

Smarter Commerce PoT

IBM Hursley
February 2013



- **Welcome**
- **Logistics**
 - **Fire**
 - **Toilets**
 - **Breaks / Smoking**
 - **Lunch**
 - **Close / Taxi's**
- **Materials**
- **Workstations**
- **Feedback**

Time	
9:45	Introductions (Martin Tavener / All)
10:00	IBM Smarter Commerce & Demonstration (Martin Tavener)
	Break
11:00	IBM WebSphere Commerce (Dorothy Wang)
12:30	Lunch
13:30	IBM Sterling Order Management (James Brindley)
	Break
15.00	IBM Enterprise Marketing Management <ul style="list-style-type: none">- IBM Digital Analytics (Ross Stoner)- IBM Campaign (Stefan Klincewicz)
16:30	Conclusions, Wrap Up and Q&A (All)
16:45	Close



Martin Tavener
tavener@uk.ibm.com



Dorothy Wang
dorothy.wang@uk.ibm.com



James Brindley
james.brindley@uk.ibm.com



Stefan Klincewicz
stefan@uk.ibm.com



Ross Stoner
stonerro@uk.ibm.com