

Discover. Innovate. Network.

SHD FORUM

JULY 8/9, 2025

Industry monument Bendorf-Sayn

The event for customers
and those interested
in the industry

REGISTER HERE!

Open link, register
and help shape the digital future!

WELCOME

New perspectives, pioneering innovations and valuable contacts – that's what the SHD Forum offers.

The event focuses on the digital transformation in the kitchen and furniture industry.

Mainstage stage programme:

Experience rousing keynote speeches and expert presentations on how digitalisation in the kitchen and furniture industry can be thought of in concrete and practical terms.

Trade fair & exhibition:

A diverse trade fair exhibition awaits you, where you can experience the solutions of our partners and exhibitors as well as the SHD Group up close.

HIGHLIGHTS

AI in Sales & Marketing

Leverage AI to gain deeper insights into customer behaviour and drive targeted revenue growth.

Customer Experience & Emerging Sales Technologies

From digital twins to VR consultations – discover tools that deliver real value.

Cybersecurity & IT Infrastructure

What modern security strategies and agile cloud solutions need to provide.

Efficient Processes & Digital Tools

How digital innovation is streamlining planning, inventory management and assembly – with hands-on examples of ESL solutions in furniture retail.

Digital Business Strategies

The forward-thinking approaches that are already shaping the industry's future.

AGENDA

TUESDAY, JULY 8 | **Mainstage**

09.00 h **Welcome**

09.30 h **Opening Keynote: CEO Strategy**



Dietmar Meding
CEO SHD

10.00 h **Customer of the Future: AI in Marketing & Sales for the Kitchen and Furniture Industry**



Prof. Dr. Christian Stummeyer

11.00 h **Next Level SHD:
Our Cloud Strategy and a Look Ahead**



Dietmar Meding
CEO SHD



Ryan Bryers
CTO SHD

11.25 h **Lead Power for Kitchen Studios:
How KPS.MAX web Attracts New Customers**



Stefan Hoffmann
SHD

11.45 h **New Era of Kitchen and Furniture Assembly:
Digital Efficiency with hey.kitchen+**



Michél Fink
hey.kitchen

12.10 h Sustainability Strategies through Digitalisation

Dr. Erlijn van Genuchten
Security advisory for companies and teams

12.30 h Lunch Break

**14.00 h Maximum Efficiency with Minimum Complexity:
Simple Inventory Management for
Kitchens & Bathrooms – SHD Connect**

Michael Christmann
SHD

14.30 h Customer Talk

15.00 h Coffee Break

**15.15 h Strategy for Success: The Modern Cloud Suite
for Efficient Kitchen Planning**

Frank Pohl
SHD

**15.35 h Unlocking the Potential of Digital Twins and
Product Passports in the Furniture Sector**

Klaus Bröhl
Managing Director Integrated Worlds GmbH

16.00 h **Industry Megatrends:
Sell More, Highlight Better – Use Leads
Effectively & Control Pricing Dynamically**



Peter Kattrup
SHD

16.25 h **The Transformation & Evolution @ SHD**



Ryan Bryers
CTO SHD

16.45 h **The Future of Telephony with AI: Practical
Approaches for the Interior Design Industry**



Mathias Klee
Trendview

17.25 h **Crisis Management during a Cyber Extortion
Attack – It Can Happen to Any Company!**



Oliver Schneider
Riskworkers

18.00 h **Dinner**

19.00 h -
22.00 h **Evening Gathering**

AGENDA

WEDNESDAY, JULY 9 | **Mainstage**

09.00 h **Kick-off: Start of the Day**



Dietmar Meding
CEO SHD

09.20 h **A Hacker's Perspective: Attack Vectors and Cyber Attack Methods**



Immanuel Bär
Prosec

10.00 h **Coffee Break**

10.15 h **AI: Use Cases for Marketing and Sales in the Kitchen & Furniture Industry**



Sascha Böhr
nuwacom

10.35 h **Digital proximity to the customer:
How we are redefining the customer journey**



Christian Lenzhölzer
Managing Director hey.kitchen

10.55 h **Digital Transformation in Action:
Seamless ESL Integration at Möbel Heinrich**

Peter Kattrup, SHD
Online Software AG
Möbel Heinrich

11.15 h **E-Commerce, Amazon and Marketplaces:
Home & Living and Brand Building through
Performance Marketing**



Philip Kehela
mokebo GmbH

11.40 h **Next Level IT: Cloud, Security, Hybrid & SaaS
in a Changing Tech Landscape**



Stephan Röder
SHD

12.00 h **Lunch Break**

13.00 h **Copilot Modern Workspace**



Martin Arnold
DTPA GmbH

13.25 h **Modern Customer Relationship Management
(CRM) and Data**

Coming soon

13.45 h **Digital Transformation in Furniture Retail:
Business Models and Omnichannel Strategies**



Nico Kotsapanajotou
dotCompanion GmbH

14.05 h **Shaping the Future Together:
Co-Innovation in Dialogue with the Customer**



Dietmar Meding
CEO SHD

14.30 h **SHD Content – The Next Generation
Cloud-Based Catalogue Solution**



Birgit Müller-Hell
SHD

14.50 h **The Customer Takes Charge: Retail Revolution
Through Self-Checkout Systems
(Best Practice from DIY Sector)**



Dennis Oudijn
Valk Solutions

15.10 h **E-Commerce & Mobile Platforms:
Key Strategies for Personalised & User-Friendly
Shopping Experiences**



Peter Kattrup
SHD

15.30 h **Closing Remarks & Thank You**



Dietmar Meding
CEO SHD

15.45 h **End of Event**

SPEAKER EXPERTISE



Prof. Dr. Christian
Stummeyer



Immanuel Bär
Prosec



Martin Arnold
DTPA



Oliver Schneider
Riskworkers



Dr. Erlijn
van Genuchten
Security advisory



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mokebo



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Klaus Bröhl
Geschäftsführer
Integrated Worlds



Dennis Oudijn
Valk Solutions

SPEAKER EXPERTISE



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EXHIBITION GOLD PARTNER



EXHIBITION SILVER PARTNER

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 **Mateo**

PROXESS®

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 **PACKSIZE®**

 **QUAD GmbH**
Distribution + Consulting

THALES

TOSHIBA

EXHIBITION SHD

SHD

hey.kitchen<


Simar GROEP


Valk Solutions

PROGRAM DEMO AREA

TUESDAY, JULY 8 | Exhibition Stage

10.05 h	Patch me if you can <i>Uwe Fäth, Baramundi</i>
10.25 h	Intuitive Planning for the Perfect Kitchen: Planning with KPS.MAX <i>Daniela Huse, Florian Thelen, SHD</i>
10.45 h	Coffee Break
11.05 h	SHD perfecto 3 – Understanding New Features, Successful Migration <i>Jens Farnschläder, Philipp Guse, SHD</i>
11.25 h	SHD ECORO erleben – Roadmap & Highlights Overview <i>Michael Christmann, SHD</i>
11.45 h	„Level up“ – The Holistic Booster for Your Cyber Security <i>Dirk Albrecht, Watchguard</i>
12.05 h	VR Kitchen Sales: How Customers Experience Planning with KPS.MAX vision <i>Benjamin Jecht, SHD</i>
12.30 h	Lunch Break
14.00 h	AI for All – from the Edge to the Cloud <i>Vitalis Weigum, Lenovo</i>
14.20 h	hellomateo: The AI Assistant for Customer Retention in Furniture Retail – Whether WhatsApp, Email, or Letter <i>Domenik Fox, Mateo</i>
14.40 h	Online Kitchen Sales: From Lead to Order with KPS.MAX web <i>Daniel Otzelberger, SHD</i>
15.00 h	Coffee Break

PROGRAM DEMO AREA

TUESDAY, JULY 8 | Exhibition Stage

15.15 h	SHD perforce 3 – The new HR planning solution <i>Peter Elstermeier, Jens Farnschläder, SHD</i>
15.35 h	Perfectly Prepared for the Digital Transformation in Furniture Retail <i>Oliver Schröder, Diomex</i>
15.55 h	SHD ECORO CRM – Deep dive into CRM applications and mobile CRM <i>Richard Buchinger, SHD</i>
16.15 h	Break
16.20 h	PPWR – The New European Packaging Regulation <i>Otto Friedl, Packsize</i>
16.40 h	Mobile Connectivity with the PRESTIGE App Builder <i>Leonie Hammann, Online Software AG</i>
17.00 h	More Overview, Less Effort – Experience KPS.MAX manage live <i>Heino Engel, SHD</i>
17.20 h	END of Day One

PROGRAM DEMO AREA

WEDNESDAY, JULY 9 | Exhibition Stage

10.15 h	Rethinking Warehouse Organization: News and Features in SHD ECORO <i>Michael Groß, SHD</i>
10.35 h	When Your Customers Book Appointments Themselves – And Your Routes Still Run More Efficiently <i>Jan Göbel, Reisewitz</i>
10.55 h	Coffee Break
11.00 h	Security, Agility, and Efficiency Through IT Platforms <i>Till Regenhardt, Cisco</i>
11.20 h	Intuitive Planning for the Perfect Kitchen: Planning with KPS.MAX <i>Daniela Huse, Florian Thelen, SHD</i>
11.40 h	SHD ECORO Portal – Groupware Integration in SHD ECORO <i>Karsten Reuter, Stefan Fuggenthaler, SHD</i>
12.00 h	Lunch Break
13.00 h	KPS.MAX protect – Creating Error-Free Quotes <i>Timo Schwippe, SHD</i>
13.20 h	Customer Service Redefined: Transparent, Digital, and Sustainable <i>Leon Fröhlich, hey.kitchen</i>
13.40 h	Mastering the EUDR Together with SHD & IWOfurn <i>Sascha Probst, IWOfurn und Peter Kattrup, SHD</i>
14.00 h	Online Kitchen Sales: From Lead to Order with KPS.MAX web <i>Daniel Otzelberger, SHD</i>
14.20 h	Break
14.25 h	MHS – News, Roadmap, Highlights <i>Miriam Bürkle, Stefan Deeters, SHD</i>
14.45 h	SHD Shop Solution – Why Is This the Best Choice? <i>Peter Kattrup, SHD</i>
15.05 h	END