

# Smarter Commerce Global Summit 2011



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

## Executive Education: Leading and Innovating in a Social and Digital Frontier

Customer dynamics, technology adoption and the use of social and digital media are changing at an incredible pace. This track will help you gain valuable insights into market trends in customer behavior, companies' use of digital and social technologies, and how these trends will impact your business. Sessions will also highlight critical leadership skills needed to drive innovation and transformation in your organization.

### Business Leadership Program

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

#### Building Online Business Together with Social Communities

Finnish company Hong Kong Express recently launched a fishing online store. Fishers are passionate and want to share their opinion about their needs and product desires. In the company's concept store, experienced fishers help ordinary fishers and beginners. Before launching the store, Hong Kong Express built its concept together with fishing social online communities. When it opened the store, it already had 3000 ratings and reviews submitted by active fishers. The company's online store concept is unique in Finland. By 2012 the Hong Kong Express fishing online store will expand to other European countries.

**Speaker: Miika Malinen, Hong Kong Express**

**Location: Marriott 6**

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

#### 5 Steps to a Successful Optimization Project

Optimization is a "breakaway" strategic capability that demands both technical excellence and business intelligence. To achieve success that can be measured from the boardroom to the operation's floor—and to avoid pitfalls that plague many projects—optimization must be designed and implemented by the right team with the right vision and capabilities. Author Steve Sashihara will discuss best practices from opportunity identification through implementation and scale-up, using real-life examples at companies such as Intel, McDonald's and UPS, which have used optimization to drive up value, re-allocate resources, streamline processes and optimize their assets. The discussion is based on Steve's new book, *The Optimization Edge*, (McGraw-Hill, 2011) the first step-by-step guide to optimization for the business executive.

**Location: Torrey Pines 2**

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

#### Developing a Social Enterprise Strategy

A new type of leader is emerging—one who embraces change, attacks age-old challenges with bold new solutions, and recognizes that leadership is as much about listening and collaborating with people as it is about making hard decisions. The overwhelmingly positive response to this leadership style is also a reflection of our increasingly social world. Companies such as Nike, Procter & Gamble, ABC, and Prudential are using social software and online communities to listen, collaborate, enhance their training, and develop new marketing communications to attract and retain their customers. Barry Libert helps audiences from all types of companies evaluate their organization's social readiness by examining winning companies who are using today's social software and online communities to achieve their goals. **Speaker: Barry Libert, OpenMatters**

**Location: Marriott 2**

**Register: [www.ibm.com/events/commercesummit](http://www.ibm.com/events/commercesummit)**

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

### **Insight into the Needs of the Digital Consumer**

New consumer expectations drive how companies within Retail, Consumer Electronics and Media and Entertainment are not only rebuilding consumer experiences, but often redefining their value propositions in the face of rapid change. IBM industry experts will discuss how new industry business models are emerging to respond to the needs of the digital consumers with client examples. **Speakers: Jill Puleri, IBM; Paul Brody, IBM; Adam Steinberg, IBM;**

**Paul Papas, IBM**

**Location: Marriott 5**

**Tuesday, 20 September 2:45 p.m. – 3:45 p.m.**

### **Leveraging Mobile Selling**

Consumers' spending on products and services via mobile devices, as well as their increasing reliance on them for product research, is intensifying the mobile imperative for sellers. Mobile phones have unique attributes that can be combined and leveraged to generate new mobile experiences that may not even be digital today. This session explores multi-channel, cross-channel, and mobile-only opportunities to use the mobile channel to enhance existing offerings while creating new ones that eliminate customer pain points.

**Speaker: Julie Ask, Forrester**

**Location: Marriott 2**

**Tuesday, 20 September 4:15 p.m. – 05:15 p.m.**

### **Going Green: A Use Case On Organizational Transformation**

The transportation industry went through considerable change during the last economic downturn. Many companies adopted a "going-green" policy in applying tighter measures to manage costs as well as address environmental concerns. HP Hood will demonstrate how they adopted innovative processes to transform their organization in an effort toward "going green."

**Location: Torrey Pines 2**

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

### **Leveraging Analytics to Drive Integration Across the Value Chain**

Capitalizing on smarter commerce includes leveraging analytics to deliver new capabilities and improve business outcomes. Applying customer insight across the value chain helps organizations answer tough questions about marketing optimization, social network analysis, consumer sentiment and supply chain optimization. Learn how IBM has

worked with clients to apply unique analytics approaches that help organizations assess analytics capability gaps and build a state-of-the-art marketing and sales functions. The session will include a case study on marketing optimization.

**Speakers: Richard Cloud, IBM; Katharyn White, IBM**

**Location: Marriott 5**

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

### **Driving eCommerce Growth Through the Use of Social Media**

This session will provide practical applications and use cases of companies that have incorporated social media into their organization to establish a growth stream in the eCommerce market. Analyst Ray Wang of Constellation will draw upon these examples as well as his expertise in the social media space and elaborate on recent successes by companies in driving traffic through social media approaches.

**Speaker: Ray Wang, Constellation Research**

**Location: Marriott 5**

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

### **Decision Management: Orchestrating Consistent Enterprise Commerce Decisions**

Overwhelmingly, organizations have been relying on ad-hoc, inefficient and disconnected set of processes to make crucial decisions; often, with no means of understanding the impact of those decisions. A coherent and agile decision management framework can help you optimize and automate costly operations, attract and retain highly profitable customers, innovate and capture markets ahead of the curve. This session introduces a decision management framework and associated application platform that outlines the pragmatic aspects of and a unified approach to decision making, bringing together a uniquely comprehensive set of technologies, including predictive analytics, business intelligence, business-rules, complex-event processing and collaboration systems. **Speaker: Erick Brethenoux, IBM**

**Location: Rancho Santa Fe 3**

