In the Decision Centric Enterprise we trust-
The european perspective on positioning of a new brand.
Arndt Dallmann-18.11.2025

What this deck is about: The building a brand to trust.

We need to built trust in the concept of Decision Centric Enterprise and Aptean Enterprise as partner.

We need to built trust that we keep our brand promise.

We need to built trust in the way we think and act to solve the problems of the customer.

We need to built trust in our solution offering.

All of that takes great empathy for stressed out decision takers in Europe.

**A brand that keeps promises
and built trust.**

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Lets start with a bold promiss to keep:
The value proposition for the idea of the DCE.

In the moment of truth you (the customer) are empowered to take the right decision for the desired impact.

Germanedge

**Lets take a look at todays
european theatre to understand the mindest of our
targetgroup.**
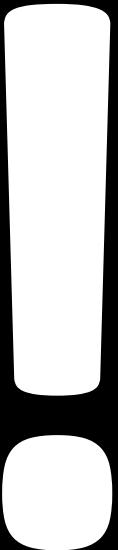
WAR!
RARE EARTH!
AI! RECESSION
TARIFS!
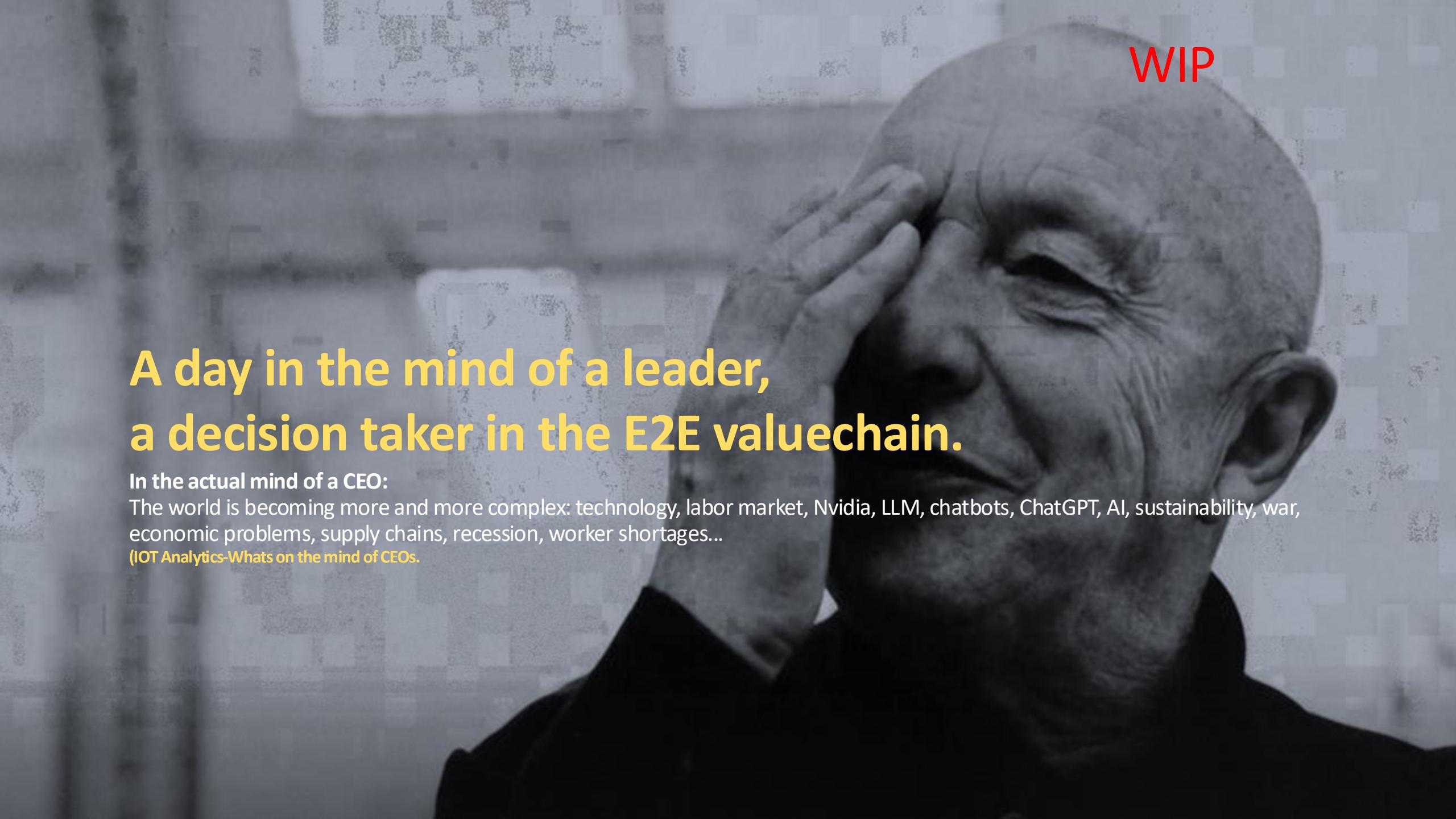
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WIP

**A day in the mind of a leader,
a decision taker in the E2E valuechain.**

In the actual mind of a CEO:
The world is becoming more and more complex: technology, labor market, Nvidia, LLM, chatbots, ChatGPT, AI, sustainability, war, economic problems, supply chains, recession, worker shortages...
(IOT Analytics-Whats on the mind of CEOs.

WIP

Enormous pressure and the risk to get stuck between the weight of todays events and future driven decisions.

„Angststillstand"

Decision taker are trapped between actual challenges within todays E2E valuechain and lightspeed development of technology.

Uncertainty leeds to fear, leeds to stagnation in decision taking and development into the future.

Great techological promises are not only a chance but a threat.

CEOs of companies need to create perspectives for the business in a timeframe of 2 to 3.

Beside judging on data, what an emotional ride for the human being.

That needs empathy and understanding.

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WIP

The good news:
Investment in digitisation is king
all across europe.

Lets face some cultural differences in daily life:

41 000 000 units sold in the US-A culture carier.   **10.000 units sold in europe.**

Why this example? Because car-positioning, car business reflects attitude and mind set.

Lets face some cultural differences in daily life:

Most favourit food USA: Burger... Pizza

Most favourit food Europe: Döner, Pizza and Fish and Chips.

The way we think and feel. The basis for all stories to tell.

Germanedge

**Poets
Thinker
Doers**

Europe

**Doers
Thinker
Poets**

USA

What does it implicate for enterprise business in europe? The essential difference in the mind set of leaders in the industry.

Think to the very end of the process and project. Avoid all mistakes. Be 100% sure what you do before you start. Guarantee the outcome.

Driven by fear of loosing.
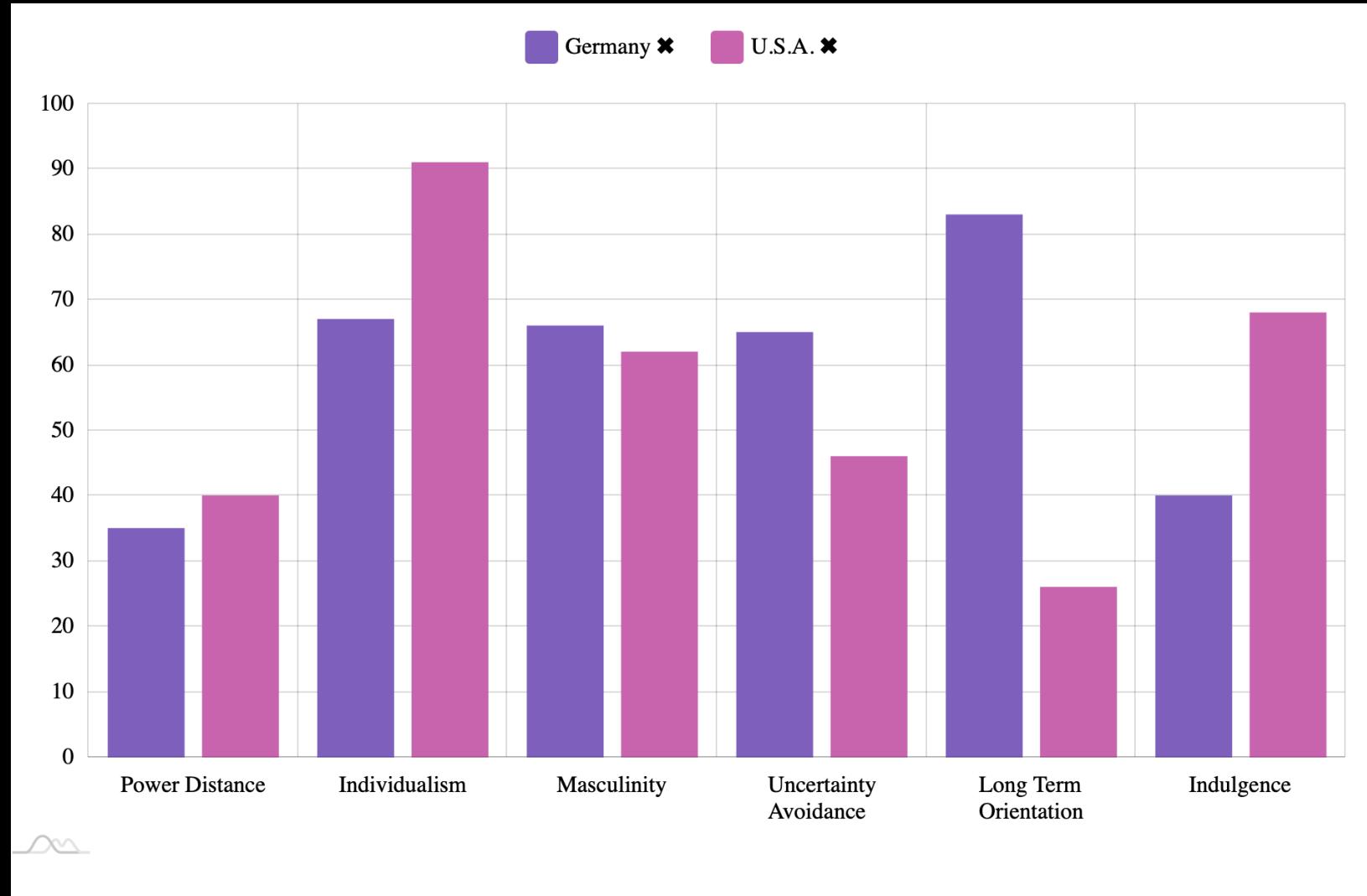
Europe

Start now executing. While executing correct the process. The outcome will happen.

Driven by positive vison of winning.

USA

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„Mentality chart" by Hofstede.

Here we come: The DCE.

**Are we just „making a song and dance" about something?
The savior of all problems or just another salestrick?**

What decision takers might ask if they want to trust us.

Before the believe there is trust.

So why trusting the Concept of the DCE and a „new" player called Aptean Enterprise?

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Ok. Logility and Germanedge have a great history in the market:
That is of great value for exsisting customers. That helps to drill into the exsisting enterprise customers.

But our aims are high. New logos needed to reach business goals in Europe and WW.

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To pick up the potential new clients, we need to built a
strong bond made of trust before selling 1 product – In times of friction you trust your oldest friend:

WIP

90% of the fortune 500 are using SAP.
We need to compete with giants within the enterprise business-not mentioning
SIEMENS, DÜRR, Kinaxis, O2, Blue Yonder etc pp.

All of them are top of mind in the industrial world.
Gaining trust through many proof of concepts through many years.

The european theatre is shaken by the most frictional events ever.
Big competitors have a long record of success.
Players that have built up a strong social currency and proof of concept within their customerbase and audience.

Hard to fight - but challenge excepted.

A plan? Starting the conversation to show that we are trustworthy:

It takes a 12 month plan to put than idea/brand on the map:

1. **Building up phase:** Take initiative of thought leadership regarding DCE-Coherent visual approach-define storyline, be very clear in positioning the brand.

2. **Underline** thought leadership with proof of concept-create cases

3. **Social proof**-website update-ABM-Userconferences-Outside in.

4. **Scale your reach**-Leadership events with high potentials.

5 **Stabilize trust and take care**- feg. community formats as customer intimicy platform

Danke. Lets talk and discuss.

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