



# Top

# 5

# reasons to attend

FOR eCOMMERCE PROFESSIONALS  
CUSTOMER EXPERIENCE AND  
SALES PROFESSIONALS

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:  
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- 1 Stay current.** Learn the latest multi-channel commerce trends and fulfillment solutions in order to deliver a seamless customer experience.
- 2 Optimize your business across all channels.** Learn how to embrace new channels and engage seamlessly with your customers in all business interactions (online, over the phone and in person).
- 3 Leverage the cloud.** Learn about Smarter Commerce on Cloud and solutions that enable companies to accelerate time to market for new solutions.
- 4 Learn from the best.** Find out how successful companies are incorporating customer experiences into their daily workflow.
- 5 Tune into all channels.** Discover how to best leverage mobile and social media.

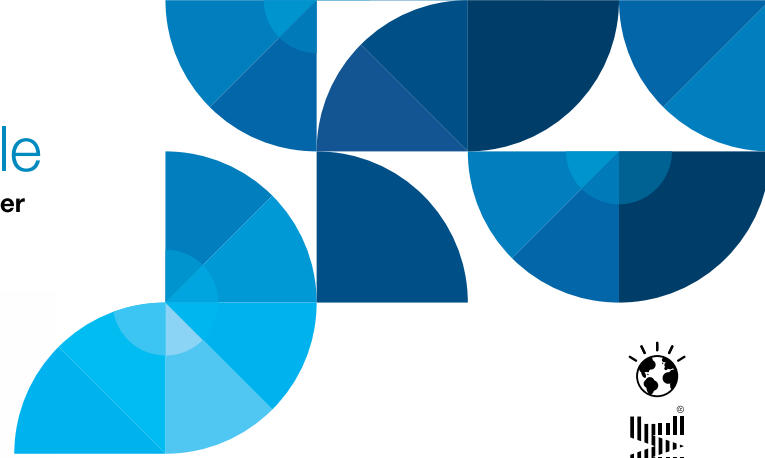
Register online: [ibm.com/commerce-summit](http://ibm.com/commerce-summit)

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# Global Summit 2013 Nashville

May 21-23, 2013 | Gaylord Opryland Resort & Conference Center

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### Sessions will help you:

- Deliver highly personalized and unified buying experiences across all customer touchpoints (web, mobile, social, store) for increased revenue and market share
- Increase customer satisfaction and brand loyalty through seamless cross-channel fulfillment while maintaining full visibility throughout order lifecycle process
- Better understand complex product and services configuration, pricing and quoting
- Dynamically link merchandising and content strategies to online search activity to offer immersing, context-aware shopping experiences
- Increase wallet share and average order size
- Improve attach rate (cross-sell / up-sell) through highly personalized and targeted offers based on online behavior and preferences
- Gain a deeper understanding into IBM Websphere Commerce, Sterling Commerce, Coremetrics and Tealeaf and other IBM solutions to maximize your marketing and selling solution investments

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