

2011 Smarter Planet Innovation Awards

Smarter Commerce

A Faculty Award Program Sponsored by the IBM Academic Initiative



IBM is pleased to announce the 2011 Smarter Planet Faculty Innovation Award program, a competition designed to encourage the thoughtful development and incorporation of Smarter Commerce skills into existing Marketing, Business and IT curriculum.

BACKGROUND: Today's customers are dictating a new set of terms in the dynamics between buyers and sellers. Customers approach a sale empowered by technology and transparency, with more extensive information from more sources than ever before. They expect to engage with companies when and how they want, in person, online and on the go. And they want these methods to tie together seamlessly.

Smarter commerce curricula will help students recognize that the sale is just one aspect of customer interactions with the customer at the center of all operations. Smarter commerce turns customer insight into action, enabling new business processes that help companies buy, market, sell and service their products and services. It is a discipline and business process undergoing rapid transformation and requires solutions which are instrumented, interconnected and intelligent. IBM is seeking to partner with universities who desire to create and teach innovative curriculum which develops professionals who have the combination of value chain and technical skills needed to lead this transformation now and into the future.

The IBM Academic Initiative is seeking proposals for the design and development of teaching materials which will provide university instructors with courseware focused on the values and principles of developing and adopting smarter commerce based tools and solutions promoting topics such as:

- New approaches to the sourcing, procurement and distribution of goods and materials—from supplier and trading partner platforms to supply chain visibility tools—enable supply chain decision makers to synchronize supply to demand and gain better control over inevitable disruptions.
- Real-time, personalized promotions through customers media of choice. Studying the way customers use the web, email, phone and social networks to research and buy enables the firm to provide instant, targeted offers that yield high response, conversion and revenue rates. With powerful analytics and coordinated cross-channel marketing, personalized campaigns have become even more precise, and can be delivered through the most effective channels for each customer.
- Consistent consumer experiences across multiple shopping channels. Smarter commerce opens up customer options, such as checking product availability on the spot, and designating the best shipping location, essentially enabling customers to order anywhere and pick up anywhere. And companies with

B2B models can offer account-specific catalogs, contract-based pricing, complex product configuration and powerful order orchestration processes.

- Applying predictive modeling and analytics to better serve and retain customers. For example, using advanced data models, customers can be scored monthly with this information giving companies the opportunity to contact high-propensity customers proactively and resolve any issues before the customer switches to the competition. Smarter commerce offers approaches which provide excellent customer care in the months and years following purchases allowing for the use of customer insights to predict service needs and product installation and warranty issues to managing and tracking returns more efficiently.

Note: To see specific examples that contribute to [Smarter Commerce](#), visit IBM's Smarter Planet website.

A course module which enables Smarter Commerce is defined as one which combines the disciplines of 1) integrated supply chain and marketing principles with 2) need for open standards based information technology and 3) social-organizational change. The course module must also demonstrate the interactions of diverse types of complex service systems (eg: inventory, point of purchase, pre and post sale customer support, ...) and the need to use information to create real customer insights to improve customer experience and business results.

The materials should be organized so that they may be used in whole or in part to teach students in lecture or on-line university offered courses and/or train internal university employees. All materials should be reproduction-ready and be electronically deliverable. Teaching materials should include:

- chapter-by-chapter course notes
- presentation slides and/or multimedia files for easily presenting the material to students
- course data sets for easily demonstrating the concepts being discussed
- practice exercises to enhance students' comprehension

The proposed curriculum should ideally build towards the combination of following business + IT skills:

- Customer service and/or integrated value chain best practices
- IT best practices
- Creative and critical thinking, analysis and synthesis
- Communications across disciplines, including leadership, collaboration, and teaming
- Business case development and analysis
- Business project management
- Solution service strategy through understanding value creation
- Solution service design and modeling
- Solution service management and lifecycles to ensure quality

The proposal should include an advisory listing of different general methods and techniques which are recommended to be covered for each skill and corresponding technologies.

Materials submitted by award winning recipients will be made publicly available at no cost to other universities through the IBM Academic Initiative and may be cited on [ibm.com](#) and in workshops, conferences, and publications. Awards will be US \$10,000.

To qualify for these competitive awards, the submitter must be a full-time faculty member at an accredited college or university and a current member of [IBM's Academic Initiative](#) program.

How to submit proposals:

PROCESS: Your proposal should clearly state and outline the goal, approach and benefit of the curriculum. Please denote any open standards/technologies and IBM products/technologies which will be featured. Each proposal should also include an outline plan showing milestones, current funding (if any), the staff involved,

and any interested collaborators or sponsors.

Proposals will be reviewed based on the following criteria:

- Impact in demonstrating the problem/solution for Smarter Commerce IT solutions and open source technologies
- Simplicity of introducing need for IT reference architectures
- Promotion of innovative and systems thinking
- Multi-discipline focus
- Membership in [IBM Academic Initiative](#) program

Submitted entries will be judged by a panel of experts from IBM. IBM assumes no responsibility for computer system, hardware, software, network program, or other errors, failures, delays or malfunctions of any kind, whether human or technical in nature, in the transmission or receipt of emails or proposals.

Note: The proposal review committee will be announced shortly.

After the proposal committee reviews and identifies the winners, the winners will be assigned an IBM liaison who will work and collaborate with their assigned research group, monitor their progress, and provide helpful insight to improve the final submission. Moreover, the needed software and tools will be available to the winners through IBM's Academic Initiative. As this is a collaborative effort, the materials produced by award winners will be shared publicly available at no cost to other universities through the IBM Academic Initiative and may be cited on [ibm.com](#), workshops, conferences, and publications.

To submit a nomination, send an email to: awards@us.ibm.com with the subject line "Smarter Commerce Faculty Innovation Award proposal request".

You will receive an e-mail response with a link to a website where you will be able to submit your proposal.

Key dates - deadline times are 11:59 PM U.S. Eastern Time. Carefully note deadlines.

May 16, 2011	Online submission opens. Email requests sent before this date will be rejected.
September 27, 2011	Deadline for initiating a nomination.
October 3, 2011	Deadline for submitting a proposal.
Nov 2011 - Feb 2012	Award winners notified by e-mail.