



# IBM BusinessConnect 2014

## A New Era of Smart

5th May 2014 | Armani Hotel Dubai



# IBM BusinessConnect 2014

A New Era of Smart



Smarter Commerce: Moments matter.



## Gerrit Bus

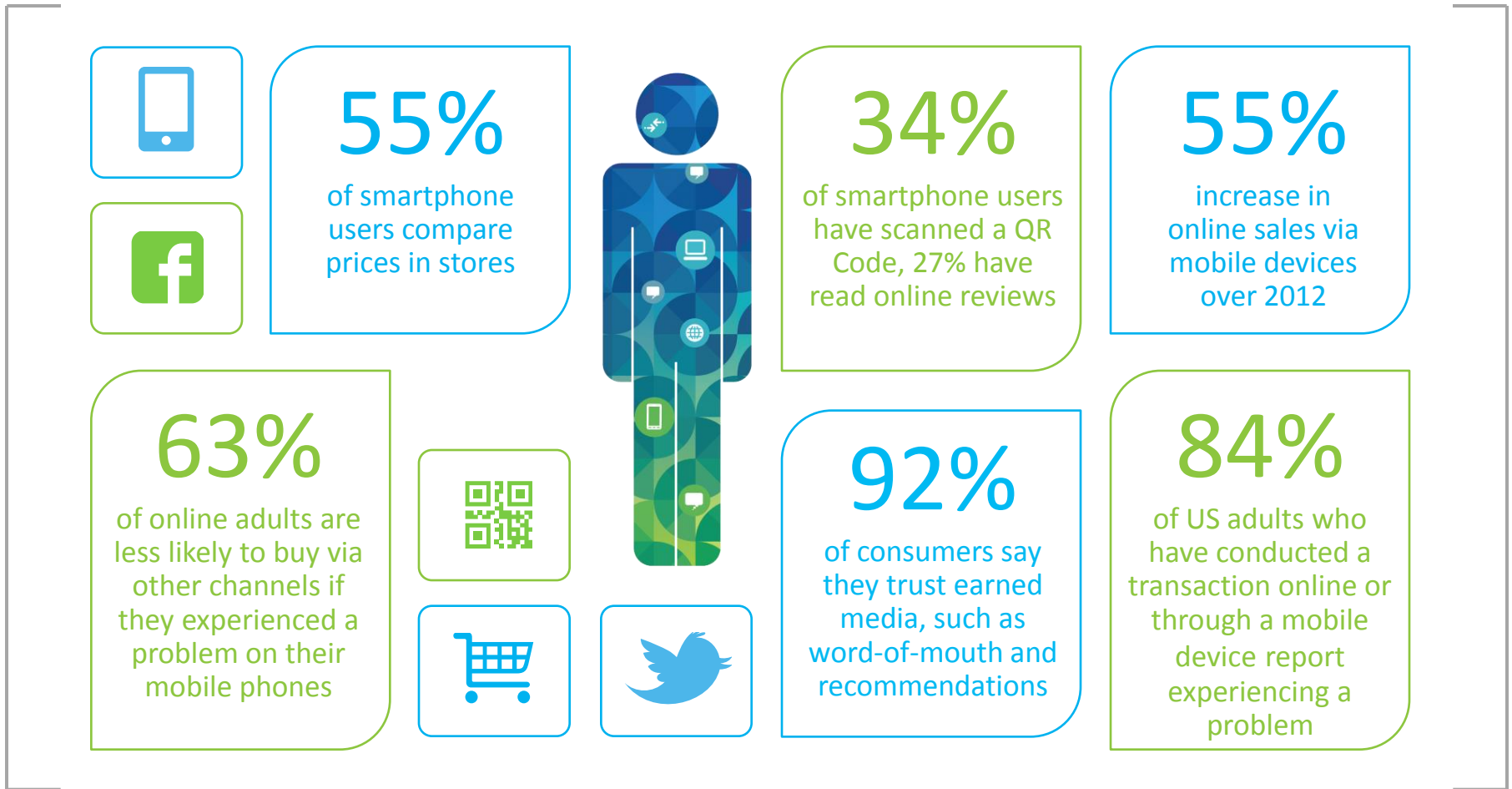
Smarter Commerce Leader: Middle East, Africa, Turkey, Pakistan

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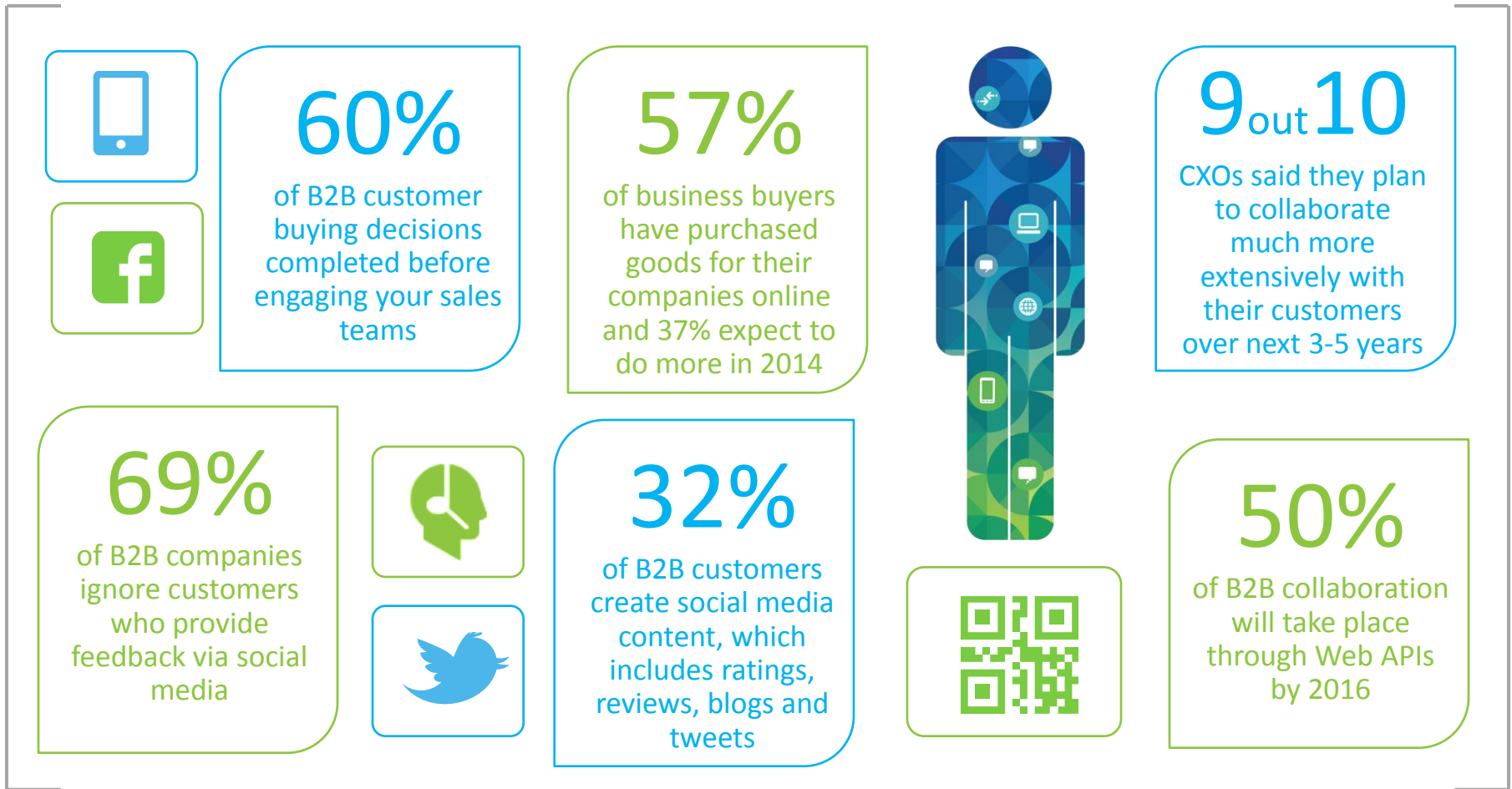
# Mobile and social are reshaping business



Sources: IBM, Forrester, Tealeaf and Emphatica Reports



## Businesses face new challenges every day





# Customer expectations are soaring

They want:



- you to know them as an individual
- simple, yet feature-rich self-service capabilities
- a seamless and integrated experience
- relevant, timely promotions
- a flawless post-purchase experience



# It affects all industries

## Communications



Energy & Utilities



Media & Entertainment



Telecommunications

## Distribution



Consumer Products



Retail



Life Sciences

## FSS



Banking/Financial Markets



Insurance

## Industrial



Aerospace & Defense



Automotive



Chemical & Petroleum



Electronics

## Public



Education



Government



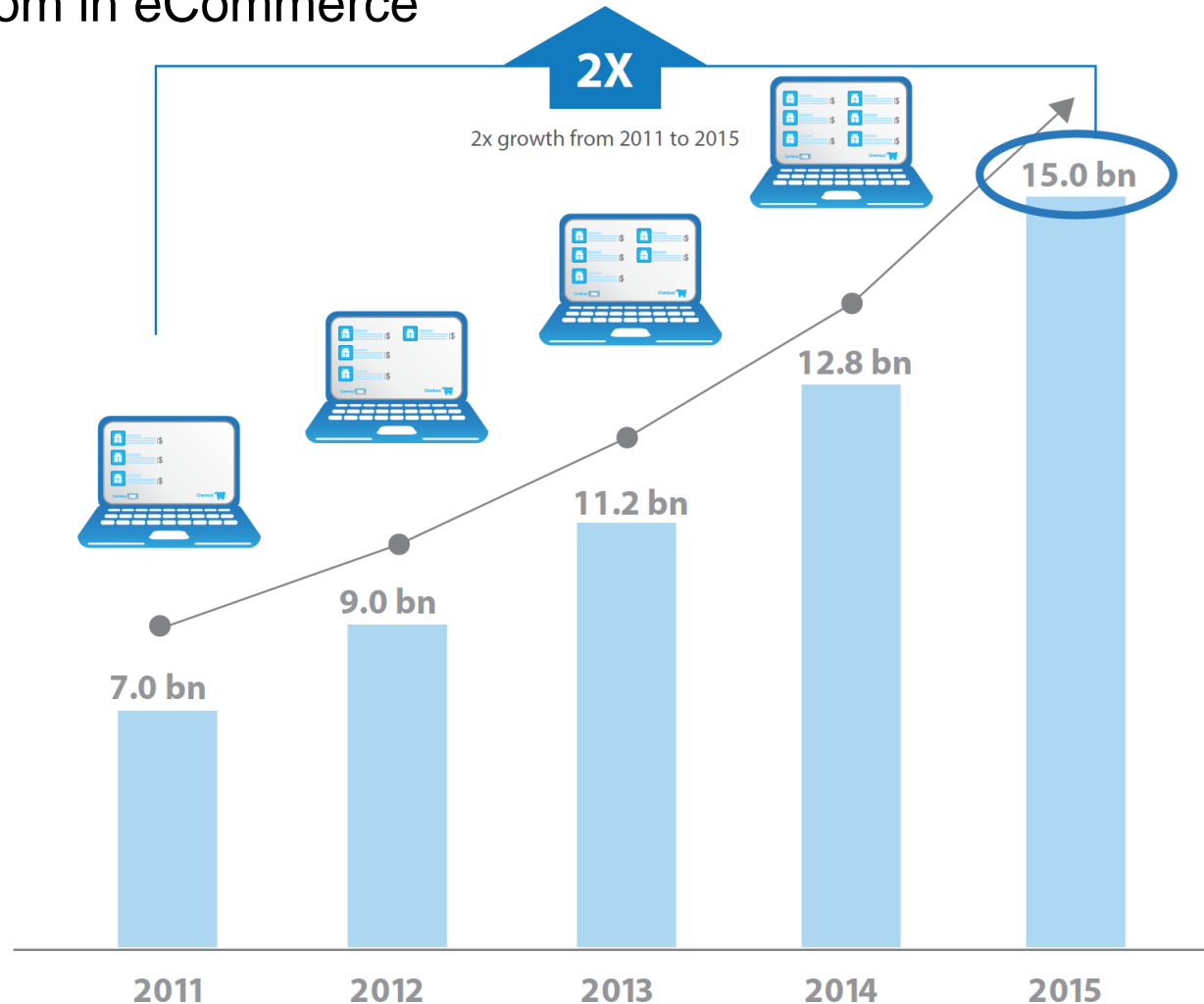
Healthcare



## And all geographies

Middle East to see a boom in eCommerce

- Estimated no. of internet users is 90 million
- 43% transact online
- 70 to 80% of online purchases of physical goods are paid COD, 30% online
- 15% of ME businesses have an online presence





## And we are NOT only talking about B2C Study B2C to Understand B2B Channels

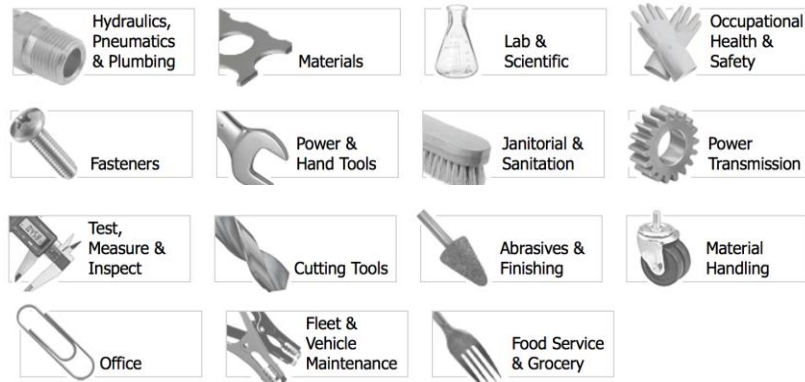
- Buyers are ALSO consumers
- They expect customer experience which will rival B2C sites
- B2B sites are playing “catch-up”
- Selling online represents a significant opportunity for B2B companies
- B2B companies that wait too long are taking big risks

Amazon Supply will eat your lunch

amazon<sup>beta</sup>supply

1,750,000+

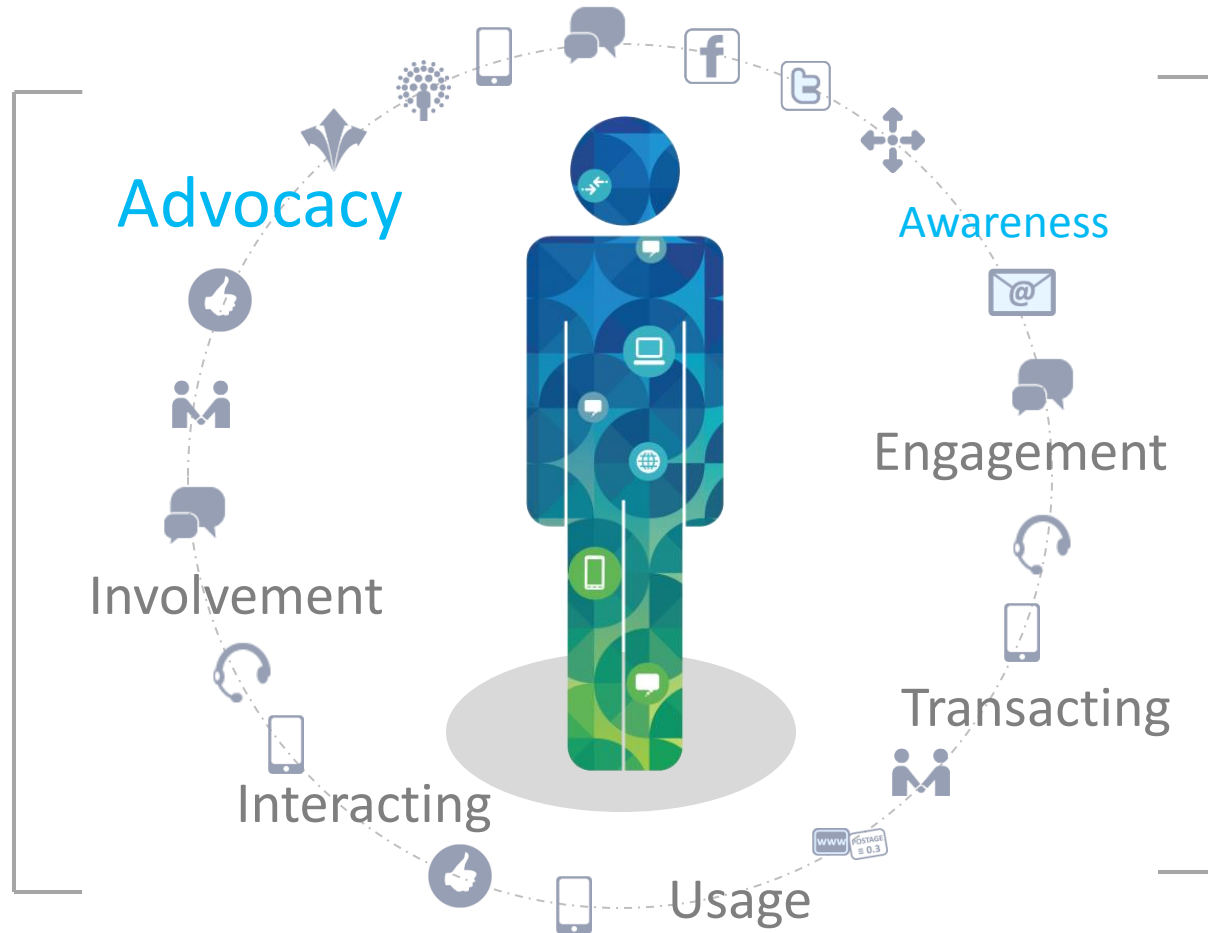
scientific, industrial, & business supplies  
and more added every day!







Because moments matter ....  
every interaction is important





# Leaders are taking an integrated approach to commerce

Puts the customer at the **center** of your commerce processes



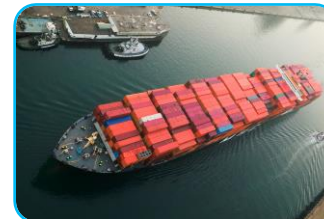
**Anticipates** and deliver across mobile and social



Applies deep insights to take **action** in real time



**Optimizes** procurement based on demand



Extends core systems to **synchronize** your value chain





# Delivering superior customer engagement every time, in every context

A supply chain  
**prepared**  
for the unpredictable



Marketing targeted to every customer



**personally**

Service that **knows**  
what customers want  
before they do



Selling that's there for your customers,



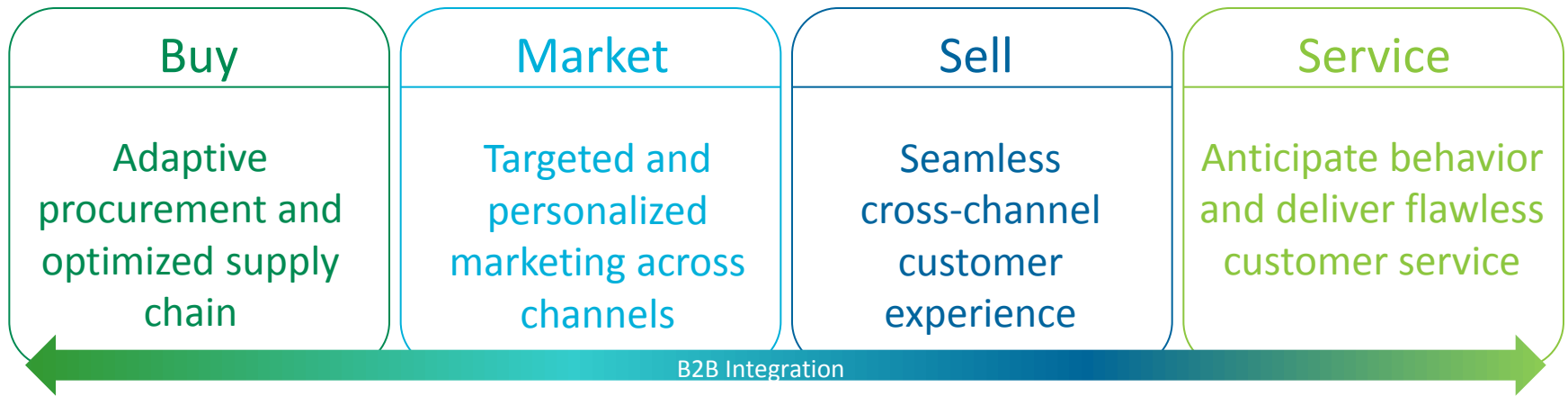
**wherever** they are



# IBM's integrated portfolio for Smarter Commerce

## Smarter Commerce Services

Core Business Solutions and Processes



Social Business | Mobile Enterprise | Big Data & Analytics | Cloud

## Smarter Computing Infrastructure

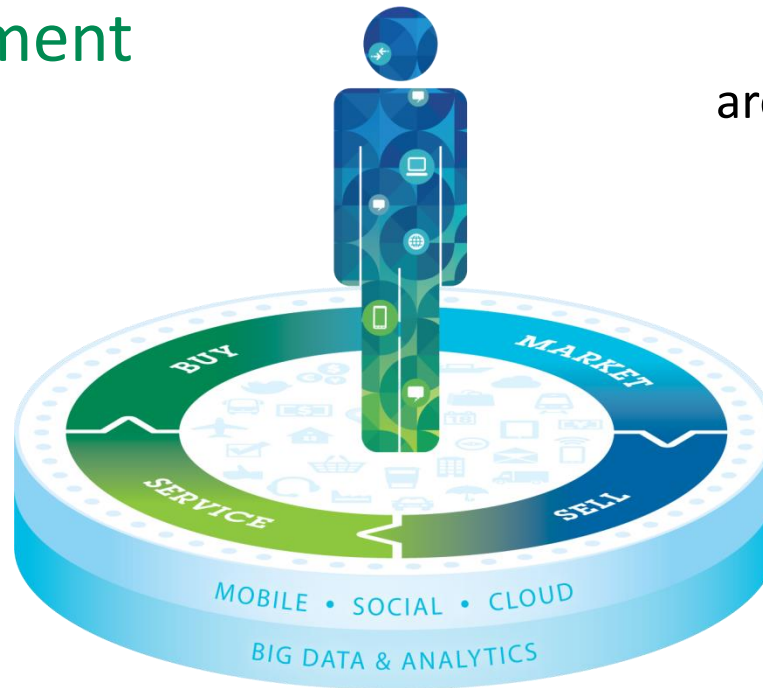


# Smarter Commerce synchronizes the value chain

Visibility and order status

**adapt procurement**  
and logistics

All customer  
**interactions**  
are a market opportunity



Insight from all channels  
through analytics

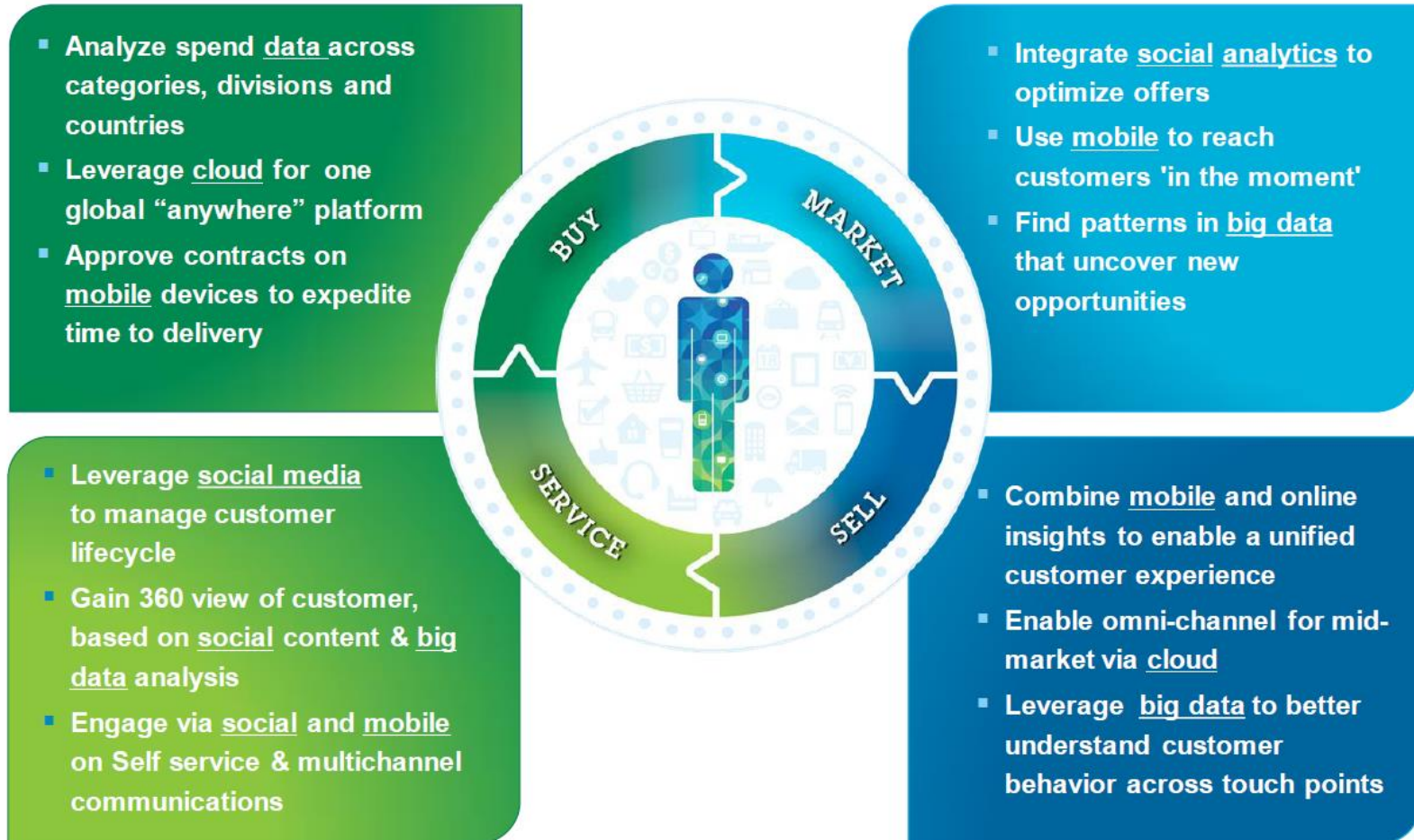
**improves loyalty**

Promotions, guided selling  
and precision marketing

**drive sales**



## Our solutions are infused with mobile, social, analytics and cloud capabilities





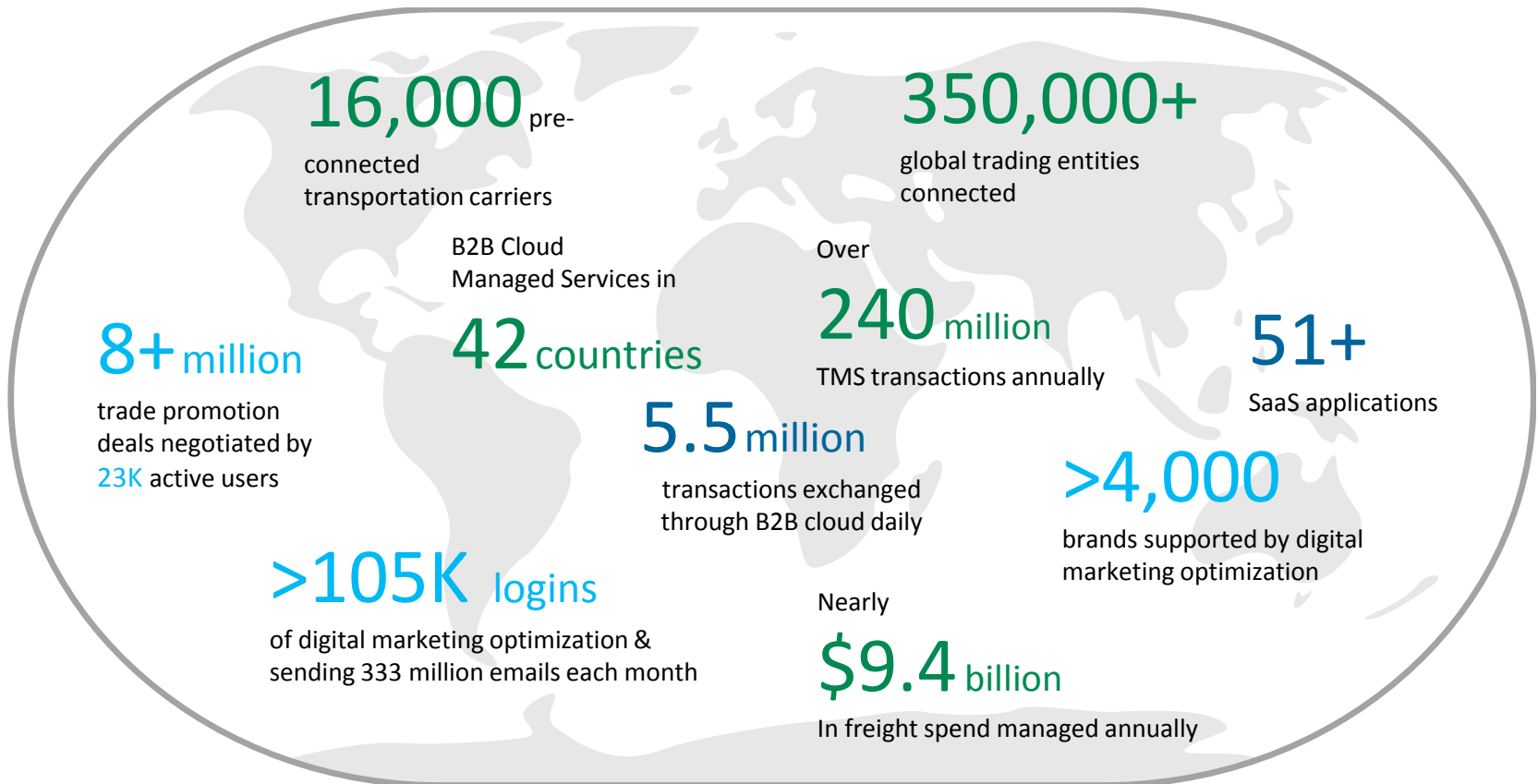
## And leverages Cloud and SaaS Solutions to deliver exceptional customer, partner experiences

Buy

Market

Sell

Service





# Engaged companies create systems of satisfaction with customers, partners and suppliers

## Understand

Understand your customers, needs desires and context

*Make it personal.*



## Engage

Engage in real-time with your customers partners and suppliers

*Maximize the moment.*

## Connect

Connect with your customers and your value chain

*Satisfy at the speed of life.*





# The proof: Industry analysts named IBM the leader



Ecommerce solutions and commerce consulting



Seven major analyst reports on marketing solutions



Social Analytics and Intelligence



Strategic sourcing and procurement services



Market Star Performer for procurement outsourcing



Mobile collaboration software



Enterprise social software and horizontal portals



Global Digital Marketing Agencies





# The proof: Transform your partner and supplier relationships

**\$57**  
billion

in annual procurement spend managed on behalf of our clients

**2.0**  
billion

documents exchanged electronically on the IBM cloud-based B2B network

**350,000** entities on the IBM cloud-based business-to-business (B2B) network, trading in real time

**11**  
percent

average savings of total sourced spending experienced by companies





# The proof: Transform your customer experiences



**\$34**  
billion

in sales of the  
Internet Retailer Top  
500 powered by IBM  
WebSphere®  
Commerce software

**2,500**

customers worldwide  
that depend on our  
marketing solutions

**\$100**  
billion

of commerce  
from our retail  
clients analyzed in  
our benchmark  
report

**14**  
million

combinations of  
products and  
services that are  
configured to order  
for one company



# Begin with these questions for your Smarter Commerce journey

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Does your business model adapt to capitalize on new market opportunities?

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Can your operations anticipate and adjust dynamically to market conditions?

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Do you deliver exceptional customer experience across all touch points?

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Are you leveraging customer insight to reshape your business?

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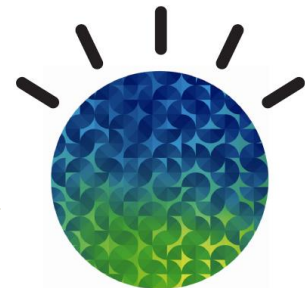
Could your supply chain interrupt service to your customers?

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## Partner with IBM for Smarter Commerce

- Industry leading portfolio for Buy, Market, Sell and Service
- Flexible, modular, open, integrated, optimized
- Real-time social, mobile and analytics capabilities integrated throughout the solutions
- Dedicated commerce consulting and systems integration practice with over a thousand experts
- Innovation through IBM Research and patent leadership for 20 years
- Over 2,000 of the world's top brands rely on IBM to improve their business insight and execution





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