

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

Do you know who I am? Can you deliver the personalized experience I expect? Just knowing your customer is a basic expectation in today's world. Consistently exceeding that expectation and delivering experiences that are personalized, integrated and rewarding will define market leaders.

Regardless of where and how your customer chooses to do business with you, the experience has to be consistent. Discover how to exceed customer expectations through the latest solutions being delivered through IBM. Explore the latest in B2C and B2B selling, personalization, mobile and social commerce, site performance, search-driven commerce, call center interaction tools and so much more to ensure your business exceeds expectations with every customer, for every transaction.

Solution Leadership Program

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

What's New in IBM Selling & Fulfillment?

Hear what was recently released to the marketplace for WebSphere Commerce and the Sterling Selling & Fulfillment Suite. We'll cover WebSphere Commerce V7 Feature Packs 2 and 3, and Sterling Selling & Fulfillment Suite 9.1 and more.

Speakers: Sarah Wu, IBM; Luis E. Rodriguez, IBM

Level: Beginner

Location: Marriott 5

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

New Strategies to Engage Customers Regarding B2B Integration

This session will highlight how several companies employed new capabilities to move beyond basic EDI integration to better collaborate with their transactional B2B customers. You will be introduced to a new capability map from IBM that will reveal where your company stands today in terms of B2B integration capabilities, then identify next steps to consider that can deliver new value and efficiencies in the future. **Speaker: Brian Gibb, IBM**

Level: Beginner

Location: Torrey Pines 3

Monday, 19 September 2:45 p.m. – 3:45 p.m.

WebSphere Commerce Cross-Channel Search

Ninety percent of online shopping begins with search. Is your site ready to display the products your shoppers are seeking and equipped to make recommendations to increase conversion? This session will cover cross-channel site search strategies and enhancements to the IBM WebSphere Commerce Search solution. We'll conclude with a look at how Dahl Sweden is using the Solr-based search in their B2B site. **Speakers: Daniel Dunn, IBM Canada; Srini Rangaswamy, IBM; Jonas Widegren, Dahl**

Level: Beginner

Location: Marriott 5

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Monday, 19 September 2:45 p.m. – 3:45 p.m.

Commerce-as-a-Service: A Closer Look at Configure Price Quote on Cloud

IBM intends to support Smarter Commerce in the “cloud” by making our applications available “as-a-Service.” In addition to discussing a closer look at Configure Price Quote (CPQ) on Cloud and the option of using the Salesforce.com integration for Field Sales, this session will provide an overview of Commerce as a Service (CaaS), a high-level look at the current strategy, and indicate which companies can benefit from the deployment of Field Sales in the IBM Cloud.

Speakers: Vikram Balasubramanian, IBM;

Eric Marotta, IBM

Level: Beginner

Location: Torrey Pines 3

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

The Latest in B2B Selling Techniques: Lessons from B2C Companies

B2B companies want to attract and entice buyers with the same finesse as many B2C companies do today. While there is a wide range of complexity in B2B, there are areas in marketing and selling where even hard core manufacturers can learn from techniques used by successful B2C companies. In this session, you will be introduced to a variety of B2C functionality that will work in typical B2B environments.

Speaker: Manfred M. Hettenkofer, IBM

Level: Beginner

Location: Torrey Pines 3

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

Migrating to WebSphere Commerce V7

Are you eager to take advantage of the new capabilities in V7 and the follow-on Feature Packs? Looking forward to benefiting from V7's updated software stack? Come to this session to learn the prescribed process of migrating from a previous version of WebSphere Commerce. We'll end with a case study of how one customer made the upgrade to WebSphere Commerce V7. **Speakers: David Yuan, IBM**

Canada; Brenda Lam, IBM Canada

Level: Beginner

Location: Marriott 1

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

Optimizing Cross-Channel Order Promising in a Complex Supply Chain

In the world of ever-higher customer expectations and increasing fulfillment complexity, companies struggle to balance customer satisfaction with fulfillment costs. How can you be as aggressive as possible in promising to the customer while making intelligent decisions about the optimal way to fulfill an order across a complex supply chain that spans internal and external supply sources? Join this session to learn how customers leverage IBM Sterling Order Management to gain global inventory visibility, and make optimal sourcing decisions based on business rules, cost, and customer profile. **Speakers: Kristy Fernandez, J. C. Penney Company, Inc.; Sarah Wu, IBM**

Level: Beginner

Location: Rancho Santa Fe 2

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

Enabling Multiple Sales Channels with WebSphere Commerce & Lessons Learned

Learn how T-Mobile implemented a compelling solution to enable Telesales agents to sell Mobile devices, Accessories and Plans/Services. We will openly discuss the challenges during design, development and steady-state operations. You will also hear how T-Mobile is using these lessons learned in implementing a next-generation solution on Commerce with Rosetta to turn a cost center into a profit center.

Speaker: Jeremy Brabec, T-Mobile

Level: Intermediate

Location: Marriott 5

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

Monitoring the Health and Performance of Your WebSphere Commerce Site

It's 10 a.m. – do you know how well your WebSphere Commerce-powered site is performing? Hear best practices in monitoring your production site so you know when issues arise and when you're getting close to operational limits. **Speaker: Ali**

Asghar, IBM Canada

Level: Intermediate

Location: Torrey Pines 3

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

Workload Optimized Systems for Smarter Commerce

Today's consumers are empowered by technology and the transparency it provides. They expect to engage with retailers 24x7x365 through physical, digital and mobile means.

Consumers expect their retailers to know them and to deliver a personal, relevant and seamless shopping experience across all channels. Delivering on this promise requires an IT infrastructure that can quickly scale, optimize performance and flexibly allocate resources where and when they are needed. In this session, you will learn how IBM Systems can help retailers deliver the superior shopping experience their customers demand and expect.

Speaker: Susan Confort, IBM

Level: Beginner

Location: Marriott 1

Tuesday, 20 September 1:30 p.m. – 2:30 p.m.

Creating a Differentiated In-Store Shopper Experience with Mobility

Mobility enables retailers to create collaborative retailing experiences for in-store shoppers. Retailer interactions with shoppers must be in context, based on what they are doing at the moment, where they are in their buying process, and how they shop. Customers must receive product level information and content across channels, and specific to their physical location. The mobile in-store experience includes enabling customers to check-in at a store to receive store-based offers and coupons, locate product quickly, get product advice, and self-checkout, and also enables store employees to better serve customers. Find out how you can partner with IBM to create a differentiated in-store experience.

Speakers: Sarah Wu, IBM; Luis E. Rodriguez, IBM

Level: Beginner

Location: Marriott 5

Tuesday, 20 September 1:30 p.m. – 2:30 p.m.

Case Study: Wholesaler – Implementing an Order Management Solution

A leading wholesaler shares why they moved off of a custom-built order management system to a packaged solution, including what their goals and objectives were for making the move. They could not risk a big-bang approach to replacing their solution, so they took a phased approach. Hear about the challenges they faced in running parts of both solutions

to provide an ongoing order management functionality.

Speakers: Susann Arrington, S.P. Richards; James Brochu, Bridge Solutions; Jim Stagg, S.P. Richards Co.

Level: Beginner

Location: Marriott 6

Tuesday, 20 September 1:30 p.m. – 2:30 p.m.

Customer Panel: Transforming Your Business to an Online Powerhouse

Join IBM, business partner Ascendant Technology, and a collection of customers in a discussion on a series of topics including: Leveraging SEO to improve conversion rates; Empowering online marketers to better control the customer experience; How to simplify, centralize and enhance time-to-market strategies; Dealing with the changing methods of customer engagement; Approaches to expand to new markets and selling channels and adding profit to the bottom line. The panelists from JJ Keller, Elkay Manufacturing Company, Harry & David and Academy Sports will offer diverse perspectives and provide tips and best practices on how to deal with these topics and others. Be prepared for a lively and engaging session and be sure to bring questions you'd like to ask.

Speakers: Tim Johns, Harry & David; Adrienne Hartman, JJ Keller; Todd Simon, Elkay Manufacturing Company; Jennifer Skeen, Academy Sports + Outdoors

Level: Intermediate

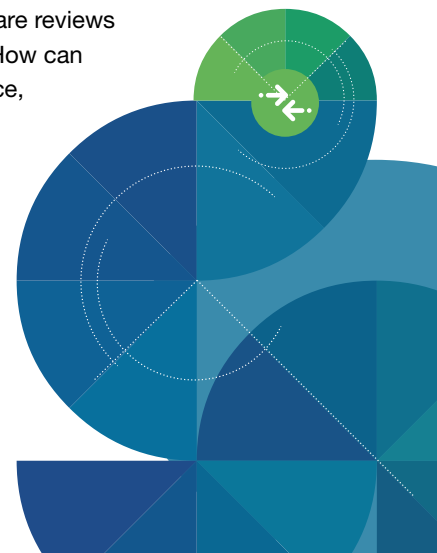
Location: Marriott 2

Tuesday, 20 September 1:30 p.m. – 2:30 p.m.

Engage Your Customers to Keep Them Coming Back For More

It is well known that customer relationships don't end with a successful sale. Consistent internal information sharing around customer inquiries is critical to building strong relationships before and after the sale. Satisfied customers become valuable market advocates driving additional sales as they share reviews and comments in public spaces. How can you provide sales, customer service, and marketing professionals with the social tools to share best practices, find expertise and respond to the customer opportunities? What about the governance and security

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risks involved? This session will explore how IBM social collaboration and unified communications capabilities can support the people networks across an organization in support of an optimized workforce and satisfied customers. Examples of out-performing organizations will illustrate how key line of business roles can leverage professional networking and knowledge sharing to keep customers happy and coming back for more.

Speakers: Ronald Denham, IBM; Ted Stanton, IBM

Level: Intermediate

Location: Rancho Santa Fe 3

Tuesday, 20 September 2:45 p.m. – 3:45 p.m. **Performance Tuning for Your WebSphere Commerce Deployment**

When did you start thinking about the Performance of your last set of updates to your e-Commerce site? To save time in the long run, performance needs to be designed and planned into site improvements and new features. See how Performance Architecture Reviews and Caching Strategy Reviews can help turn Performance Tests into Performance Validation. We'll also cover the latest strategies and technologies that can help improve your site's performance.

Speaker: Mikhail Genkin, IBM Canada

Level: Intermediate

Location: Marriott 1

Tuesday, 20 September 4:15 p.m. – 5:15 p.m. **The Journey from eCommerce to Cross-Channel Commerce**

Moving from eCommerce to cross-channel commerce requires more than just enabling store pick-up on your website. To deliver on the cross-channel commerce promise, retailers must execute on the promise of buy anywhere, fulfill anywhere, return anywhere – both with cross-channel selling, and cross-channel fulfillment. Learn how retailers leveraging the IBM portfolio combined the power of WebSphere Commerce with IBM Sterling Order Management to enable cross-channel selling and fulfillment, and are delivering on the cross-channel commerce vision. **Speakers: James Fong, IBM Canada; Sarah Wu, IBM; Bart Robinson, IBM**

Level: Beginner

Location: Marriott 1

Tuesday, 20 September 4:15 p.m. – 5:15 p.m. **Extending Cross-Channel Commerce to the Retail Store**

Want to eliminate lost sales from stockouts, increase inventory turns, and reduce markdowns? Aiming to expand assortment without increasing store footprint? Planning to expand fulfillment options and sales of higher margin services in the store? Learn how IBM customers are extending a seamless cross-channel selling and fulfillment experience in the retail store environment with IBM Sterling Order Management and WebSphere Commerce, resulting in increased store revenues and cost reductions. **Speakers:**

Anne Marie Lafond, IBM; Sudhir Balebail, IBM

Level: Beginner

Location: Torrey Pines 3

Wednesday, 21 September 10:30 a.m. – 11:30 a.m. **Strategies for Entering the Chinese Market**

China is a unique market with a specific eCommerce ecosystem including marketplace platforms like Taobao to Social Networking Services like Sina WeBao. Chinese retailers have now made it a priority to better compete with their western counterparts and are looking for end-to-end IT and business solutions to aid in branding, analysis, and optimization. Now is the time for western brands to consider selling direct to the Chinese population. Learn how one particular Chinese business, Suning -- a leader in China's consumer appliances, computers, and communication products, successfully leveraged WebSphere Commerce in the Chinese marketplace, and take away some best practices that any business can use for entering the Chinese market. **Speakers: Chun Jing Mao, IBM; Ren Jun, Suning; Jia Lin Li, IBM**

Level: Beginner

Location: Pacific

Wednesday, 21 September **10:30 a.m. – 11:30 a.m.** **Case Study: David's Bridal – Making Cross-Channel Shopping a Reality**

David's Bridal is the largest retailer specializing in bridal gowns; with over 300 stores across the United States and Canada. They also sell invitations, gifts, bridal accessories, and apparel for formal occasions.

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Besides its brick-and-mortar stores, David's Bridal operates an online store, a mobile store, and spotlights latest trends through blogs and podcasts and other social outlets such as Facebook and Twitter. In this session, Jerry Baklycki, Director, Interactive Technology, David's Bridal, will share how they are delivering a seamless cross-shopping experience leveraging the mobile, web, and brick-and-mortar channels; the technical challenges they have encountered, and the corporate shift during their cross-channel journey.

Speakers: Jerry Baklycki, David's Bridal Corp; Luis E. Rodriguez, IBM

Level: Beginner

Location: Marriott 1

Wednesday, 21 September 10:30 a.m. – 11:30 a.m.

Case Study: Office Brands – Leveraging the Web to Build Brand Equity

Brand and consumer recognition is becoming critical for B2B companies to accelerate growth. Office Brands, Australia's largest independent office products group with over 170 outlets, will discuss how they are complementing physical store outlets with online storefronts to build brand, deliver superior experience, and drive revenue growth. They are doing it by offering individual online stores integrated with more than 50 back-end ERP systems while delivering a consistent look and feel for the 150 individual businesses.

Speakers: Srin Ranganwamy, IBM; Ritesh Patel, Office Brands

Level: Beginner

Location: Torrey Pines 3

Wednesday, 21 September 11:45 a.m. – 12:45 p.m.

Call Center in the World of Cross-Channel Commerce

To achieve cross-channel commerce excellence, the call center needs to provide more than just case management, email management, and chat. Enabling cross-channel selling and transactions is a key factor of success. Learn how IBM is combining the power of Order Management and WebSphere Commerce to empower customer service representatives to deliver on cross-channel commerce in the Call Center today, and the vision for the future. **Speaker: Sudhir Balebail, IBM**

Level: Beginner

Location: Marriott 6

Wednesday, 21 September 11:45 a.m. – 12:45 p.m.

Apply In-Store Insights to Build Integrated Cross-Channel Capabilities

Despite the rapid proliferation of smartphones, tablet PCs and a myriad of other consumer devices, 92% of purchases still occur in the brick-and-mortar store. This session offers insights into the Smarter Stores portfolio of in-store retail solutions, focused on enhanced point-of-sale (POS) capabilities. These solutions allow retailers to extend the value of existing store investments to drive down costs, increase revenue and tie new eCommerce, mCommerce, self-service and other channels back to the store POS by creating communication capabilities between the store and enterprise. They include in-store customer touch points as well as integration of and two-way communication between enterprise operations and the store.

Speaker: Tadd Wilson, IBM

Level: Advanced

Location: Torrey Pines 2

Wednesday, 21 September 1:45 p.m. – 2:45 p.m.

Leveraging Coremetrics with WebSphere Commerce

You will learn how to leverage customer information collected through Coremetrics web analytics and how to translate this knowledge into increased order size and number of orders in WebSphere Commerce through a Case Study from Lee Jeans. We will discuss the latest integrations with Coremetrics for WebSphere Commerce available out-of-the-box; as well as best practices to analyze customer behavior through customer segmentation, product recommendations using social merchandising and "wisdom of the crowds." Lee Jeans has been on the WebSphere Commerce platform since 2009. Besides engaging consumers in social media to truly understand their needs and desires, this popular jeanswear company is reaching out to web analytics and social media sentiments to carefully merchandise its products to meet consumers' expectation at every interaction.

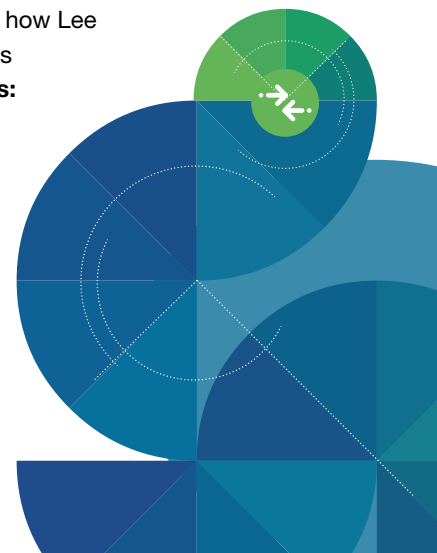
The session will end with a look at how Lee Jeans uses technology to power its merchandising strategy. **Speakers:**

Luis E. Rodriguez, IBM; Brian Tomz, IBM; Kris Aldridge, Lee Jeans

Level: Beginner

Location: Marriott 1

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Wednesday, 21 September 1:45 p.m. – 2:45 p.m.

Case Study: Kramp – Improving Service Through Operational Automation

B2B companies are increasingly focused on self-service to reduce operational costs and to improve customer responsiveness. Achieving end-to-end automation starting from product interest through fulfillment is critical for the enterprise to react quickly to the ever-changing needs of customers. Hear directly from Kramp Group, a leader in spare parts distribution for the agriculture and forestry industry, on automating operations to reduce transaction costs and to allow staff to focus on delivering superior customer service.

Speakers: Srin Ranganwamy, IBM; Thomas Weidemann, KRa.m.P

Level: Beginner

Location: Marriott 6

Wednesday, 21 September 3:00 p.m. – 4:00 p.m.

Selling Configurable Products and Services with Sterling Configurator

See the out-of-the-box storefront integration between WebSphere Commerce and Sterling Configurator. Afterward, we'll review modeling best practices for maintainability and performance. We'll then cover how to model subscription-based product offerings and close with a Case Study of a telecommunications service provider. **Speakers: Pat Willard, IBM; Matthew van der Heijden, IBM**

Level: Beginner

Location: Marriott 1

Wednesday, 21 September 3:00 p.m. – 4:00 p.m.

Managing a Multi-Enterprise Order Management Deployment

Do you have multiple brands, divisions, or business units to serve in your commerce systems? Looking to reduce TCO by managing them in one order management deployment? Learn how to create an environment where you can leverage what is common and still provide for differences, and how you can upgrade individual brands or divisions at different times. You'll learn how IBM Sterling Order Management was designed from the start to support multi-enterprise deployment, and about new capabilities added to support multi-enterprise upgrades. **Speakers: Bhuvan Ananthanarayanan, IBM; Eugene Amigud, IBM**

Level: Beginner

Location: Marriott 6

Wednesday, 21 September 3:00 p.m. – 4:00 p.m.

0 – 2 Million Lines Per Hour – Scaling Selling and Fulfillment Applications

Most people think of tuning when they think of performance, which is unfortunate because there are many critical steps ranging from gathering requirements definition, analyzing and mitigating performance risks, estimating resource requirements, designing and developing performance tests, creating a monitoring capability, to tuning. This session will provide you with a systematic approach to address performance and, more importantly, scalability throughout your project's lifecycle.

Speakers: Michael Yesudas, IBM; Bernie Wong, IBM

Level: Beginner

Location: Torrey Pines 3

Register: www.ibm.com/events/commercesummit

