



RISE OF THE  
**25 years of  
novomind and  
"Rise of the AI  
Agents"**



Around 450 guests congratulated novomind on its 25th anniversary at novoinsight 2025, while gaining many insights into the ever-growing impact of agentic AI on the world of digital commerce and customer service. The launch of the new novomind AI Platform sent out a clear signal for agentic AI made in Germany.

“A vision was born” – with these words, novomind CEO Stefan Grieben opened his speech in the packed ballroom of Hamburg’s Grand Elysee Hotel. As the 20th novoinsight, held on 5 November, also marked novomind’s 25th anniversary, Grieben looked back on the company’s success story, tracing the journey from its founding in 2000 to the present day, with more than 500 employees from 25 nations and five continents.





**Rise of the AI Agents:  
Keynote speaker Sascha Lobo on the  
power of AI today and tomorrow**

All areas of life, business and society are currently being shaped by the boom in artificial intelligence. "Rise of the AI Agents" was therefore the motto of this year's novovision and the title of Sascha Lobo's keynote address. The well-known author and digital expert explored at length the rapid development of AI and its immense possibilities around the world.

For Germany, he sees, for example, an opportunity for a “new German economic miracle” through focused and intelligent investments in AI and its ongoing development. Even though other countries may already be further ahead – for example, in China, “artificial intelligence” has been a compulsory subject for primary school pupils since 2025.

Education, vocational training and know-how are all essential prerequisites for making intelligent use of AI – as, of course, are good human partners with an “inventive spirit”. Even the most advanced artificial intelligence cannot succeed on its own – but in tandem with trained partners, from professional developers to office or leisure users, it can achieve previously unimaginable success.



## **One for all: the new novomind AI Platform**

The launch of the new novomind AI Platform, bringing together the “inventive spirit” of all novomind’s developments, was one of this year’s novoinsight highlights. The platform automates processes for successful digital commerce and efficient omnichannel customer service through the orchestrated use of various AI tools. It pools novomind’s extensive know-how in artificial intelligence – built up through 25 years of customer-oriented software development in the B2C and B2B sectors.

## **Autonomous commerce and next generation customer interaction**

As a technology showcase, novomind’s annual event is always closely attuned to the latest topics in digital commerce and customer service. An exclusive sneak preview of the new ECC study “Autonomous Commerce” from IFH Köln provided revealing first insights into a future topic that is already capturing the imagination today. “This study is the first to shine a light on the potential of autonomous commerce based on concrete data,” explained Markus Rohmeyer, CPO of novomind.

Alongside detailed experience reports from novomind customers – who are always at the heart of novosight – novomind experts also shared valuable insights into the practical use of AI agents in day-to-day operations.



Where can they offer the greatest support, how efficiently can they be used, and how exactly does orchestration with the new novomind AI Platform work?

The strengths of mail, chat and voice bots as omnichannel AI agents were superbly illustrated in impressive live demonstrations: they can offer round-the-clock support, whether as shopping assistants or in customer service or complaints dialogues. Meanwhile, a look behind the scenes with the novomind developers also drew attention to a topic that will almost certainly generate interest in the future: integrating the WhatsApp Business Calling API enables customers to phone companies directly from the messenger – and vice versa.

Not only on stage, but also alongside and behind the scenes, several novomind partners once again made a significant contribution to the knowledge gained and thus to the success of this year's novoinsight. Special thanks go to Assist digital, creativestyle, Otto Group one.O and piazza blu!



**Hossam Amer**

[hamer@novomind-mea.com](mailto:hamer@novomind-mea.com)

[www.novomind-mea.com](http://www.novomind-mea.com)