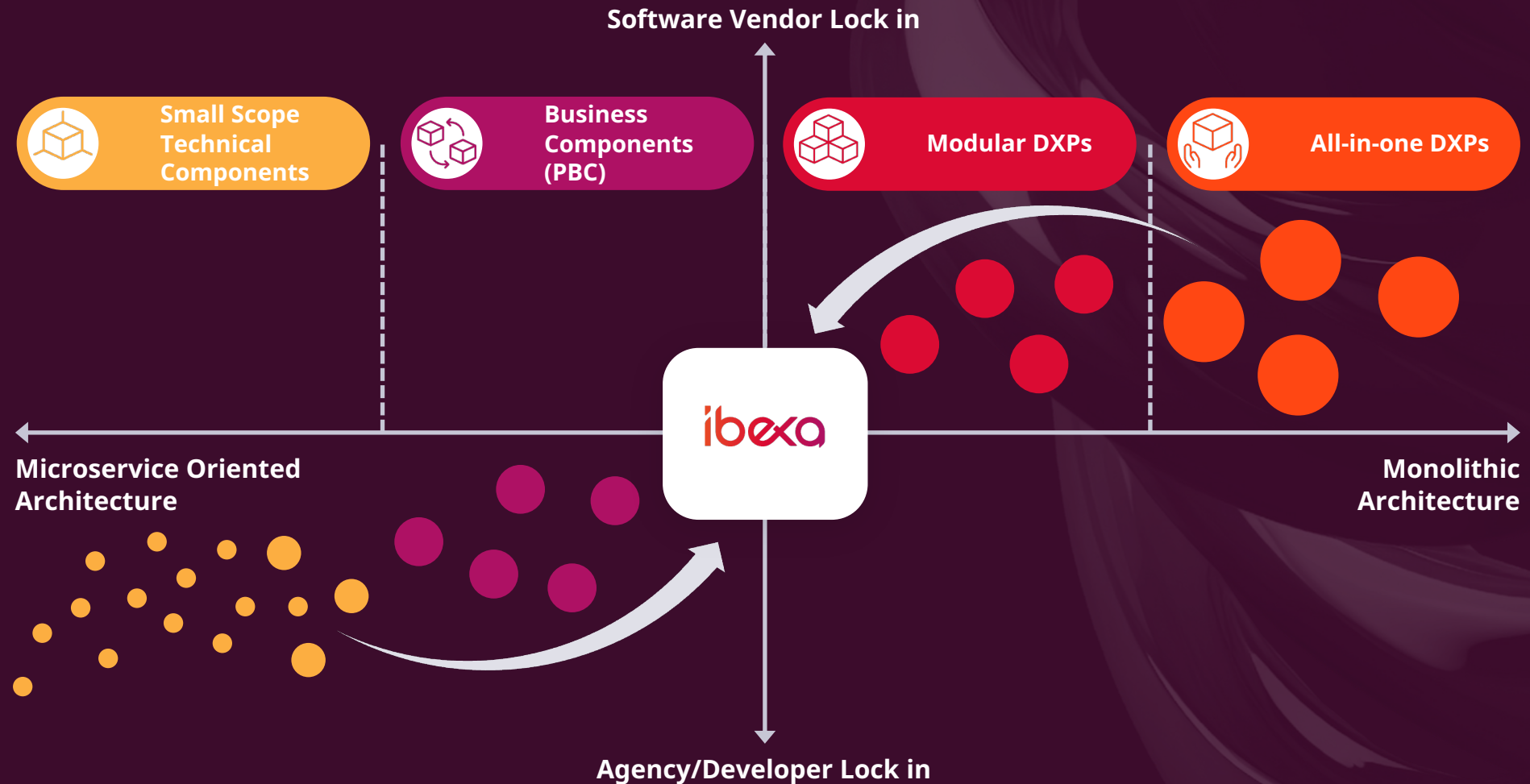


The ones able to leverage  
the most *AI value*



# Composable DXP outperforms Fragmented Stacks & Suites

*The foundation for orchestration*





# Composable DXP

*The foundation* for Orchestration

Digital Experience Platform



# Ibexa DXP

*The foundation* for Orchestration

Digital Experience Platform



EXECUTION POWER

What if we could  
unify R&D, Capital  
and execution?

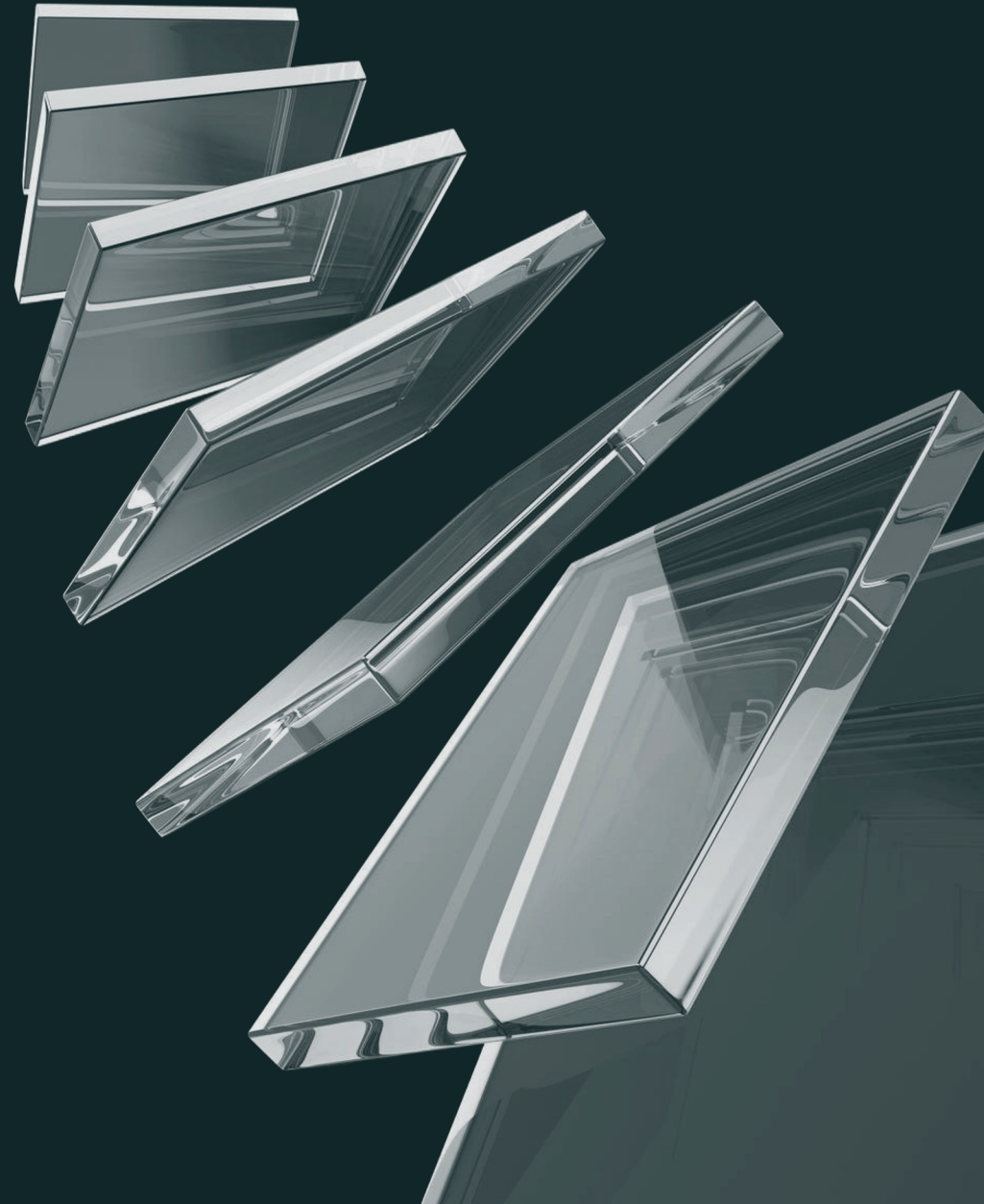


The background of the slide is a solid dark purple. In the center, there is a large, abstract, glossy swirl or vortex shape in a lighter shade of purple. The text is overlaid on this central swirl.

What if we could build an  
*Orchestration Engine* the  
right way?



What if we could  
build an *Agentic  
Layer* with a start  
up mindset?





# *Orchestration* Platform



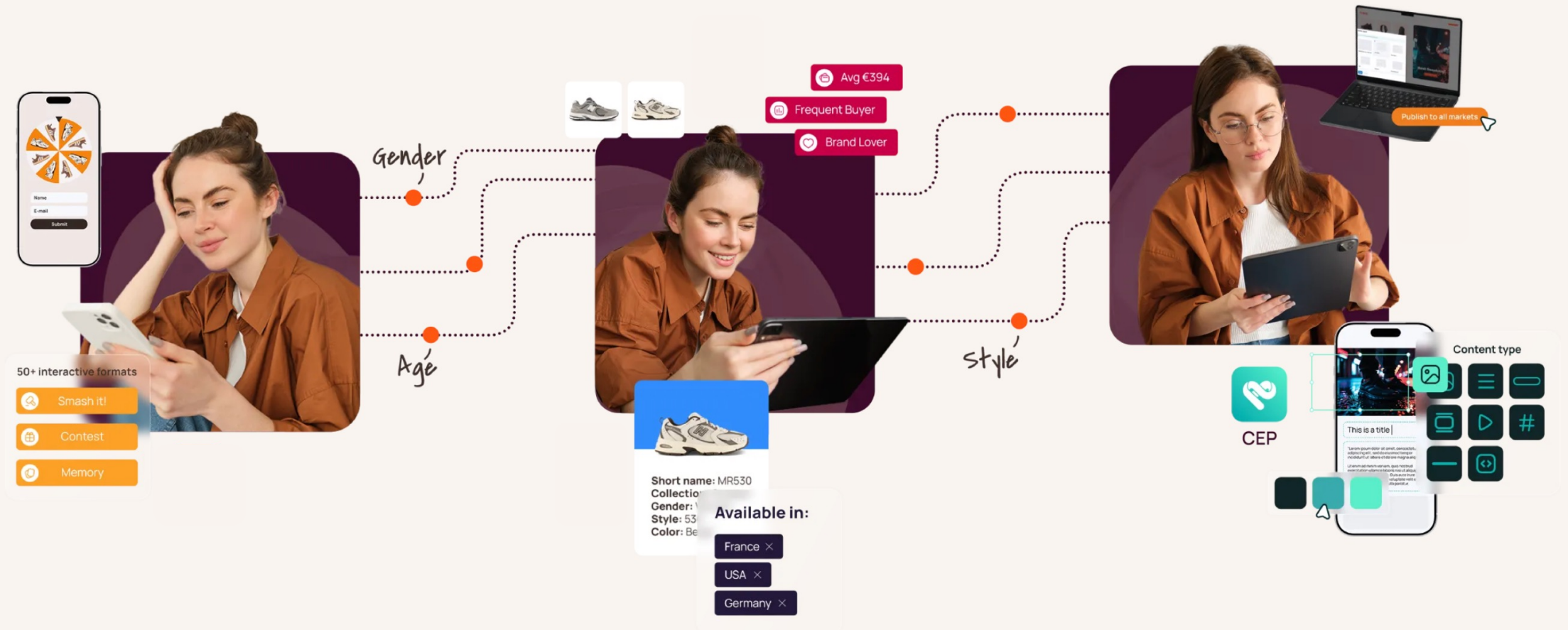
The diagram consists of two overlapping rounded rectangular bars. The top bar is a gradient from orange to red and contains the text 'Orchestration Engine'. The bottom bar is dark purple and contains the text 'Digital Experience Platform'. The top bar is positioned slightly to the left of the bottom bar, creating an overlap.

Orchestration Engine

Digital Experience Platform



# What if we could cover the entire *Marketing Lifecycle*?



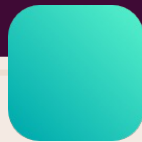


# *Orchestration Platform* for Marketing

ibexa

Orchestration Engine

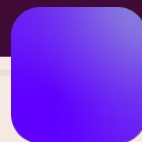
Digital Experience Platform



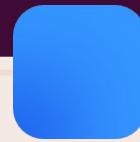
CEP



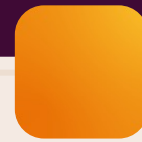
CDP



CMS



PIM



DCP

*Customer Data*

*Channels*

*Assets & Products*





What if we could do  
it the *ecosystem*  
way?



The background is a dark, textured surface with a faint, light-colored map of Europe. The map is centered and occupies most of the frame. The text is overlaid on the map.

What if we could do it  
the *European* way?



ibexa

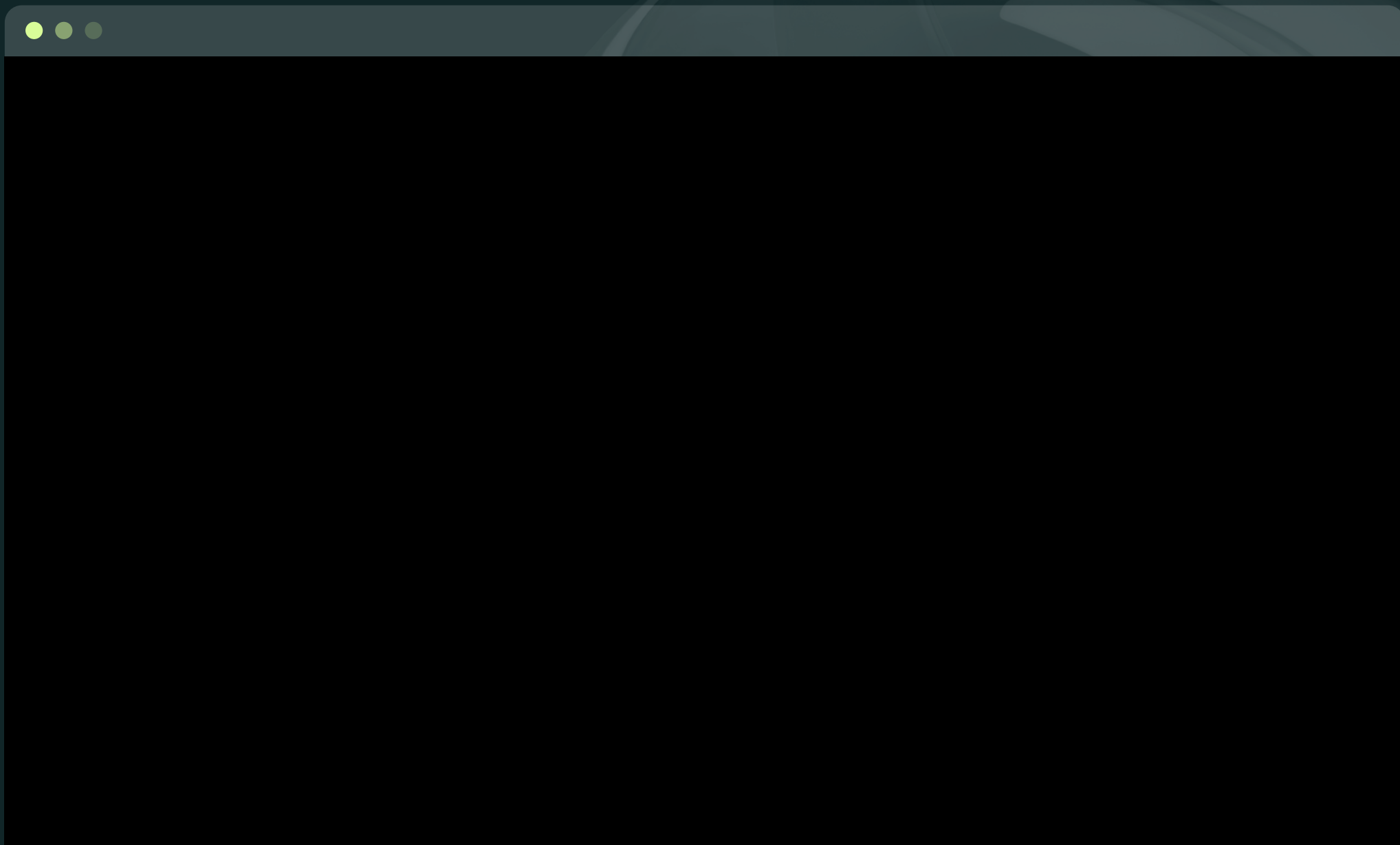


THE NEW IBEXA

# Europe's Next Generation *Orchestration Platform*










The ibexa logo is displayed in a white, lowercase, sans-serif font. The background of the entire slide is a vibrant orange with abstract, flowing, brushstroke-like patterns in lighter and darker shades of orange and yellow, creating a sense of movement and energy.

ibexa

Orchestrating  
Your Marketing Performance,  
*The European Way*



A photograph of an orchestra performing in a grand, ornate hall. The conductor stands in the center, facing the musicians. A spotlight illuminates the stage. The hall features multiple levels of balconies with intricate architectural details. The text "Let us feel it !" is overlaid in the center.

Let us feel it !





# Thank you