

Smarter Commerce Global Summit 2011



Redefining commerce in the age of the customer
September 19–21, 2011 | San Diego Marriott Marquis & Marina

Sell and Service: Innovations in Customer-Centric Selling and Service

Welcome to the age of the “smarter consumer.” Businesses and individual customers alike are more informed than ever, using the latest information to influence how, where, and when they buy with high expectations of the customer experience. The question for today’s sellers is, how will *you* deliver the best customer experience possible across all sales channels, driving greater revenue, profits, and brand loyalty? These sessions will provide insight and strategy for delivering an informed, compelling, and seamless customer sales experience from the initial contact to completing the sale and order fulfillment.

Business Leadership Program

Monday, 19 September 1:30 p.m. – 2:30 p.m.

Mass Customizing Goods and Services

Companies that thrive bring simplicity, not complexity, to their customer’s world. In many sectors, the technical complexity in selling products and services continues to increase, which can increase the complexity of the sales process and degrade the customer experience – resulting in lost sales. This session will discuss strategies and solutions for helping businesses simplify and optimize configure-to-order sales environments and process to ensure customer ordering is simple, fast, and accurate. **Speaker: Joseph Pine, Strategic Horizons**
Location: Rancho Santa Fe 2

Monday, 19 September 4:15 p.m. – 5:15 p.m.

Intelligent Sourcing to Meet Customer Expectations with Real-Time Inventory

Can your inventory system fulfill orders based on optimal service and efficiency requirements? Instead of taking markdowns, intelligent sourcing creates efficiency that prioritizes order fulfillment to better serve customers and safeguard profit margins. Learn how to carry as little inventory as possible while still meeting the promise to the customers. **Speaker: Rick Odorico, Dal Tile**
Location: Rancho Santa Fe 2

Tuesday, 20 September 10:00 a.m. – 11:00 a.m.

Using eCommerce to Boost Cross-Channel Buying

Once customers have sampled the cross-channel buying experience their expectations are forever elevated. And, statistics show that cross-channel consumers are 2-4 times more valuable than their single-channel counterparts. Learn what happens when you marry best-in-class eCommerce, cross-channel order management, and mobile solutions to redefine the customer experience while driving increased operational efficiency. **Speaker: Gene Alvarez, Gartner**
Location: Marriott 6

Tuesday, 20 September 11:15 a.m. – 12:15 p.m.

Catalog and Content Management for Cross-Channel Selling Success

Combine the Internet, social media and mobility, and you get consumers who have access to content anytime, anywhere. But, are you offering the accurate information across channels that customers need to make an informed decision? Does the product’s online price conflict with the in-store price? The fact is, purchase decisions are made by the information that is or isn’t provided on the product page. And, when a purchase is made without the proper information, the likelihood of a return increases. Both situations impact revenues. With this session

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you will learn how catalog and content management can help you increase conversion rates and decrease product returns. **Speaker: Michael Jacobs, Virtucom Group**
Location: Torrey Pines 2

Tuesday, 20 September 1:30 p.m. – 2:30 p.m. **Selling & Fulfillment Solves xpedx's Complex Business Needs**

Distributors face increasing and complex businesses requirements. Growing the business requires flexible selling models; leveraging branded storefronts and sales experiences to establish new business relationships while not adding more complexity to a single fulfillment model often based on geography.

xpedx, International Paper's distribution business, is achieving growth by providing services and products its customers demand, expanding its product catalog and providing consistent product delivery. Join this session to learn of the demands on distributors in a modern and increasingly complex world, and leave with a clear understanding of how IBM partnership positions xpedx to meet these demands. **Speaker: Steve Bugher, xpedx**
Location: Rancho Santa Fe 2

Tuesday, 20 September 2:45 p.m. – 0:45 p.m. **Welcome to the Era of Agile Commerce**

Multichannel commerce is being reborn. Traditional ways of describing multichannel commerce no longer work because customers don't interact with companies from a "channel" perspective. Customers are empowered with more information than ever before. As businesses still struggle to deliver cross-channel experiences, the stream of innovation and market transformation continues to flow unchecked. In response, businesses must transform how they market, transact, serve, and organize around changing customer experiences. These changes are not an incremental evolution, they are a metamorphosis. Welcome to the era of agile commerce. **Speaker: Brian Walker, Forrester**
Location: Marriott 5

Tuesday, 20 September 2:45 p.m. – 3:45 p.m. **Smarter Commerce Integration – Realizing Strategic Value**

Smarter Commerce provides unique value across the customer lifecycle through an integrated approach to sales and marketing and supply chain visibility. But how do you align these parts of your business for improved business

outcomes. Learn, through client examples, how you can integrate these business processes to improve the way you deliver customer value.

Speakers: John Yoo, IBM; Al Jenkins, IBM
Location: Marriott 6

Tuesday, 20 September 2:45 p.m. – 3:45 p.m. **Enabling a Personalized e-Retail Experience at MedcoHealthStore.com**

Learn how Medco is innovating in the DTC online space with an OTC+ consumer health offering personalized based on consumers' health needs. We will openly discuss lessons acquired during value proposition development, business solution design, technology development/integration and steady-state business and marketing operations. You will also hear how medcohealthstore.com is using these learnings in implementing a next-generation personalization solution on WebSphere Commerce with Rosetta to drive stronger customer relationship marketing and transactional economics. **Speaker: Michael F. Prebenda, Medco Health Services, Inc.**

Location: Rancho Santa Fe 3

Tuesday, 20 September 4:15 p.m. – 5:15 p.m. **Transforming After Market Sales and Service with Web-Centered Thinking**

Web capabilities can enable B2B organizations in transforming their customer experience, business process, and business models, resulting in higher retention, profitability, and productivity savings. However, needed to accompany the technologies are critical cultural and process elements to drive successful innovation and outcomes for your web investments. Learn the importance of user-centered thinking, agile processes and next generation tool sets in customer experience management, and getting the organizational mindset around end-to-end customer experience cross-channel design. We will share examples of how Pitney Bowes is leveraging both web technologies and cultural changes to drive transformation in its aftermarket sales and service model. **Speaker: Rudy Chang, Pitney Bowes**
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Wednesday, 21 September 10:30 a.m. – 11:30 a.m. **Maintaining Customer Loyalty in the World of Smarter Commerce**

Today's consumers can tout or trash a brand with a mouse click, they make decisions faster, they research thoroughly, and their shopping expectations are much higher. They know they have a lot of choice regarding when and where to purchase. And, they are increasingly technology savvy and demanding. In this session, you will discover how to satisfy the smarter consumer by providing a seamless customer experience that 1) reaches across all touch points (spanning human, digital, social, and mobile access modes optimized according to customer preferences), and 2) delivers products and services flawlessly to keep customers coming back for more.

Speakers: John Stelzer, IBM; Joe Skroupa, RIS News
Location: Rancho Santa Fe 2

Wednesday, 21 September 11:45 a.m. – 12:45 p.m. **Online Strategies for Manufacturers: A Case Study by Elkay Manufacturing**

Increasingly, manufacturers are embracing online strategies to enable downstream partners, including retailers, to connect with customers and take control of brand image. Join this session to learn about emerging eCommerce trends and strategies for manufacturers. Hear from Elkay Manufacturing how it is leveraging the online channel to strengthen relationships with home improvement retailers and consumers. You will also hear how Elkay improved speed-to-market by launching its first site in only four months. They leveraged WebSphere Commerce's Extended Sites capability to create microsites to serve their B2B and B2C customer groups from a single platform. **Speaker:**

Todd Simon, Elkay Manufacturing Company
Location: Torrey Pines 3

Wednesday, 21 September 11:45 a.m. – 12:45 p.m. **Growing a Business in China's eRetail Market**

Taobao has captured 85% of China's online business. With China on target to be the second largest retail market in 2012, more and more international retailers and brands are considering business in China. In this session, Taobao will provide strategies for entering the China marketplace with an online market as the start-up.

Speaker: Jun (Justin) Chen, Taobao
Location: Pacific

Wednesday, 21 September 1:45 p.m. – 2:45 p.m. **Product & Service Integration: A Holistic Approach To Satisfying Customers**

The customer experience does not stop at a completed sale – it continues through installation / delivery and post sale support. For Best Buy, the ability to seamlessly integrate the product buying experience with post-sales services and support is essential to delivering a superior customer experience. Customers shop Best Buy for our product assortment and service offering and expect those promises to be integrated. Failure to execute has a material impact on brand loyalty. It is important when designing customer sales and support processes and selecting business applications that consideration is given to the end-to-end process that must be executed to support the customer. Learn what considerations and challenges should be addressed to deliver this holistic approach, how Best Buy tackled these issues, and how to use order management capabilities to ensure an exceptional end-to-end customer experience.

Speaker: Chap Achen, Best Buy Co.
Location: Torrey Pines 3

