

MACH TWO DELEGATE SUCCESS GUIDE

June 13 & 14 | DeLaMar Theatre, Amsterdam



ART & SCIENCE

DeLaMar Theatre, Amsterdam
June 13 & 14 2023

In partnership with:



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As MACH climbs ever higher up the corporate agenda, our 2023 summit is a pivotal moment to engage and connect the forerunners in tech. Ideas and energy equal change. By bringing together those with drive, influence and expertise, we can progress the MACH movement to create an open democratic, agile, future-proof ecosystem for all.

”



**Casper
Rasmussen**

President
MACH Alliance

ABOUT MACH TWO

MACH TWO is the 2023 meet-up for the whole MACH community to come together and share experiences.

For delegates, this is your stage to discuss progress, share ideas and showcase real business impact. We'll provide the opportunity to understand the complexities, challenges and opportunities that come with every individual journey from monolith to MACH, and ensure every attendee leaves MACH ready.

As MACH climbs the corporate agenda, 2023 will be a pivotal year for all of us. If you only attend one event this year, make it MACH TWO!

Stay up to speed with our MACH TWO success guide.

“

We couldn't get good ideas live because we were so focused on solving problems. The MACH approach allows for easy, incremental change without huge investment or big decision making or a major change in the way people do their work.

”



Dylan Valade

MACH Alliance
Ambassador & B2C
CTO, Puma Group

WHAT TO EXPECT

Join other leading practitioners and C-suite from the world of commerce and beyond and embrace the Art & Science behind the future of business technology.

MACH TWO is the annual meet-up for MACH's global community of changemakers. A chance to hear from brand leaders who have incredible stories that will inspire. A platform to discuss progress, share ideas and showcase real business impact.

Where leadership & technology converge.
Where Art & Science meet.

“

A fantastic couple of days at the [#machone](#) event this week. Lots of great insight into our tech community and the talent that's driving us into the future of Mach.

”



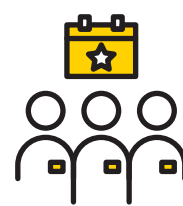
Steve Nolan

CTO
Boohoo Group

MACH TWO IN NUMBERS



36+
customer
speakers



450+
attendees



48 hours
of solid MACH

AGENDA

From drinks at Soho House Amsterdam at 6pm on Monday, June 12 to our Wrap Up session at 15.30 on Wednesday, June 14, we've got you covered.

We've built the agenda to bring you the most value during these two days. It's jam-packed with keynotes, presentations, workshops, and plenty of networking opportunities.

[Check the full agenda →](#)

MACH TWO AGENDA

WELCOME, MONDAY 12TH JUNE

TIME	SESSION	WHERE?
18.00 - 20.00	Welcome drinks co-hosted with Wunderman Thompson	Soho House
20.30 onwards	Delegate dinners co-hosted with Chouinard & EPAM	The White Room Amsterdam & Cecon's

DAY ONE, TUESDAY 13TH JUNE

TIME	SESSION	WHERE?
8.00 - 9.15	Doors open	
8.15 - 9.15	Presentations from the MACH Ecosystem Conversational Commerce: Innovations and Opportunities of Generative AI with Kiviu	CO-LAB ZONE LEARNING CIRCLE
9.30 - 9.40	Breakfast served	MEET-UP ZONE
9.40 - 10.05	Introductions & Welcome Neil Edwards - VP, Technology, The Lego Group Danielle Dillbert - CEO, Sommarion	MAIN STAGE
10.05 - 10.30	Customer Keynote: MACH Adoption Across Owned and 3rd Party Touchpoints Mindy Montgomery - ASICS	MAIN STAGE
10.30 - 11.20	FireSide Chat: AI in on MACH Scott Fraser (Scorebird) interviews Nicolas Pastorek (Interflora)	MAIN STAGE
11.20 - 12.05	Presentations from the MACH Ecosystem Refreshments served	CO-LAB ZONE MEET-UP ZONE
12.05 - 12.50	Panel: The Go-live MVP and Beyond Lena Haack - On Running Tina Lykke - Sintel Group Zoe Vies - C&S International Gordana Vuckovic - MACH Alliance	TECH & TRANSFORMATION TRACK
12.50 - 13.45	CTO Keynote: From a Business Taken Hostage by IT to a Liberated Stack Sven Rosemann - Pricer	LEADERSHIP TRACK
13.45 - 14.10	Keynote: The Art & Science of MACH, with ROI Dylan Waisak - PLIVA	TECH & TRANSFORMATION TRACK
14.10 - 15.00	C-Suite Keynote: The Anti-MACH MACH Story Jeff DeGandrea - AmeriCareRoyal	LEADERSHIP TRACK
15.00 - 15.50	Presentations from the MACH Ecosystem Making Incremental Changes to Capture the True Value of MACH Hosted by Mirek Pau - The White Company with KPS Lunch served	CO-LAB ZONE LEARNING CIRCLE
15.50 - 17.00	Refreshments served	MEET-UP ZONE
17.00 - 17.25	Panel: The Path to Composable - An Architects Panel About the Route to MACH Andri Nolasimo - PLUS Retail Jade Paul - Rituals Martin Ameling - Ace & Tate	TECH & TRANSFORMATION TRACK
17.25 - 17.50	Facilitated Speakers: First Party Transformation in FMCG Dennis Ritter - Dr. Oetker Andree de Snel - PepsiCo	FUTURE INSIGHTS TRACK
17.50 - 18.30	Customer Keynote: B2B Transformation Craig McLaren & Andy Pickup - MKM Building Supplies	TECH & TRANSFORMATION TRACK
18.30 - 20.00	Facilitated Speaker: MACH IoT in Reality - Ben Connected Devices Stefan Moe - Vorwerk	FUTURE INSIGHTS TRACK

13.45 - 14.10 Customer Keynote: Headless Content in a regulated environment
D'Arcy Heath - LVMH

14.10 - 15.00 CCO Keynote: Delivery Surviving to Thriving
Paul Horby - The Very Group

Panel: The Content Conundrum - How the "H" in MACH Really Impacts Storytelling
Bain Boden - Rapna
Sam Elliott - Vodafone
Sorga Keerl - MACH Alliance

Workshop: The Need For Speed - The Benefits and Dangers of Tech Acceleration
Ask the Expert: Book your 15-minute slot to speak to a MACH Ambassador
Hosted by James Storrer - Speakers with Contentful

15.00 - 15.50 Presentations from the MACH ecosystem
The Impact of doing nothing
Hosted by James Storrer - Speakers with Contentful

Refreshments served

15.50 - 17.00 Snack

17.00 - 17.25 Keynote: Taking Back Control, a Story of Internal Transformation
Anca Iordulescu - IKEA

17.25 - 17.50 Customer Keynote: A Time for Digital in a Timeless Business
Tom Davis - Carter

17.50 - 18.30 The MACH Impact Awards & Women in MACH Present...
Hosted by Jason Outmans and Sorga Keerl - MACH Alliance

18.30 - 20.00 Presentations from the MACH Ecosystem
Dinner and drinks served

20.30 onwards After party co-hosted with [Bloomreach](#)
W Hotel, Amsterdam

Need to freshen up? Have meetings to book in?
Book from the usual in-room breakfast we've set aside 15:00 - 17:00 on Day One for you to do exactly that. Feel free to pop back to your hotel or use the many meeting areas in the DeLaMe.

#MACHTWO | @MACHAlliance | info@machalliance.com | Register

MACH TWO AGENDA

DAY TWO, WEDNESDAY 14TH JUNE

TIME	SESSION	WHERE?
8.00 - 9.15	Doors open Presentations from the MACH Ecosystem Strategies for Maximizing MACH Architecture on the Public Cloud with Publicis	CO-LAB ZONE LEARNING CIRCLE
9.30 - 9.45	Breakfast served	MEET-UP ZONE
9.45 - 10.30	Alliance keynote: Why MACH Matters Casper Rasmussen - President, MACH Alliance	MAIN STAGE
10.30 - 10.35	Keynote: How Net Promoter Score has Driven the Adoption of New AI-Technologies Hans Andersen - Philips	MAIN STAGE
10.35 - 11.15	Keynote: Bringing D2C to B2B's Across all Consumer Touchpoints BelaNathan Subramanian - MARS	MAIN STAGE
11.15 - 11.50	Presentations from the MACH Ecosystem Refreshments served	CO-LAB ZONE MEET-UP ZONE
11.50 - 12.15	Panel: The Path to Composable - An Architects Panel About the Route to MACH Andri Nolasimo - PLUS Retail Jade Paul - Rituals Martin Ameling - Ace & Tate	TECH & TRANSFORMATION TRACK
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13.30 - 14.15	Customer Keynote: B2B Transformation Craig McLaren & Andy Pickup - MKM Building Supplies	TECH & TRANSFORMATION TRACK
14.15 - 14.25	Facilitated Speaker: MACH IoT in Reality - Ben Connected Devices Stefan Moe - Vorwerk	FUTURE INSIGHTS TRACK
14.25 - 15.05	Panel: The ERP Panel - How Far Back Does MACH Go? Andreas Wessendorf - Emma Sleep Mark Elliott - Boulogne Sandra Harsson - Nuder Jeans	TECH & TRANSFORMATION TRACK
15.05 - 15.30	Panel: Start with the Customer - How to Build Agility Through Consumer Focus Alex Innes - PINK Jame Van Ruth - Post NL	FUTURE INSIGHTS TRACK
15.30 - 15.50	Customer Keynote: Embracing Cancel Culture Paul Sims & Louise Hanover, Primark	MAIN STAGE
15.50 - 16.30	Customer Keynote: Composable Disruption for Market Share Paul Curtis - EasyJet Holidays	MAIN STAGE
16.30 - 17.00	Wrap up Holly Hall & Chris Bach - MACH Alliance	MAIN STAGE

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TRACKS & ZONES

TECH & TRANSFORMATION

Hear from tech disruptors who are turning ideas into reality using the advantages of composable technology.

Supported by:



LEADERSHIP

Discover how to harness the power of technology to turbocharge your business from those who have gone before.

Supported by:



FUTURE INSIGHTS

Learn what's next in the world of MACH and how you can deploy future-fit solutions that will grow and scale with you.

Supported by:



MEET-UP ZONE

Here you can network and meet with peers. Plus ask an expert in our 1:1 surgeries.

Supported by:



LEARNING CIRCLE

Join these group discussions to hear from industry experts on the hot topics of the day.

Supported by:



CO-LAB ZONE

A curated showcase of the best products and services in the MACH marketplace.

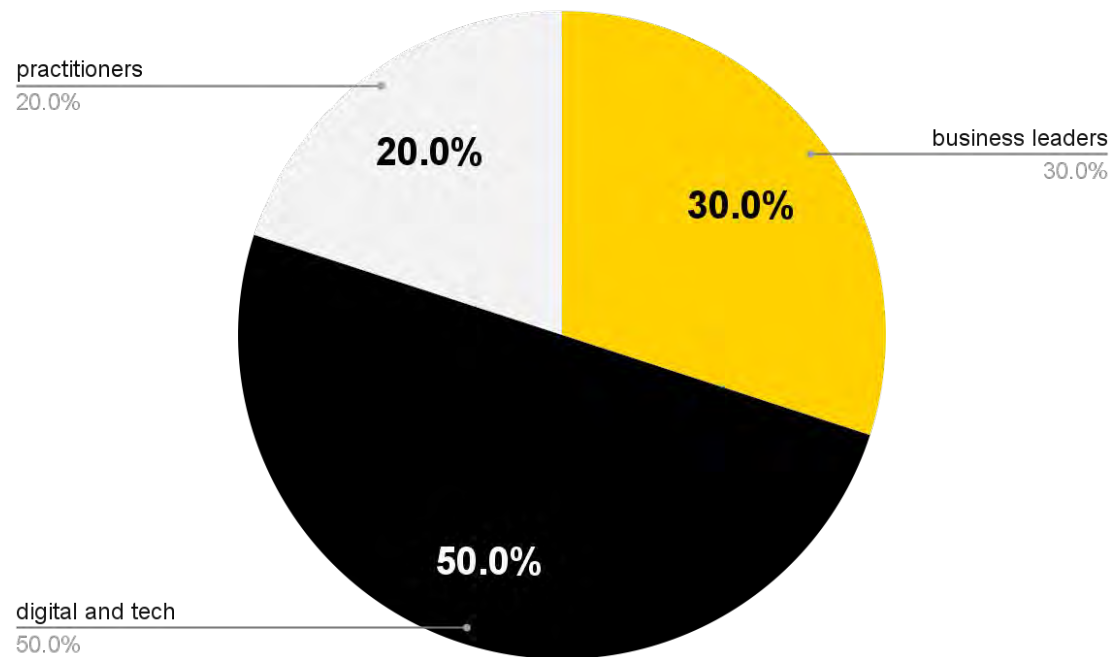
Supported by:



ATTENDEE BREAKDOWN

Take a look at our attendees from last year's conference!

This event is designed specifically for end user business users, tech leaders and practitioners who want to learn what benefits MACH offers and, most importantly, how to embrace the changes necessary to make the most of them.



Co-hosted by the Alliance member community:

- **46 vendors**
- **27 SIs**
- **7 Enablers**

BRANDS

John Lewis, Emma Sleep, Boohoo, Costa Coffee, Lego, New Look, Reckitt, Selfridges, The Very Group, Primark, The Body Shop, Danone, PUMA, Vodafone, Barclays, Canon, E.ON, H&M, Howden, L'Oreal, Kodak, Mars, Mulberry, Nando's, Paul Smith, Schrodgers, Sephora, Coop, UniLever, Vodafone, Kraft Heinz, Superdrug, Loaf, ITV, El Corte Inglés

INDUSTRIES

Retail	Food & beverage	Professional services	Media
IT/Hi-Tech	Finance	Travel & leisure	Pharma
Education	Utilities	Engineering	Transport & logistics
Public sector			

AN INCREDIBLE SPEAKER LINE-UP



Sam Billett

Vodafone Group



Paul Curtis

easyJet Holidays



Jeff DeSandre

AmerCareRoyal



Danielle Diliberti

Sommsation



Niall Edwards

The Lego Group



Scott Fraser

Screwfix



Louisa Hanover

Primark



Anca Iordanescu

IKEA



Tina Lykke Kristensen

Sinful ApS



Mindy Montgomery

ASICS Digital



Stefan Motz

Vorwerk



Hans Notenboom

Philips



Nicolas Pastorino

Interflora Group



Dennis Ritter

Dr Oetker



Paul Sims

Primark Stores Limited



Balakrishnan Subramanian

MARS Inc



Dylan Valade

PUMA



Zoe Vets

Casa

[Check more speakers](#) →

TOPICS

MACH TWO will cater for all attendees, whether you're MACH curious and yet to get started, already on the MACH journey, or MACH active and looking for optimization best practices. Our speakers will cover everything from **MACH ROI, international expansion, creating team structures and culture for MACH success, greenfield MACH at global scale, decommissioning legacy** and much more...

For the MACH Curious

Hear where and how others started their MACH journeys, and the strategic decisions about the pace of tech transformation. From gaining trust in your decisions from the business, to incremental approaches and ROI, we have you covered.

For those just getting started

Hear how organizations are decommissioning old technology, best practices for transitioning to a truly composable stack, and MACH approaches to driving omnichannel growth and optimized customer experiences.

For the MACH Active

Hear how to do business alongside mini-monoliths, how to organize and support your internal teams to deliver better work faster, and how to scale effectively.



NETWORKING OPPORTUNITIES

MACH events are the heart of our community. We know that networking opportunities are high on your agenda, giving you the chance to connect with peers, discuss the latest trends and share successes.

Make sure you check out the following MACH TWO networking moments:

Monday, June 12th, 18.00 – 20.00:

Kick MACH TWO off with a bang by attending our welcome drinks @ Soho House, Amsterdam

[Register interest](#) →



Monday, June 12th, 20.30 onwards:

Join us for one of two delegate dinners at The White Room Amsterdam and Cecconi's @ Soho House

Places are limited, to register interest email info@machalliance.org



Tuesday, June 13, 20.30 – late:

Celebrate the end of the first day with an after-party @ Amsterdam's hippest venue - the W Hotel

[Register interest](#) →



MACH IMPACT AWARDS

 MACH IMPACT
AWARDS
2023



The MACH Impact Awards raise awareness of projects that are solving complex technical problems and creating measurable business value. We're putting future-proof solutions in the spotlight!

[Enter your game changing projects by May 15th](#)

Winners will be announced on the Main Stage during MACH TWO followed by dinner, drinks and networking.

LAST YEAR'S BEST RETAIL PROJECT WINNERS:



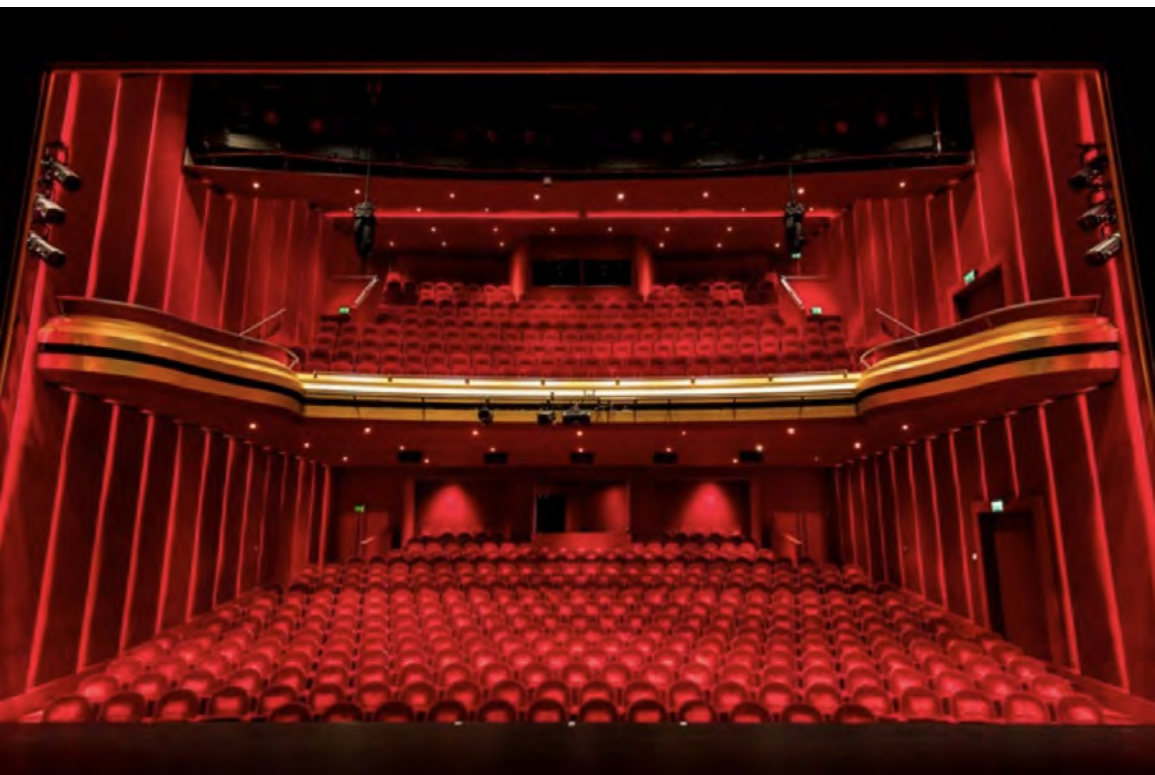
#MACHTWO

 [@MACHAlliance](#)

info@machalliance.com

[Register](#)

THE ICONIC DELAMAR THEATRE



The event will take place at the impressive [DeLaMar Theatre](#)

Thanks to the gorgeous halls and foyers, DeLaMar is one of the most remarkable and inspiring event locations in the city centre of Amsterdam.

DeLaMar is located at the Marnixstraat 402, a two-minute walk from the Leidseplein ([Google Maps](#)).

Looking for hotel recommendations? Check our list [here](#).



REGISTRATION

Register now for THE MACH event of the annual calendar, and bring your colleagues.

- Discover how to harness the power of technology to turbocharge your business.
- Dive deep into the projects that are delivering value faster.
- Discover how to ensure your team is best placed to engage, embrace, and adopt MACH. All jargon free.

Register now to secure your free place
<https://the.machalliance.org/machtwo/#register>



DELEGATE PASS



\$0 USD

GET SOCIAL

We're passionate about MACH and the benefits it can bring to businesses and consumers around the world. Help us to further the MACH movement by engaging with and sharing our content – get social!

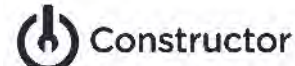
#MACHTWO [@MACHAlliance](https://twitter.com/MACHAlliance)

THANK YOU TO OUR SPONSORS

HEADLINER PARTNERS:



IN PARTNERSHIP WITH:



MACH ALLIANCE MEMBERS

COMPANY MEMBERS: ISVs



STARTUP MEMBERS: ISVs



SIs



ENABLERS



SEE YOU IN AMSTERDAM!

Look out for our **MACH TWO** event app launching **May 23rd** where you can:

- Explore the full agenda and speakers
- Network with attendees, submit questions before and at the event
- Book 'ask the expert' and other sessions
- Access Wifi on the day
- Build your own agenda of favourite sessions and get real time updates on the day



ART & SCIENCE

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