



SmarterCommerce
Global Summit 2011

Redefining Commerce in the Age of the Customer

September 19-21, 2011
San Diego, CA





IBM Smarter Commerce Global Summit 2011

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San Diego Marriott
Marquis and Marina



Smarter Commerce Global Summit 2011

There's no question that your customers are in charge. They have more information, more access, more influence. They're savvy, and they're smarter.

Smarter Commerce Global Summit 2011 provides business executives and IT professionals with insight and resources to effectively connect with these smart customers. An event like no other, it combines over 100 business and technical breakout sessions ranging from new technology, best practices, industry perspectives and visionary thinking, all to help you optimize your business.

If you're in financial services, retail, communications or manufacturing, this is the conference for you.

As only IBM can do, Smarter Commerce Global Summit provides an opportunity for dialogue among the brightest professionals representing top global companies, all in a single venue.

Register today at www.ibm.com/events/commercesummit and get ready to learn, share and make an impact!

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graph TD; A((Supply Chain B2B)) --> B((Commerce & Fulfillment)); B --> C((Marketing)); C --> D((Operations & IT Support)); D --> E((Customer Service & Support)); E --> A;
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**Supply
Chain B2B**

**Commerce
& Fulfillment**

**A must-attend
if you want to
optimize your
business.**

**Customer
Service &
Support**

Marketing

**Operations
& IT Support**

Smarter Commerce, Smarter Conference: Optimizing your Business in the Era of the Empowered Customer

Through focused, industry-specific sessions at Smarter Commerce Global Summit, you'll learn how Fortune 500 companies such as 1-800-Flowers.com, Office Brands, SunTrust Bank, Elkay Manufacturing, T-Mobile, David's Bridal, Lee Jeans, Praxair Inc., and The Scott's Miracle-Gro Company are using IBM Smarter Commerce solutions to successfully manage critical aspects of their businesses, including:

- e-Commerce
- Supply Chain Management
- Targeted and Personalized Marketing
- Mobile and Social Commerce
- Analytics and Insight
- Change Management

You'll also have the opportunity to demo the latest solutions from IBM and select business partners at our innovative Solution Showcase Center. And, ample breakout sessions, panel discussions and informal/after hours networking opportunities throughout the conference provide a forum to share best practices...and a few war stories.

Register at www.ibm.com/events/commercesummit



IBM Smarter Commerce Global Summit 2011

Business

BUY

MARKET

General sessions

THE
DOING BUSI

Business Role

Supply Chain B2B

Marketing

What you'll learn

Each session focuses on new technologies, trends and best practices that empower you to keep your competitive edge:

- Hear how others have increased efficiency without compromising customer service
- Discover solutions to improve productivity and response to supply/ demand volatility
- Learn the surprising results returned from over 400 supply chain executives in a recent IBM-sponsored survey
- Discover how Smarter Commerce can synchronize your value chain and deliver higher visibility for your customers and partners

Each session will show you how applying the latest technology to gain deep customer insight can create highly relevant, effective marketing campaigns across all channels:

- Learn how mastering the art – and science – of online marketing pays off big
- Social marketing ROI; how to anticipate and capitalize on the latest trends
- Get up close and personal with leading Marketing automation and web analytics solutions via a live demo of marketing automation, behavioral marketing and web analytics
- Get a sneak peek into the minds of CMOs – and the unexpected results – from IBM's recent CMO study

011 Overview

Leadership and Solutions Programs

SELL

SERVICE

THE EMPOWERED CUSTOMER BUSINESS IN A SOCIALNOMIC SOCIETY OPTIMIZE TO THRIVE

Commerce & Fulfillment

Each session gives you up close views of the latest multi-channel commerce trends and fulfillment solutions, all to help you deliver a seamless customer experience, every time:

- Learn how to not miss new opportunities and know if your customers are truly engaged on your site
- Examine commerce as a service, configure price quote on cloud and how to use the Salesforce.com integration for field sales
- Reveal how IBM Sterling Order Management and WebSphere Commerce can help you eliminate stock-outs and increase inventory turns
- Uncover key trends of multi-channel commerce and find out how successful companies are incorporating customer experiences into their daily workflow

Operations & IT Support

Each session will leave you with in-depth insight to help maximize the assets you already own – despite technology constantly evolving:

- Learn how to identify, capitalize on and support the most relevant innovations
- Roll up your sleeves and get hands-on experience with advanced WebSphere commerce tuning and deployment
- Test drive IBM's Sterling Configurator and see how simple it is to build complex configurable products

Customer Service & Support

Each session will show you how to get inside customers' minds and improve business performance by leveraging analytics:

- Smarter commerce for smarter customers: Learn how to create a flawless customer experience that keeps them coming back
- Get your questions answered by analysts and executives for invaluable insight into what customers really want and expect from your business
- Learn how to consistently deliver quality experiences that turn loyal, happy customers into greater profitability

Register at www.ibm.com/events/commercesummit

Key Speakers

Jerry Baklyck

Director, Interactive Technology
David's Bridal

Chris Barca

Vice President, Ecommerce
1-800-FLOWERS.COM, Inc.

Steve Bugher

eBusiness Manager
xpedx

Przemek Czarnecki

*Director of Web &
e-Commerce Develop*
T-Mobile USA, Inc.

Heidi Henderson

Logistics Systems Analyst
HP Hood LLC

Jakob Janzon

*Vice President, Strategy &
Business Development*
Praxair

David Martin

*VP Supply Chain Business
Processes*
JBS USA

Jeff Molander

Author, Off the Hook Marketing

Ritesh Patel

CIO
Office Brands

Erik Qualman

*Author, Socialnomics, How Social
Media Transforms the Way We
Live and Do Business*

Todd Simon

*Director of Enterprise
Architecture and Web Services*
Elkay Manufacturing

John Thompson

SVP, Strategic Sourcing
Infrastructure
SunTrust Banks, Inc.

Register Today and Make an Impact on Tomorrow

Smarter Commerce Global Summit 2011

With an unparalleled focus on innovations and trends in mobile, ecommerce, customer experience, management and more, this is the place to:

- Learn about relevant solutions for today's real-world issues from industry leaders
- Network and share best practices with peers, thought leaders and trend spotters from around the world
- Gather insight and knowledge about today's trends and the future of your industry
- Discover how to leverage the full power of WebSphere Commerce, Sterling Commerce Selling and Fulfillment solutions and more
- Get invaluable hands-on experience with the latest tools and solutions from IBM's leading partners

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San Diego: A World-Class City Suited for World-Class Leaders

From stunning beaches to world-class art galleries, fabulous dining to amazing shopping, San Diego offers something for every taste and interest. After hours, we invite you to network, explore and mingle with your peers from across disciplines and across the globe... and have some fun! The San Diego Marriott Hotel & Marina offers a superior level of service in a lush resort setting and an atmosphere that lends itself beautifully to business and leisurely pursuits. With its ideal location adjoining the Convention Center and Seaport Village, it puts you close to San Diego's popular attractions and landmarks, providing uncommon convenience and an extraordinary experience from the moment you arrive.

VIP Events

As an IBM Smarter Commerce Global Summit attendee, you're a VIP with an all-access pass to one-of-a-kind special events. Join us Tuesday, September 20, in beautiful Embarcadero Park for "A Taste of San Diego". Learn to surf like a local in our surfing simulator, sample local micro-brews and the culinary delights of Celebrity Chef Brian Malarky. Taste local wines, chocolate, fresh corn tortilla and olive oil, and dance the night away with four live bands on the main stage.





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