



Top 5 reasons to attend

While at the **Smarter Commerce Global Summit 2012 Boston**, you can enhance your skills as an innovative leader in your company. As a business leader or practitioner, you will learn how to:

- **Transform** marketing along the buyers' journey by applying science to the art of marketing
- **Optimize** the supply chain and seamlessly integrate with trading partner networks
- **Drive** customer-centric commerce across all channels
- **Fulfill** and service your customers to keep them satisfied and coming back for more

- 1 See the vision.** Hear from experts how Smarter Commerce solutions are already inspiring new ideas and creative approaches that drive customer value.
- 2 Gain cross-industry knowledge.** Gain knowledge, tips and see best practices from other industries so you can begin to transform your business immediately.
- 3 Network, network, network!** Share and develop ideas with some of the brightest technical and business minds from across the globe.
- 4 Get the most out of your investment.** Get the most out of your IBM solution through in-depth sessions led by IBM technologists and customers.
- 5 See it first.** Be the first to see what the latest trends in Enterprise Marketing Management and B2B and Commerce from dedicated general sessions and deep dive sessions.

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