Top 5 reasons to attend

FOR **IT EXECUTIVES FOR B2B INTEGRATION AND SECURE FILE TRANSFER**

While at the **Smarter Commerce Global Summit 2013 Nashville**, you can enhance your skills as an innovative leader in your company. As a business leader or practitioner, you will learn how to:

- **Transform** marketing along the buyers' journey by applying science to the art of marketing
- **Optimize** the supply chain and seamlessly integrate with trading partner networks
- **Drive** customer-centric commerce across all channels
- **Fulfill** and service your customers to keep them satisfied and coming back for more

Join the conversation:
#SmarterCommerce

1 **Streamline the flow.** Discover how to automate the complete "buy-sell-ship-pay" process with your external partners.

2 **Get smarter.** Hear the latest on B2B with dedicated breakout sessions focused on innovation and best practices.

3 **Rub elbows with the best.** Network and share best practices with peers, thought leaders and trend spotters.

4 **Roll your sleeves up and dig in.** Get invaluable hands-on experience with the latest tools and solutions from IBM and IBM leading Business Partners.

5 **Access the latest research.** Learn the unexpected results returned from over 400 supply chain executives in a recent IBM-sponsored survey.

Register online: ibm.com/commerce-summit

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Sessions will help you:

- Learn how secure and reliable data exchange between partners and suppliers is the imperative underpinning for achieving Smarter Commerce

- Improve responsiveness by supporting any data type or format with over 300,000 pre-connected trading entities

- Grow your business with our cloud based, scalable B2B infrastructure and support services to respond to business demand for more partner connections and collaboration

- Apply managed file transfer security and governance policies to person-to-person file transfers

- Enable business users to transfer large files without IT support

- Grow your business – Leverage our cloud based, scalable B2B file transfer infrastructure and support services to respond to business demand for more partner connections and collaboration

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