



Top

5

# reasons to attend

FOR eCOMMERCE PROFESSIONALS  
CUSTOMER EXPERIENCE AND  
SALES PROFESSIONALS

While at the **Smarter Commerce Global Summit 2013 Monaco**, 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
- **Optimise** 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

1

**Stay current.** Learn the latest multi-channel commerce trends and fulfillment solutions in order to deliver a seamless customer experience.

2

**Optimise 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

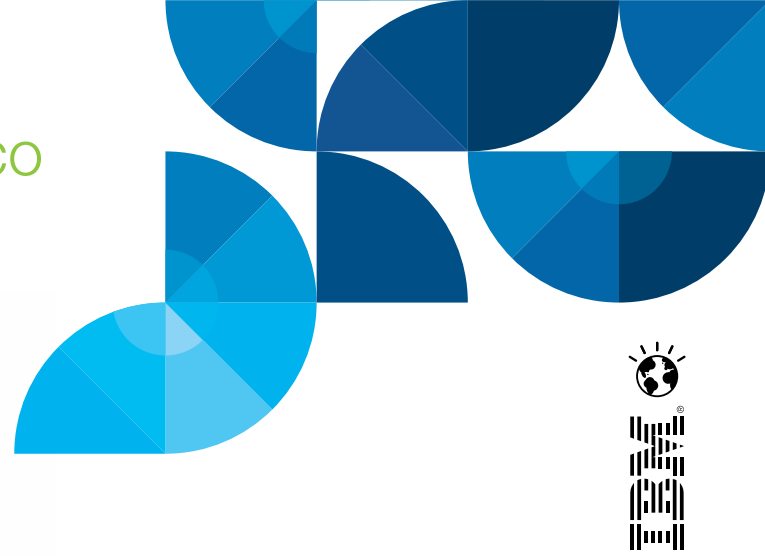
**Tune into all channels.** Discover how to best leverage mobile and social media.

Join the conversation:  
[#smartercommerce](#)



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

# Top 5



## reasons to attend

FOR eCOMMERCE PROFESSIONALS  
CUSTOMER EXPERIENCE AND  
SALES PROFESSIONALS

### Sessions will help you:

- Deliver highly personalised 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 personalised 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

Join the conversation:  
#smartercommerce



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