

The background of the image features a series of abstract, orange, wavy lines that create a sense of motion and depth. These lines are rendered in a thin, high-contrast style against a dark, solid background. They form a large, flowing shape that tapers towards the bottom right and has a more complex, textured appearance at the top left.

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—Summit 2026—



Keynote The Future of Ibexa.

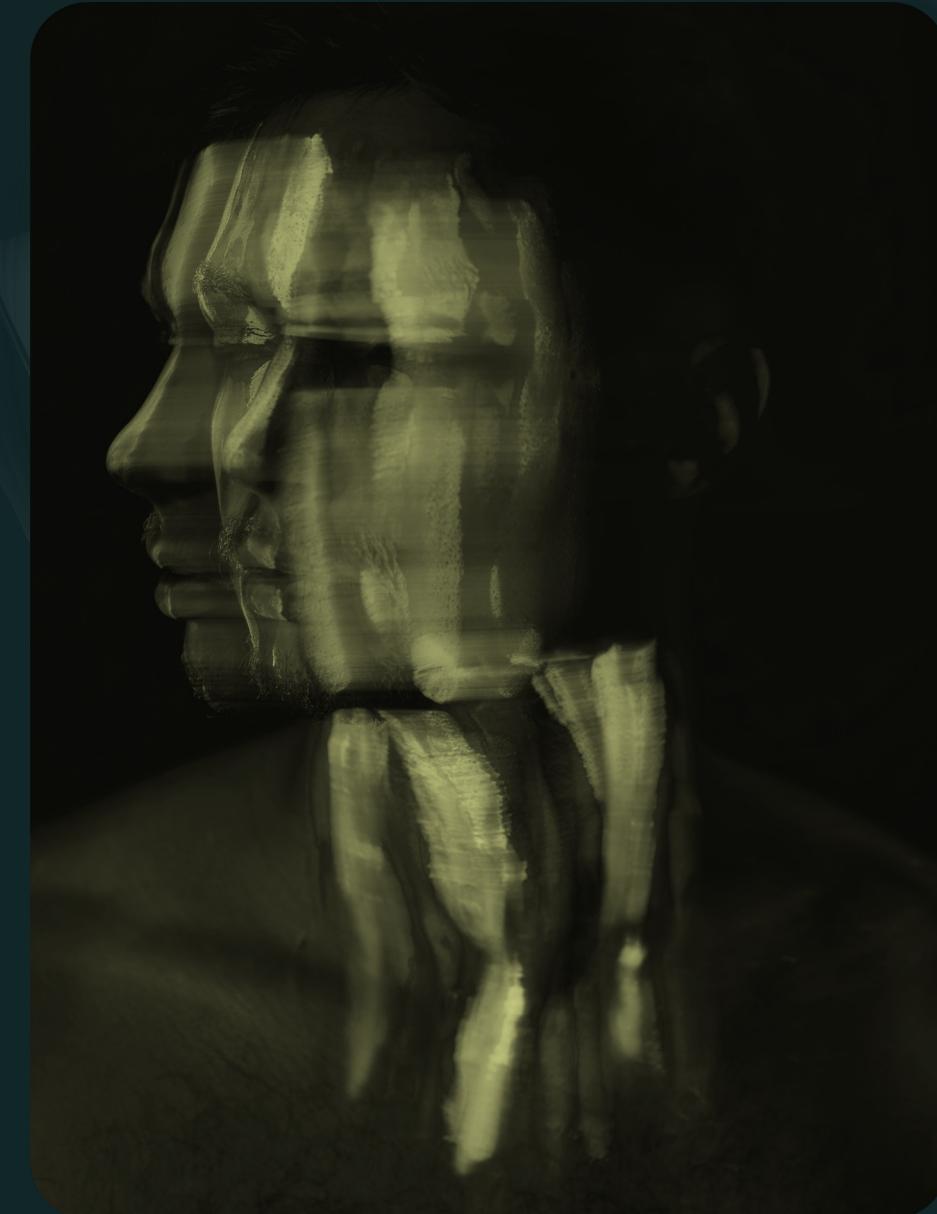
Bertrand Maugain

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—Summit 2026—

A New Era

2025: A Buzzing Year

Hallucinatoire
Halluzinatorisch
Hallucinatory
Alucinante
Hallusinerende



2024



2025

Forbes

Subscribe: Less than \$1.50/wk

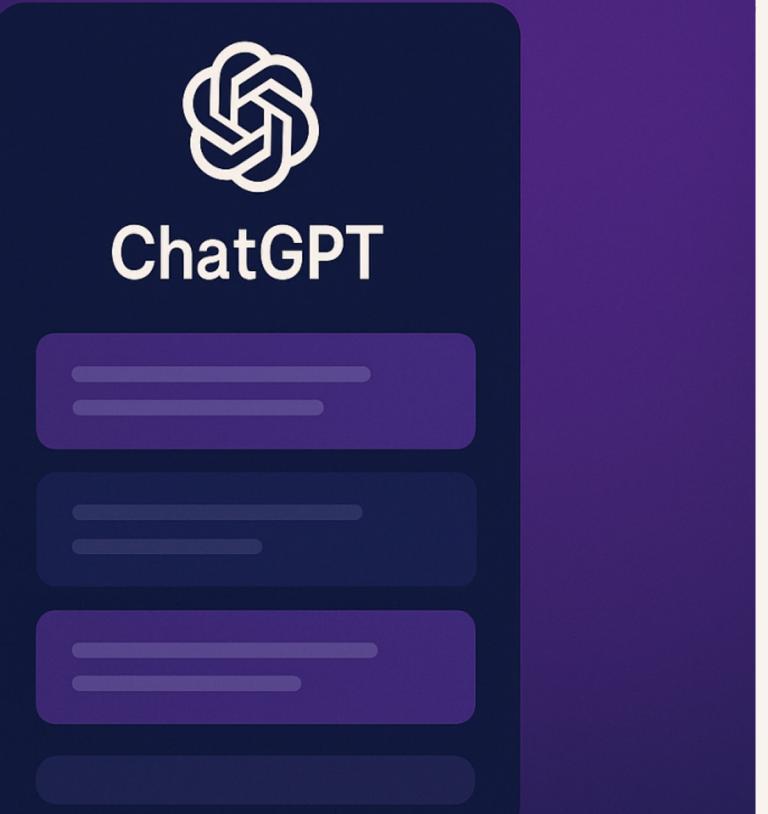
BREAKING | BUSINESS

Ohanian And Altman Warn Of 'Dead Internet Theory'—What Is It And How Is AI Making It Happen?

By [Conor Murray](#), Forbes Staff. Murray is a Forbes news reporter covering ent...

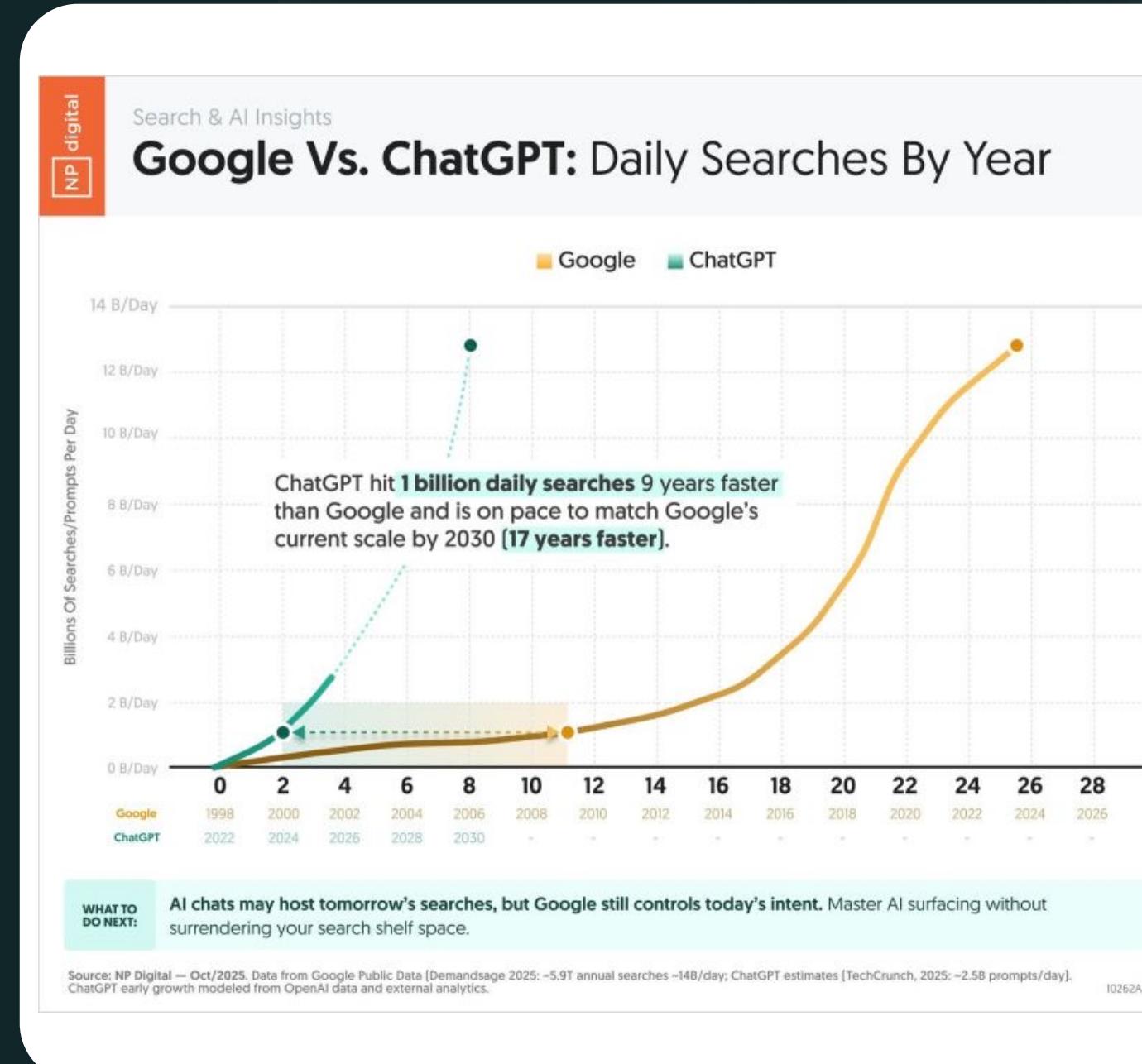
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Will ChatGPT Replace Websites?



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Consumers' behavior has already changed.



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.*

VOGUE
JAPAN

FASHION BEAUTY CELEBRITY LIFESTYLE RUNWAY HOROSCOPE VIE



Shirt ¥370,000, Skirt ¥410,000 (both reference prices), Neckband 130,000 (estimated prices) / All Dior (Christian

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 black and white photograph of a person wearing a VR headset. Their hands are raised in front of them, palms facing up, as if interacting with a virtual environment. The background is dark and out of focus.

*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

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

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

Disruptive *moments*



When *everything*
changes

A long-term *trend*
emerges



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*



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

From *Composition*





to Orchestration

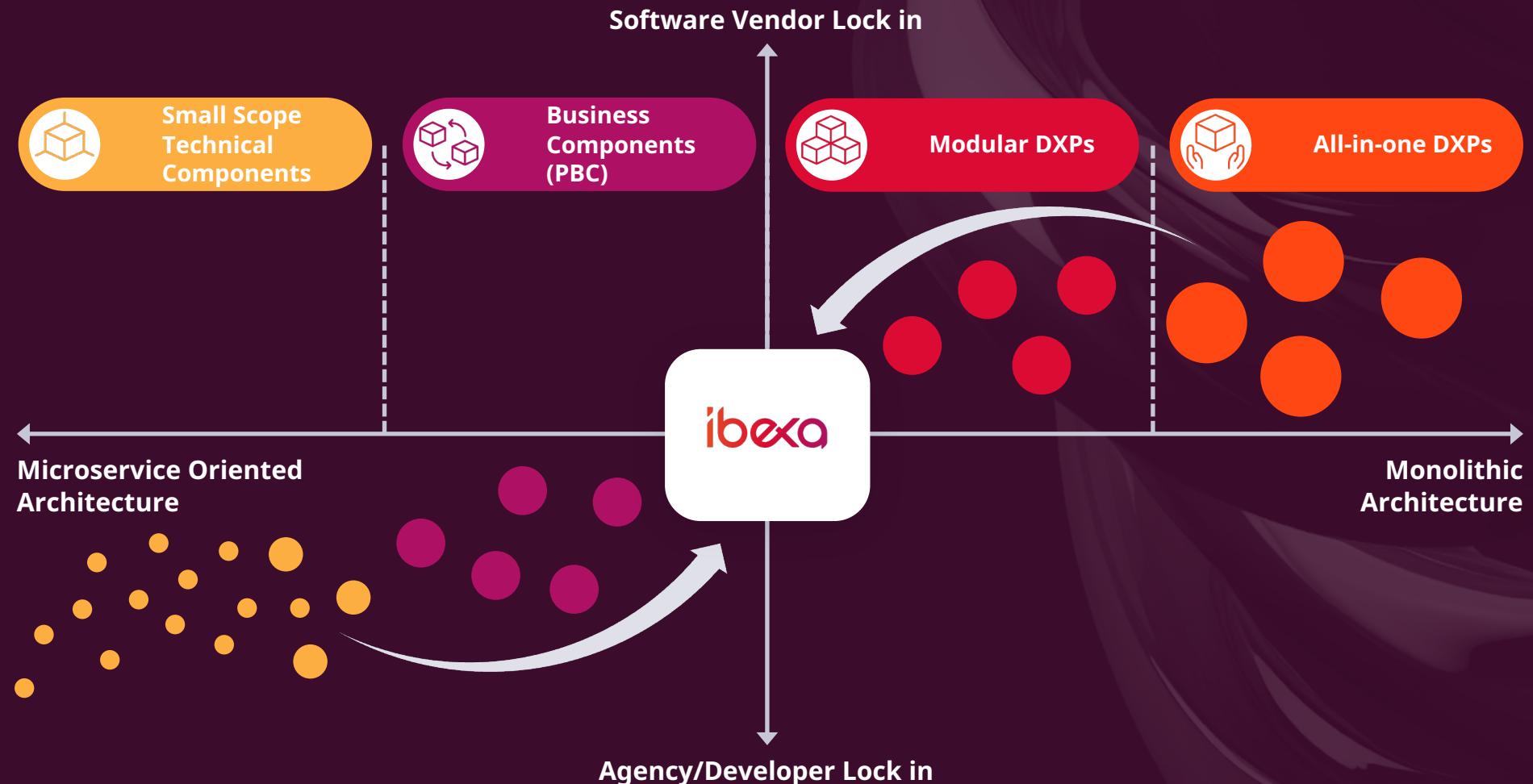


DXPs *evolve* into Orchestration Platforms

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



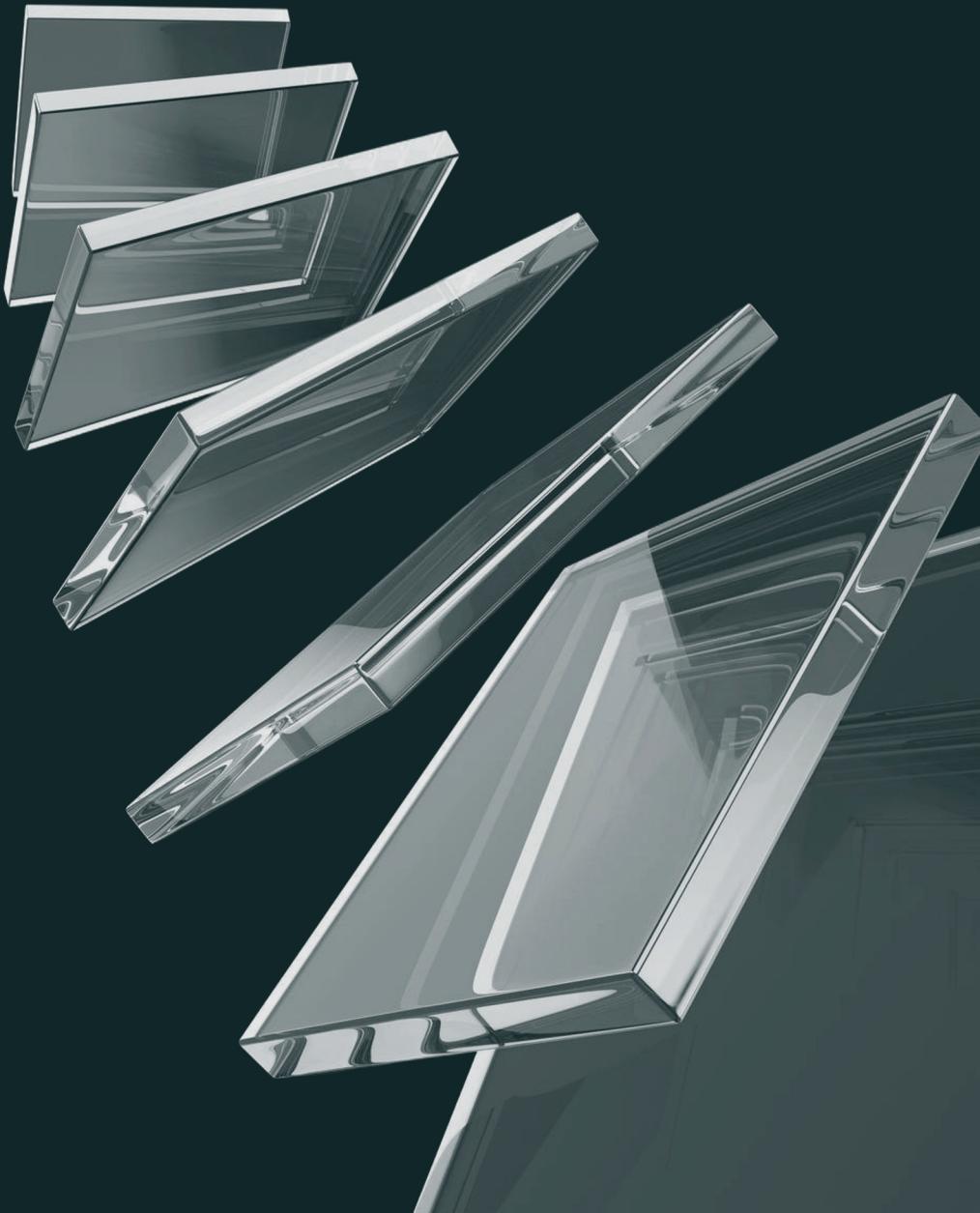
EXECUTION POWER

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



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

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



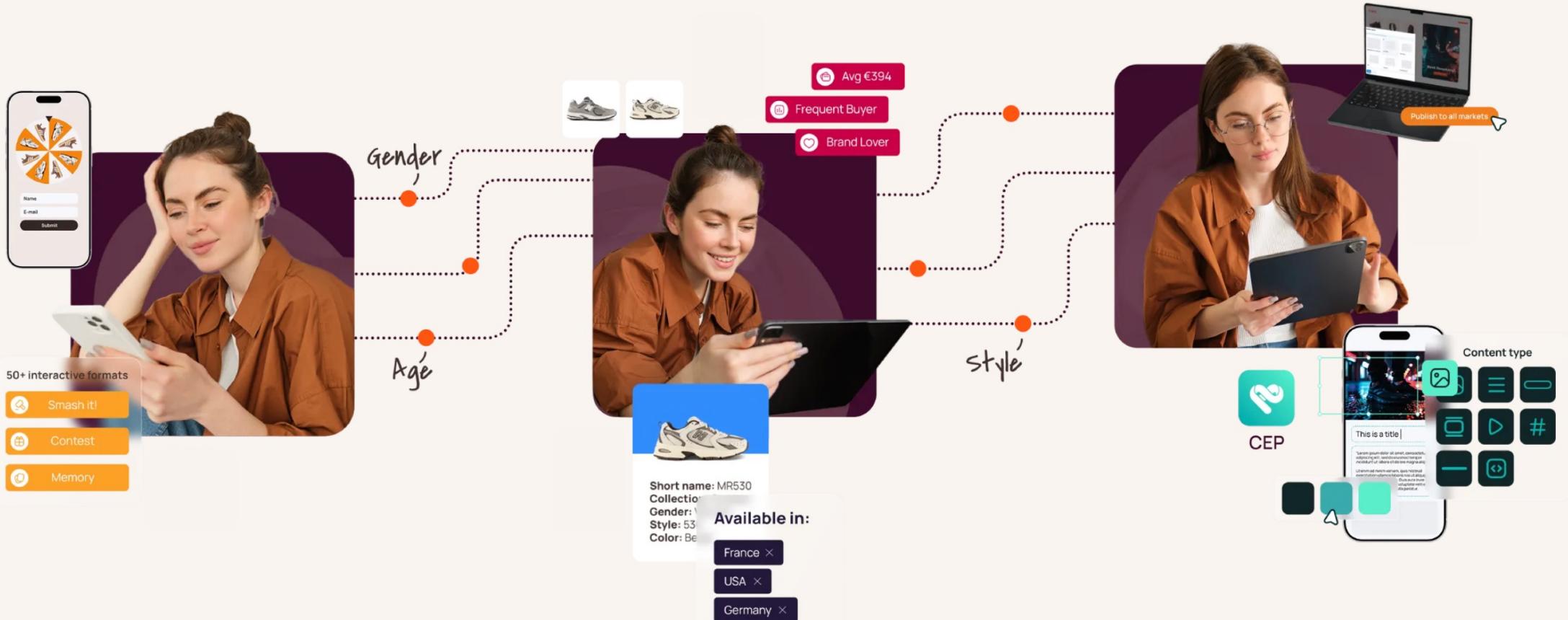
Orchestration Platform



Orchestration Engine

Digital Experience Platform

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



Orchestration Platform for Marketing





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



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

ibexa

THE NEW IBEXA

Europe's Next Generation *Orchestration Platform*





The logo for ibexa, featuring the word "ibexa" in a lowercase, sans-serif font. The "i" is a single vertical stroke, the "b" is a vertical stroke with a small horizontal cutout, the "e" is a vertical stroke with a small horizontal cutout, and the "x" is a vertical stroke with a small horizontal cutout. The "a" is a vertical stroke with a small horizontal cutout.

Orchestrating
Your Marketing Performance,
The European Way



Let us feel it !

Thank you

