

Creactives and Spend Matters organize a webinar with Sebastian Kahlmeyer (Siemens) and Dominik Rheinheimer (Siemens) about “improving the data categorization process with zero impact on the existing IT system environment”

Bologna, July 1, 2020. Creactives Group S.p.A. (“Creactives Group”) (ISIN IT0005408593 - ticker: CREG), an international company that develops Artificial Intelligence technologies to address real-life business problems in the Supply Chain announces that Creactives S.p.A., the fully owned operating company, tomorrow (Thursday, July 2 - 4/5pm CEST) will run a webinar in collaboration with [Spend Matters](#) titled “*how to improve your data categorization process with zero impact on your existing IT system environment*”.

Speakers will include Sebastian Kahlmeyer, Senior Vice President SCM Digitalization & Data Management at Siemens, and Dominik Rheinheimer - Senior Manager SCM Digitalization & Data Management at Siemens. They will explain on how Siemens is using AI-driven, non-invasive ERP or SRM platform add-on to prevent purchase orders, invoices, material master data and catalogue errors and duplication in purchasing processes right from the start to harmonise and optimise data, determine ROI and deliver bottom-line savings.

There will be also the point of view from Spend Matters with Magnus Bergfors - VP European Research and Lead Analyst and Jenny Draper - General Manager Europe.

Further information and registration: <https://webinar.creactives.com/>

About Creactives Group

Creactives Group S.p.A. (“**Creactives Group**”) (ISIN IT0005408593 - ticker: **CREG**) international company that develops **Artificial Intelligence** technologies to address real-life business problems which are too complex to be solved through conventional approaches.

For more information please visit: www.creactivesgroup.com

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