# Smarter Commerce Global Summit 2011

Redefining commerce in the age of the customer
September 19–21, 2011 | San Diego Marriott Marquis & Marina

## Post Conference Education and Labs

These hands-on labs will be an opportunity for participants to gain deeper insights into Smarter Commerce solution portfolio capabilities through hands-on and interactive sessions that support the other Solution Program tracks. Technical education will help participants learn how to extract more value out of existing investments in solutions at the core of Smarter Commerce. Lab sessions will enable participants to increase their technical and practical solution knowledge. Spaces will be limited, to enhance the knowledge transfer.

### Solution Leadership Program

**Thursday, 22 September  8:00 a.m. – 9:30 a.m.**
**Test Drive IBM Sterling Configurator with WebSphere Commerce**

Thinking about implementing a sales configurator for your web page or your sales people to ensure correct orders for complex products? Test drive the IBM Sterling Configurator and see for yourself how simply and efficiently the modeling application lets you build complex configurable products. In a series of simple steps, you will create a configurable model including various types of rules and make UI changes to make it easy to use by novice users or experts alike. Then, take a look at it in the WebSphere Commerce-powered storefront as shoppers or buyers would see it.
**Speakers: Christina Li, IBM Canada; Matthew van der Heijden, IBM**
Level: Beginner
**Location: Marriott 1**

**Thursday, 22 September  8:00 a.m. – 9:30 a.m.**
**Managing Site Search with WebSphere Commerce Search**

This lab will demonstrate strategies and techniques to optimize WebSphere Commerce for site search & navigation, and how to leverage precision marketing tools to manage the search experience and influence search results.
**Speakers: Marco Martinez, IBM; Daniel Dunn, IBM Canada**
Level: Beginner
**Location: Marriott 2**

**Thursday, 22 September  8:00 a.m. – 9:30 a.m.**
**Smarter Sourcing with IBM Sterling Order Management**

This lab will demonstrate strategies and techniques in IBM Sterling Order Management to fulfill your promise of a perfect order. You will have an opportunity to create sourcing rules across products, logistics and services availability, and see IBM Sterling intelligently source lines of an order from the optimal location.
**Speaker: Tom Burns, IBM**
Level: Beginner
**Location: Marriott 5**

**Thursday, 22 September  8:00 a.m. – 9:30 a.m.**
**Wizard-based Navigation in IBM Sterling Call Center**

Experience hands-on the intuitive wizard-based flow to create an Order in IBM Sterling Call Center. In this session, you will see how Call Center logically steps you through key screens while presenting you with only relevant tasks.
**Speaker: Doug Magie, IBM**
Level: Beginner
**Location: Marriott 6**

**Register: www.ibm.com/events/commercesummit**

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## Post Conference Education and Labs

**Thursday, 22 September  10:30 a.m. – 12:00 p.m.**
**How to Reduce TCO with WebSphere Commerce Store Test Automation**
The lab will start with a review of the Test assets as part of the Starter Store Companion Assets – the test plans, test cases, and automated test scripts. Lab attendees will then have the opportunity to modify existing test cases and scripts based on changes made to the starter store.  **Speakers: Steve McDuff, IBM Canada; Daniel Dunn, IBM Canada**
Level: Beginner
**Location: Marriott 1**

**Thursday, 22 September  10:30 a.m. – 12:00 p.m.**
**Deploy Your Mobile Store with WebSphere Commerce**
See how you can control the content of your mobile channel and how you can market specifically to mobile shoppers. You will get a first-hand opportunity to define catalog content for the WebSphere Commerce-powered mobile channel, target promotions at mobile shoppers, and preview the store before it is deployed to production.  **Speakers: Michael Au, IBM Canada; Nicolai Nielsen, IBM Canada**
Level: Beginner
**Location: Marriott 2**

**Thursday, 22 September  10:30 a.m. – 12:00 p.m.**
**Inventory Availability and ATP in IBM Sterling**
Real time inventory information can be harnessed effectively to increase customer satisfaction and reduce inventory stock outs. In this lab session, you can see the effect of changes to incoming supply on the availability picture and on the choices it presents you while creating an order.
**Speaker: Tom Burns, IBM**
Level: Beginner
**Location: Marriott 5**

**Thursday, 22 September  10:30 a.m. – 12:00 p.m.**
**IBM Sterling Business Process Pipelines**
This session is for business analysts and architects who are looking for ways to define a business process workflow, and have the ability to direct the flow of an order in a manner that reflects their business.
**Speaker: Doug Magie, IBM**
Level: Beginner
**Location: Marriott 6**

**Thursday, 22 September  1:00 p.m. – 2:30 p.m.**
**Test Drive WebSphere Commerce Social Commerce Features**
Take this opportunity to try out, first-hand, WebSphere Commerce's social commerce capabilities such as rating and reviews, remote widgets, social bridging, and co-shopping.
**Speakers: Brett King, IBM; Krishnan N, IBM India Private Limited**
Level: Beginner
**Location: Marriott 2**

**Thursday, 22 September  1:00 p.m. – 2:30 p.m.**
**Advanced WebSphere Commerce Tuning**
During this workshop we will demonstrate the latest insights in tuning WebSphere Commerce in advanced configurations.
**Speakers: Ali Asghar, IBM Canada; Mikhail Genkin, IBM Canada**
Level: Intermediate
**Location: Marriott 1**

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**Smarter Sourcing with IBM Sterling Order Management**
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Level: Beginner
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**Thursday, 22 September  1:00 p.m. – 2:30 p.m.**
**IBM Sterling Intelligent Alerts**
The alert framework in the IBM Sterling suite lets you manage commitments with proactive alerts, as well as stay on top of exceptions in the supply chain. In this hands-on session, you will be able to view the lifecycle of a business alert and the steps that your enterprise can take to proactively respond to such situations.  **Speaker: Doug Magie, IBM**
Level: Beginner
**Location: Marriott 6**

**Register: www.ibm.com/events/commercesummit**
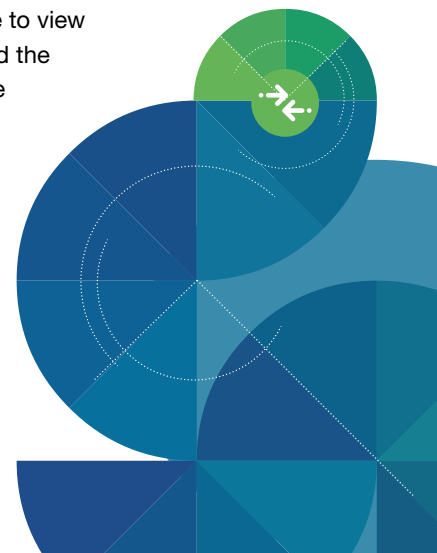
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## Post Conference Education and Labs

### Thursday, 22 September  3:30 p.m. – 5:00 p.m.
### Building Services for Cross-Channel WebSphere Commerce Solutions

This lab session is for architects, consultants and developers who will be implementing WebSphere Commerce solutions. Hands-on training will be provided on how to develop services which will be consumed by various touch points, e.g. web, mobile, gift registry applications. The session also covers the WebSphere Commerce SOA-based programming model and how to build business logic that can be re-used across different channels. **Speakers: Krishnan N, IBM India Private Limited; Scott Guminy, IBM Canada**
Level: Beginner
**Location: Marriott 1**

### Thursday, 22 September  3:30 p.m. – 5:00 p.m.
### WebSphere Commerce Management Center Usability Lab

The usability of WebSphere Commerce Management Center is central to creating an efficient business tool. In this usability session, you will be able to see new functionality and comment on the progress of the tooling development. Try new features and have your say on how these features work. **Speakers: Irina Tyshkevich, IBM; Mike Zacheja, IBM Canada**
Level: Beginner
**Location: Marriott 2**

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