

Pressemitteilung

JTL Opens Partner Network: Agencies and Tech Providers Benefit from Growing E-Commerce Ecosystem

Hückelhoven, 07 May 2026 – JTL, one of the leading providers of e-commerce software in the German-speaking market, will host its annual Partner Convention on 28 and 29 May 2026 at the RHEIN SIEG FORUM in Siegburg. The event brings together service and technology partners as well as platform players under the motto „*Community that evolves. Ecosystem that connects.*“

An Ecosystem with Momentum

More than 50,000 merchants rely on JTL-Software to manage their inventory, warehouse logistics and marketplace integrations. Behind this stands a network of over 500 partners – including e-commerce agencies, system integrators and technology providers – who jointly develop and operate solutions for this customer base. Joining this network means gaining direct access to one of the largest and most active merchant ecosystems in the DACH region.

Agentic Commerce: New Consulting Fields for Partners

Agentic Commerce is the defining theme of the 2026 Convention: AI-driven, autonomous processes that are fundamentally changing online retail, from intelligent inventory management to independently acting systems across the entire commerce chain. For agencies and tech providers, this opens up concrete new opportunities and implementation scenarios.

"We are at a turning point. Agentic Commerce is not the future – it is already the present, and JTL ensures that our partners and customers actively shape this development rather than merely observe it," says CEO Sebastian Evers.

The JTL App Store: A Growth Opportunity for Technology Providers

Another key focus of the Convention is the JTL App Store as the hub for extensions, integrations and third-party solutions within the JTL platform ecosystem. As the JTL Cloud Platform continues to expand, so does the app ecosystem: technology partners have access to new entry points and scaling opportunities, while JTL service partners can offer their customers an ever-broader portfolio of certified solutions.

At the Convention, participating partners will receive exclusive insights into the further development of the App Store, new certification models and concrete use cases.



Getting to Know JTL

The 2026 Partner Convention is also an open invitation to those who are not yet familiar with JTL and want to change that. Whether marketplace specialist, app builder or agency: anyone curious about partnering with JTL is welcome to come by, explore the JTL ecosystem, and start initial conversations. The Convention provides the ideal setting to informally explore what working with JTL looks like.

JTL AI Impact Award

AI is changing how e-commerce works. Many JTL partners have already built solutions that make a real difference for their customers and their own processes. That is exactly what JTL wants to put in the spotlight: for the first time, the Convention will include the JTL AI Impact Award alongside other awards and recognitions for long-standing partnerships, honouring the best AI integration in the JTL ecosystem. The award is also open to those who aren't official JTL partners yet, with applications closing on 20 May.

Shaping the E-Commerce of Tomorrow

The JTL Partner Convention is the central industry gathering of the JTL ecosystem. Anyone looking to help shape the future of e-commerce will find inspiration, connections and direct insight into one of the largest merchant communities in the DACH region. Further information about the event is available at <https://www.jtl-software.com/en/partner-convention>

About JTL-Software-GmbH

JTL-Software is a provider of innovative software for multichannel retailing. With more than 50,000 customers and more than 500 partners in Germany, Austria, and Switzerland, JTL is one of the leading manufacturers of e-commerce software in the German-speaking region. JTL's ERP software organises all relevant business areas of modern commerce: managing items and listings, purchasing, sales and multichannel sales, order processing, payments as well as organising storage and shipping. The product portfolio includes solutions for large businesses as well as for medium-sized and smaller e-commerce companies. JTL was founded in 2008 and employs about 460 people across the entire JTL Group. In October 2023, JTL joined a strategic partnership with Hg to facilitate further growth. Hg is a leading investor in software and service companies. www.jtl-software.com

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