



## **Creatives organizes a new webinar with Forrester about “Driving 426% ROI with Creatives TAM for Material Master Data Governance”**

Verona, December 1, 2020. **Creatives Group S.p.A.** (“**Creatives 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 Creatives S.p.A., the fully owned operating company, organizes a webinar with Forrester titled “*Driving 426% ROI with Creatives TAM for Material Master Data Governance*” on Wednesday, December 9 at 4 pm CET.

Duncan Jones (Vice President, Principal Analyst Serving Sourcing & Vendor Management Professionals at Forrester) and Jan Sythoff (TEI Senior Consultant at Forrester) will explain how Forrester calculated the Total Economic Impact that companies can get by implementing Creatives’ TAM solution.

For registration and more information: <https://register.gotowebinar.com/register/4269578884016784911>.

### **About Creatives Group**

**Creatives Group S.p.A.** (“**Creatives Group**”) (ISIN IT0005408593 - ticker: **CREG**) is an 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.creativesgroup.com](http://www.creativesgroup.com)

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