

Breakout Session Customer Speakers

The Smarter Commerce Global Summit, Madrid offers attendees a wide range of best practices and approaches from other IBM customers. See what sessions and presentations some of today's leading brands and organizations will be leading at the conference.

Buy: Sessions for Supply Chain, Procurement and B2B Integration Professionals

ABB

- How ABB Manages Proactive versus Reactive Risk Management

Barclay's Bank

- Managed File Transfer: The Foundation for Your Growth Initiatives

Irish Dairy Board

- B2B Enables Smarter Commerce
- Panel: Building a business case for Smarter Commerce supply chain initiatives

Red Eléctrica

- Reducing costs and carbon emissions by optimizing power supply strategies

Anglo American PLC

- Controlling the Contract Process - 5 Strategies to Minimize Your Organization's Risk Profile

Danone

- How Value Chain Synchronization on the Cloud Accelerates Supplier & Partner Engagement

KBC

- Simplifying Large-Scale File Transfer Deployments

Thomson Reuters

- CPO Challenge: Manage and Measure

Bayer Technology Services

- The Supply Chain Revolution: Using Optimization to Manage & Leverage Information

Deutsche Telekom AG

- Global end-to-end sourcing and contract management process. How Deutsche Telekom successfully managed the transition

Philips Consumer Lifestyle

- Stay Ahead of the Curve: Using Analytics to Enhance Your Value Chain & Deliver Differentiation
- Panel: Building a business case for Smarter Commerce supply chain initiatives

Market: Sessions at the Marketing Innovation Summit

Bank of Montreal

- Challenges & Opportunities: Marketing Leaders Discuss IBM's CMO Study
- Live Customer Interactions Part of a Cross-channel Marketing

ING

- Digital Insight, Cross-channel Results
- Using Digital Behavioral Data to Improve Cross-Channel Marketing

Belgacom

- Streamlining Processes and Increasing Collaboration to Improve Targeted Marketing

Speedo

- Hyper-Personalization: How Today's Digital Marketers Are Engaging the Individual Customer

Boots UK

- Challenges & Opportunities: Marketing Leaders Discuss IBM's CMO Study
- Using Digital Behavioral Data to Improve Cross-Channel Marketing

OgilvyOne

- What are Your Customers Really Worth?

Market: Sessions at the Marketing Innovation Summit

wehkamp.nl

- Beyond Dashboards: Driving Marketing Returns with Digital Analytics
- Multiple Devices, One Customer: Unifying the Digital Experience Across Mobile and Online Channels
- Using Digital Behavioral Data to Improve Cross-Channel Marketing

Telstra

- Challenges & Opportunities: Marketing Leaders Discuss IBM's CMO Study

Sell & Service: Sessions for e-commerce, order to delivery and customer service professionals

Bouygues Telecom

- Expanding Your Online Channel to Mobile Commerce

Dahl

- Understanding and Implementing Search-Driven Commerce
- My Cross-Channel Selling Solution Now Includes Mobile!

El Corte Ingles

- Delivering a Positive Cross-Channel Retail Experience

Home Retail Group

- Delivering on Home Delivery with Order Management

Koch, Neff & Volckmar GmbH

- Delivering a Successful Cross-Channel B2B Customer Experience

REPSOL

- Enhancing Gas Distribution Supply Chain Planning with Optimization

Netherland Railways

- Life on the Tracks: Optimisation Methods to Improve Profitability and Customer Satisfaction

VistaLogix

- VistaLogix helps clients rejuvenate their supply chain using cloud-based technology for global transportation management

Whirlpool

- Whirlpool - A new approach to retail marketing in Europe enabled by eCommerce

Industry: Sessions focused on Smarter Commerce for your industry

Dannon

- Consumer Product Manufacturers Build Life-Long Relationships with Consumers

ING

- Promoting Financial Services Products: Right Target, Time, Place and ROI!

Siemens

- Five Ways Smarter Commerce can Reduce Supply Chain Risk for Electronics Manufacturers

Irish Dairy Board

- How Smarter Commerce Helps Consumer Product Manufacturers Reduce Supply Chain Risk

Lenovo

- Five Ways Smarter Commerce can Reduce Supply Chain Risk for Electronics Manufacturers

SMA Solar

- How Electronics Companies are Transforming Sales & Service to Increase Customer Loyalty

Bayer Technology

Services

- How Smarter Commerce Helps Consumer Product Manufacturers Reduce Supply Chain Risk

Panasonic

- Electronics Manufacturers: Three Reasons You Should Pay Attention to Social Media and Digital Marketing