

SmarterCommerce Global Summit 2014 Tampa

May 12-15, 2014 | Tampa Convention Center

Smarter Commerce: Moments Matter



Commerce and Supply Chain

Content designed especially for you

At the Smarter Commerce Global Summit, we will help you deliver exceptional experiences across all channels and make it easy for your customers to do business with you.

Exciting Keynote: Selling in a World of a New Digital Generation

The world of Commerce is evolving at a tremendous pace. Today, we have the empowered and connected customer driven by new mobile and social capabilities. Tomorrow will bring the next generation of customers and consumers, who grew up being continuously connected and who think, act and play in radically different ways.

To be successful will require an ability to continuously manage transformational change and to differentiate your brand in the market through innovation.

This session brings together an internationally recognized author and business thinker with an eCommerce practitioner with a proven record of success. They will discuss how companies should respond to and cater for this next generation of customers, and why every company should immediately develop a culture around innovation and continuous transformational change.

Topic and solution areas in this track include:

- Presence Zones
- WebSphere Commerce
- Configure, Price, Quote (CPQ)
- Order Management
- Warehouse Management
- Transportation Management
- Customer Analytics, and ILOG Analytics

Register now: ibm.com/summit