

SmarterCommerce

# Global Summit 2012 Madrid

22–24 May, 2012 | Hotel Auditorium Madrid



# Top

# 5

# reasons to attend

FOR PROCUREMENT  
PROFESSIONALS

While at the **Smarter Commerce Global Summit 2012 Madrid**, you can enhance your skills as an innovative leader in your company. As a business or IT practice leader, 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:  
#IBMSCGS

**1 Transform your procurement organization.** Hear best practice case studies to help your procurement transformation.

**2 Ensure compliance.** Take control of internal and external compliance across your procurement organization.

**3 Pro-actively address risk.** Get ahead of the game by tackling risk before events occur and be ready for anything.

**4 Drive more value.** Learn about solutions that provide the intelligence needed to make the right business decisions that drive the most value for your company.

**5 Gain new insights.** Experience the latest trends in strategic supply management and learn how organizations are leveraging these solutions to realize significant results.



Register online: [www.ibm.com/commercesummit-madrid](http://www.ibm.com/commercesummit-madrid)



# Top 5 reasons to attend

FOR PROCUREMENT PROFESSIONALS



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## Global Summit 2012 Madrid

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### 1 Transform your procurement organization.

Hear best practice case studies to help your procurement transformation.

Sessions will help you:

- Learn how leading procurement executives manage global savings programs and assure teams meet or beat their performance goals year over year.
- Discover how leading companies manage change and improve the performance of their global teams.
- Better understand how to improve productivity, increase savings realization and optimize working capital.

### 2 Ensure compliance.

Take control of internal and external compliance across your procurement organization. Sessions will help you:

- Understand how to improve end-to-end visibility into tendering and supplier selection and negotiation practices.
- Improve the contract approval process and ensure suppliers and vendors comply with relevant regulations and policies.
- Learn how companies have regained control over their telecommunications expenses and driven out significant costs.

### 3 Pro-actively address risk.

Get ahead of the game by tackling risk before events occur and be ready for anything the market throws at your supply chain. Sessions will help you:

- Learn how leading companies are avoiding interruption of supply, loss of property, brand damage and poor performance by taking a pro-active approach to supplier risk.

- Improve the monitoring of your suppliers' operations and performance and work with them on development programs.
- Identify ways to leverage the proliferation of data across multiple supplier touch points to ensure optimal decision making.

### 4 Drive more value.

Learn about solutions that provide the intelligence needed to make the right business decisions that drive the most value for your company. Sessions will help you:

- Analyze your costs by category and find new opportunities for savings.
- Improve your sourcing processes for critical direct and indirect materials and services and drive sustainable savings.
- Lock in savings through improved contract management processes.

### 5 Gain market insights.

Experience the latest trends in strategic supply management and learn how organizations are leveraging these solutions to realize significant results. Sessions will help you:

- Discover tangible solutions to global program management and vendor information challenges that you can implement immediately.
- Understand how Strategic Supply Management—a key element of Smarter Commerce—can improve your business performance.
- Build your network of procurement professionals, meet 1–1 with strategic supply management product experts and IBM executives.

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