SmarterCommerce

Global Summit 2012 Orlando

September 5–7, 2012 | Walt Disney World Swan and Dolphin Resort

Redefining commerce in the age of the customer.

Summit Guide

#IBMSCGS

ibm.com/software/commercesummit

Welcome to the
IBM Smarter Commerce Global Summit 2012 – Orlando

Thank you for joining us at the Smarter Commerce Global Summit 2012 – Orlando. We've planned this conference to provide you with the insight and resources you need to more effectively connect with today's customers. This guide will help you identify the most relevant sessions and activities so you can gain maximum benefit from the conference.

Over the next few days, you will have the opportunity to meet with industry peers and IBM experts. You'll learn more about our plans for the products and services that will help your organization thrive in today's digital and social landscape. More importantly, you'll hear about the impact Smarter Commerce is already making in helping organizations "redefine Commerce" by putting the customer in control of how they buy, market, sell and service.

The agenda offers insights into the most pressing industry imperatives in cross-channel commerce, supply chain collaboration, customer insight and analytics, mobile and social technologies, cloud networks, and regulatory compliance. Choose from more than 200 sessions tailored for business leaders and technology practitioners, supplemented with an industry track. All these sessions are designed to help you learn and apply practices aimed at treating your customers as individuals and engaging with them in a way that delivers an exceptional customer experience.

Take it all in…
Along with the information sessions, the agenda offers networking time to build relationships and connect with other attendees in your field, industry thought leaders, Business Partners, and IBM subject matter experts. Stop by The Lounge and chime into various interactive chats hosted by world-leading movers and shakers. Be sure to join the social conversations, using #IBMSCGS.

Don't forget to set aside some time to experience the latest Smarter Commerce solution capabilities throughout the week as part of our Meet the Experts program. IBM executives will also be available at the Executive Center to meet with you and discuss solutions to your most challenging business needs.

I'm delighted that you're here and I look forward to meeting you. All of us at IBM are committed to partnering with you to help you achieve your business goals.

Enjoy your time at the conference!

Craig Hayman

General Manager,
Industry Solutions
IBM Software Group

Agenda at a Glance

Wednesday, September 5, 2012*

Time	Event	Location
7:00am–8:00pm	Registration	Dolphin Convention Foyer
7:00am–7:45am	Breakfast – Solution Center Open	Atlantic Hall
8:00am–10:00am	General Session	Pacific Hall A & B
10:00am–10:30am	Break	Various
10:30am–11:30am	Emptoris Empower Opening Keynote Session	Southern II
10:30am–11:30am	Educational Sessions	See Wednesday Sessions
11:45am–12:45pm	Business Partner Forum Keynote	Pacific Hall A & B
11:45am–12:45pm	Educational Sessions	See Wednesday Sessions
12:45pm–2:00pm	Lunch – Solution Center Open	Atlantic Hall
2:15pm–3:15pm	Marketing Keynote Session	Southern II
2:15pm–3:15pm	Educational Sessions	See Wednesday Sessions
3:15pm–3:45pm	Break	Various
4:00pm–5:00pm	Educational Sessions	See Wednesday Sessions
5:15pm–6:15pm	Educational Sessions	See Wednesday Sessions
6:15pm–8:00pm	Networking Reception in Solution Center	Atlantic Hall

Thursday, September 6, 2012*

Time	Event	Location
7:00am–7:00pm	Registration	Dolphin Convention Foyer
7:00am–8:15am	Breakfast – Solution Center Open	Atlantic Hall
8:30am–10:00am	General Session	Pacific Hall A & B
10:00am–10:30am	Break	Various
10:30am–11:30am	Educational Sessions	See Thursday Sessions
10:30am–12:45pm	Emptoris Empower Keynote Sessions	Southern II

Thursday, September 6, 2012* (cont.)

Time	Event	Location
11:45am–12:45pm	Educational Sessions	See Thursday Sessions
12:45pm–2:00pm	Lunch – Solution Center Open	Atlantic Hall
12:45pm–2:00pm	Super Women's Group Luncheon	Southern III
2:00pm–3:00pm	Educational Sessions	See Thursday Sessions
2:00pm–3:00pm	How Synchronizing Your Value Chain with IBM Sterling Integration Enables Smarter Commerce	Southern II
3:15pm–4:15pm	Educational Sessions	See Thursday Sessions
3:15pm–4:15pm	A Vision for eCommerce – And the Trends That Will Shape Your Strategy!	Southern II
4:15pm–4:45pm	Break	Various
4:45pm–5:45pm	Educational Sessions	See Thursday Sessions
4:45pm–5:45pm	MSA Presentations	Southern II
5:45pm–6:45pm	Networking Reception in Solution Center	Atlantic Hall
7:30pm–10:30pm	Special Event	Universal CityWalk®

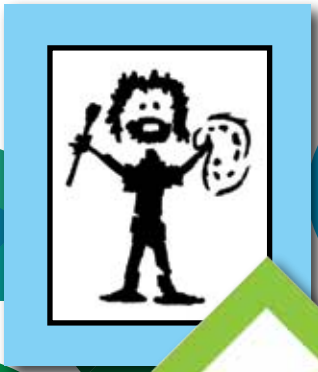
Friday, September 7, 2012*

Time	Event	Location
7:00am–12:15pm	Registration	Dolphin Convention Foyer
7:00am–8:15am	Breakfast – Solution Center Open	Atlantic Hall
8:30am–9:30am	General Session and Awards	Pacific Hall A & B
9:30am–10:00am	Break	Various
10:00am–11:00am	Educational Sessions	See Friday Sessions
11:15am–12:15pm	Educational Sessions	See Friday Sessions

*Agenda subject to change

Join The Scavenger Hunt

In addition to all of the things that you'll learn at the conference to help you accelerate the growth of your business, you can have some fun with social media and you might go home with an original piece of artwork! Paintings by **Patrick Skoff**, an innovative new artist, will be hidden throughout the conference space and the special event on Thursday, September 6th, for you to find and share socially. In addition, watch Patrick live as he creates artwork within **THE LOUNGE**, a perfect opportunity to network with the artist. Find out when he'll be there on our **Get Social Page**.



Scan the code for more information.

IBM

Summit Information
All You Need to Know

Accessible Information
Please visit the conference registration desk if there are any questions about accessible access or requests for special assistance.

Badges
Conference badges must be worn at all times, including all social events. Badges will be recycled after the event. Please bring your badge to the registration desk prior to departure if you would like to recycle it.

Book Store
Stop by the book store, located across from the registration desk, to pick up the latest titles from conference speakers. Have your copy signed by the author at one of the several scheduled book signings.

Book Store Hours

Wednesday	7:00am–6:00pm
Thursday	7:00am–6:00pm
Friday	7:00am–12:00pm

Business Center
Located on the lobby level, in the Europe hall of the conference center, the Business Center is open 24 hours and includes shipping solutions, office equipment rental, printing and faxing services

Business Partner Café
The Business Partner Café at the Smarter Commerce Global Summit is the perfect place for Business Partners to network with other Business Partners, meet with your IBM team to build future plans, and conduct one-on-one meetings. Gain access to IBM program experts to discuss technical enablement, Business Partner benefits, recent announcements on co-marketing changes and the RTE campaigns, sales and lead generation tools to help close 2012 business and get a jump start on 2013!

Business Partner Café Hours

Wednesday	7:00am–7:45am
	12:45pm–2:00pm
	6:15pm–8:00pm
Thursday	7:00am–8:15am
	12:45pm–2:00pm
	5:45pm–6:45pm
Friday	7:00am–8:15am

Business Partner Forum
Full details of the Business Partner Forum can be found on pages 10-19 of the Pocket Guide.

Certification Testing
IBM Smarter Commerce Global Summit 2012 – Orlando is pleased to announce that Software Professional Certification and Mastery Certification examinations will be available at this event. Please stop by Europe 4 for more information

Certification Testing Center Hours

Wednesday	10:00am–5:00pm*
Thursday	7:00am–5:00pm*
Friday	7:00am–2:00pm*

* New candidates will be seated up until this time.

Evaluation Forms
Smarter Commerce Global Summit would love to hear from you. Please take a moment to complete an evaluation form for each breakout session as well as the whole conference. Surveys will be available on SmartSite (www.summitsmartsite.com).

Summit Information
All You Need to Know (cont.)

Executive Meeting Center
The Smarter Commerce Global Summit 2012 – Orlando conference offers a key opportunity for you to meet with IBM Executives participating in the Executive One-on-One Meeting Center. This enables you to gain greater insight from the leaders of IBM regarding rational solutions and strategy. Please stop by Northern Hemisphere C to schedule a meeting.

The Executive Meeting Center is located in Northern Hemisphere C.

Executive Meeting Center Hours

Wednesday	7:00am–5:45pm
Thursday	7:30am–5:45pm
Friday	7:30am–12:00pm

We will be closed each day during General Sessions.

Food and Refreshments
Meals and receptions will take place in the Solution Center, located in Atlantic Hall.

Hands-On Labs
Attend these sessions to learn about the various Smarter Commerce solutions and have an opportunity to apply that knowledge in real time, with assistance from an expert. Each session is product- as well as topic-specific, and is comprised of discussion, demonstration, and hands-on exercises. Seating is limited and is on a first-come, first-served basis. The Hands-On Labs are located in Asia 1.

IBM Client Reference Lounge
By invitation, Client References and Smarter Commerce Summit client speakers are invited to visit the Client Reference Lounge to take a break, work and network with peers. Refreshments will be served throughout the day.

IBM Client Reference Lounge Hours

Wednesday	10:00am–6:30pm
Thursday	10:00am–6:00pm
Friday	9:30am–12:30pm

If you are not currently a Client Reference, please stop by. Meet the team, learn more and sign up to participate in IBM's Client Reference Program. As an IBM Client Reference:

- Establish yourself as an industry leader
- Build your professional network
- Gain visibility and promote your business

The IBM Client Reference Lounge is located in the Northern Foyer.

Internet Access
IBM Smarter Commerce Global Summit is providing an open/shared wireless Internet network to all attendees.

Network Name/SSID: SmarterCommerce

This network is NOT password-protected, and it can be found throughout the indoor meeting space occupied by IBM Smarter Commerce. This wireless network was designed with your productivity in mind; but remember that large downloads, internet streaming or other bandwidth-intensive functions may slow your experience. As with any public wireless network, we strongly suggest users take measures to secure their devices and internet communications. We encourage using Virtual Private Networks in conjunction with Personal Firewalls to mitigate risk to personal data. It is the user's responsibility to take precautions and provide security measures suited to their situation and intended use of this service.

Luggage Storage
Please work with the Dolphin Bell Desk for any of your luggage storage needs.

Meet the Experts
Attendees can get an in-depth look at IBM products, solutions and technologies, and meet with one of IBM's many technical experts or product managers onsite. The Meet the Experts area is located in the Solution Center and will provide attendees an opportunity to meet one-on-one with IBM product managers and solution experts, and view demonstrations of many Smarter Commerce solutions. Simply visit one of the IBM Smarter Commerce areas in the Solution Center or stop by the Meet the Experts check-in desk to reserve time for a demo or talk with one of our solution experts throughout the event.

Registration
The registration desk is located in the Convention Foyer on the lobby level.

Registration Hours

Tuesday	3:00pm–8:00pm
Wednesday	7:00am–8:00pm
Thursday	7:00am–7:00pm
Friday	7:00am–12:15pm

Scavenger Hunt
In addition to all of the things that you'll learn at the conference to help you accelerate the growth of your business, you can have some fun with social media and you might go home with an original piece of artwork! Paintings by Patrick Skoff, an innovative new artist, will be hidden throughout the event space for you to find and share socially. Get clues to where the paintings are hidden by visiting the kiosks in the Solution Center. Stop by to watch Patrick live as he creates artwork within The Lounge. This is a perfect opportunity to network with the artist.

Patrick Skoff's Painting Hours

Wednesday	12:45pm–2:00pm
Thursday	12:45pm–2:00pm
	5:45pm–6:45pm

Visit the Get Social page on our website, or scan the QR code, for more information.

SmartSite
Get up-to-the-minute content and conference updates, create your personal agenda, download presentations, submit session surveys, and stay connected to attendees and social networking resources through the SMARTSITE app for Smarter Commerce Global Summit 2012 – Orlando: www.summitsmartsite.com

Smoking
Smoking is prohibited throughout the conference hotel.

Special Event
Don't miss this special event on Thursday, September 6, at 7:30pm: **Rock the block at Universal CityWalk®**, where you'll find exceptional restaurants, lively nightclubs and electrifying entertainment. Dinner and transportation are included, so join the fun! Network, mingle, dance, sing with a live band and enjoy yourself all evening. Transportation will be provided.

Summit Information

All You Need to Know (cont.)

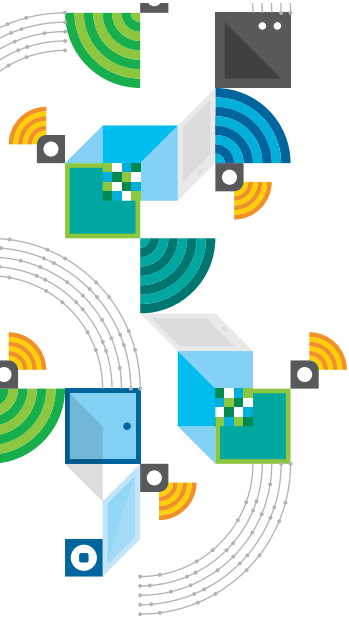
Super Women's Group Luncheon

Thursday 12:45pm–2:00pm
Southern III

Heighten your conference experience by joining your peers at the Super Women's Group Luncheon. Hear tips from top industry executives and have the opportunity to network with other technology leaders.

Venue Details

Walt Disney World Dolphin Resort
1500 Epcot Resorts Boulevard
Lake Buena Vista, FL 32830
1-800-524-4939
www.swandolphin.com



IBM Mobile Enterprise

In today's mobile world, leaders are transforming the way their organizations interact with customers, partners and employees. These leaders are implementing mobile strategies as a part of their smarter commerce approach that enable them to:

- Extend existing capabilities to mobile users and transform the business to yield new opportunities.
- Build, connect and run a growing portfolio of mobile apps for customers, partners and employees.
- Manage and secure mobile apps and data on a variety of mobile devices.

Attend a session:
SST-3159: "Driving Value Across The Mobile Business"
Speakers: IBM's mobile leadership, featured customer TBC
Thursday, Sept. 6, 10:30am-11:30am, Northern E4

View a demo:
Visit the Mobile Enterprise pedestal in the Solution Center

Read more at:
ibm.com/mobile-enterprise

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One-on-One Executive Meetings

Executive Meeting Center

The Executive Meeting Center offers a unique opportunity to meet with IBM executives. This enables you to gain greater insight from the leaders of IBM. The Executive Meeting Center is located in the Walt Disney Swan & Dolphin Northern Hemisphere Ballroom C. If you have one-on-one meetings scheduled, please arrive five minutes early to check in. If you need to reschedule a one-on-one meeting or need to request a one-on-one meeting, go to the Executive Meeting Center registration desk, subject to availability.

Executive Meeting Center Hours	Location: Northern Hempisphere C
Wednesday, September 5	7:00am–5:45pm
Thursday, September 6	7:30am–5:45pm
Friday, September 7	7:30am–12:00pm

We will be closed each day during General Sessions.

IBM Client Reference Lounge

By invitation, Client References and Smarter Commerce Global Summit Client Speakers are invited to visit the Client Reference Lounge to take a break, work or network with peers. Refreshments will be served throughout the day.

IBM Client Reference Lounge Hours	Location: Northern Foyer
Wednesday, September 5	10:00am–6:30pm
Thursday, September 6	10:00am–6:00pm
Friday, September 7	9:30am–12:30pm

If you are not currently a Client Reference, please stop by, meet the team, learn more and sign up to participate in IBM's Client Reference program.

As an IBM Client Reference you can:

- Establish yourself as an industry leader
- Build your own professional network
- Gain visibility and promote your organization

Business Partner Forum

Business Partner Forum
Welcome!

Smarter Commerce Global Summit 2012 – Orlando is all about staying competitive in the era of the customer, and bringing you the latest insights and innovations to support your clients in delivering an exceptional customer experience at every touchpoint. The Summit will enrich and motivate you through collaboration with leading experts, practitioners and clients on a wide variety of topics and venues, exploring Smarter Commerce solutions in mobile, social, eCommerce, customer experience, analytics, management and more.

Our Business Partner Forum will walk you through the 2012 market opportunity for Smarter Commerce, to learn how IBM is investing in our Business Partners. You will hear how to leverage Smarter Commerce scalable solutions to expand your business in the era of the "Chief Executive Customer," and receive an update on critical channel strategies, priorities and the many IBM resources and incentive programs designed to help you to win in the Smarter Commerce market.

The momentum continues over the course of the Smarter Commerce Summit with over 200 business and technical breakout sessions dedicated to marketing, supply chain, sales and eCommerce, with over 85 technical sessions showcasing best practices, success stories and capabilities. You're sure to take home the latest information and trends in Smarter Commerce.

In appreciation of your loyalty and commitment to IBM, as well as to celebrate our joint business success, please join us on Tuesday, September 4, from 7:00pm–8:00pm in the Cabana Bar for a reception in your honor. Network with IBM executives, Channel Sales teams and other Business Partners while enjoying food and drinks. Attendance is limited to only IBM Business Partners and IBM employees supporting our Business Partner channel worldwide.

Attending Smarter Commerce Global Summit 2012 – Orlando is sure to be one of your best decisions this year.

Have a great Summit!

Sincerely,

Melinda Matthews
Director,
IBM Industry Solutions Sales,
Business Partners

IBM **Global Process Services**

We deliver next generation BPO.

Smarter Commerce requires a smarter approach to execution. IBM Global Process Services makes it easy to manage critical business functions, from the multichannel customer experience to procurement and supplier integration.

With a business process outsourcing model that complements in-house capabilities with industry-leading expertise and technology, IBM helps clients win in this new world of commerce with its Smarter Managed Services.

www.ibm.com/services/bpo

Business Partner Agenda

Tuesday, September 4, 2012

Time	Event	Location
7:00pm–8:00pm	Business Partner Reception (BPF-3434)	Cabana Bar

Wednesday, September 5, 2012

11:45am–12:45pm	Business Partner General Session (BPF-3439) Welcome & Introduction: Steve Cowley, *Vice President, Industry Solution Sales* Bob Picciano, *GM, Software Sales, IBM Software Group* Mark Register, *VP Software Business Partners & Midmarket SWG* Melinda Matthews, *Director, Industry Solutions Business Partners, WW SWG* *Note: Attendance is limited to IBM Business Partners and IBM employees only.*	Pacific Hall A & B
12:45pm–2:00pm	Lunch – Solution Center Open	Atlantic Hall
2:15pm–5:00pm	***Concurrent Business Partner Breakout Sessions***	
	Simplicity. Profitability. Growth: Empowering Business Partners for Success (BPF-3432) Competitive Overview Break Capitalizing on the Latest IBM Channel Investments	Southern III
	Independent Software Vendor Smarter Commerce Leadership Session (BPF-3433) Smarter Commerce as a Growth Initiative Sales Engagement: EMM & Commerce Break Sales Engagement: B2B Panel Discussion Steps to Getting Started	Oceanic 2
6:15pm–8:00pm	Solution Center Reception	Atlantic Hall

Business Partner Forum Sessions

Wednesday, September 5, 11:45am–12:45pm
General Session (BPF-3439)
Location: Pacific Hall A & B

Join us for the Business Partner Forum as key IBM executives walk you through the 2012 market opportunity for Smarter Commerce and learn how IBM is investing in our Business Partners. Hear how to leverage Smarter Commerce scalable solutions to expand your business in the era of the "Chief Executive Customer." Plus, get an update on critical channel strategies, priorities and the many IBM resources and incentive programs available to help you to win in the Smarter Commerce market.

Keynote Speakers

The Smarter Commerce Market Opportunity
Bob Picciano, *GM, Software Sales, IBM Software Group*

Bob will share the personal insight he's gained from talking to prospects and clients around the world relative to the Smarter Commerce opportunity. He will review results from the recent CMO study, discuss how IBM is approaching a new category of Buyer and highlight why Business Partners are so critical to the overall strategy.

Investing in Business Partners to Seize the Smarter Commerce Opportunity
Mark Register, *VP Software Business Partners & Midmarket SWG*

Mark will share the strategic view of our partner ecosystem and how IBM is investing in high-value programs to help Business Partners grow revenue and exploit Smarter Commerce opportunities. Learn about the new announcements that can enable you to create and expand earning potential. Hear about the latest tools and resources available to help you extend your reach, drive demand and gain a competitive advantage to turn opportunity into profitability.

Insight into Client Wins
Melinda Matthews, *Director, Industry Solutions Business Partners, WW SWG*

Melinda will share with you critical channel strategies and priorities, and how to leverage IBM's many resources and incentive programs to win in this attractive new market.

Note: Attendance is limited to IBM Business Partners and IBM employees only.

Wednesday, September 5, 2:15pm–5:00pm
Breakout Session (BPF-3432)
Location: Southern III

Simplicity. Profitability. Growth: Empowering Business Partners for Success

As we develop a laser focus on driving opportunities to close in Q4 and teeing up pipeline for Q1, we need all strong Business Partners engaged and empowered to succeed along with us. The very best IBM strategists and market analysts will present a comprehensive competitive overview of the Smarter Commerce marketplace and share silver bullets and solution insights that will assist you in new account discovery processes and serve to increase your share of wallet in key customer accounts. You will be empowered to act with new awareness of sales operations, lead generation resources, sales and technical enablement and governance strategies around how to work better with IBM to grow the pie and close opportunities.

Wednesday, September 5, 2:15pm–5:00pm
Breakout Session (BPF-3433)
Location: Oceanic 2

Independent Software Vendor Smarter Commerce Leadership Session

The Smarter Commerce ISV Program offers a roadmap designed with an end-to-end approach to help Business Partners build and deliver a broad range of offerings. This session will help you learn how to follow the roadmap to understand key Smarter Commerce solution scenarios, enable your solutions for key Smarter Commerce products, and achieve the IBM Smarter Commerce validation to qualify for new benefits. You will hear key IBM executive insights, Business Partner experiences in teaming with IBM, and best practices to help you get started to gain new solution skills while developing relationships with a new line of business buyers.

Business Partner Café

The Business Partner Café at the Smarter Commerce Global Summit is the perfect place for Business Partners to network with other Business Partners, meet with your IBM team to build future plans, and conduct one-on-one meetings. Gain access to IBM program experts to discuss technical enablement, Business Partner benefits, recent announcements on co-marketing changes and the Ready to Execute (RTE) campaigns, sales and lead generation tools to help close 2012 business and get a jump start on 2013!

Business Partner Café Hours	Location: Solution Center
Wednesday, September 5	7:00am–7:45am 12:45pm–2:00pm 6:15pm–8:00pm
Thursday, September 6	7:00am–8:15am 12:45pm–2:00pm 5:45pm–6:45pm
Friday, September 7	7:00am–8:15am

IBM

Isn't it great to stay connected while away from the office?

Thank you to Verizon for providing cellular coverage at the Smarter Commerce Global Summit.

verizon 4G LTE

Business Partner Café
Expert Tables

IBM Tools to Enhance Your Business
Table #1
Want the potential to earn more with IBM Software in 2012? Visit the onsite experts to explore IBM Software tools such as the Business Partner Profitability tool, the Grow Your Business tool and the Business Partner Locator. We can help you enhance your PartnerWorld Profile System record to better market your company to potential clients and to easily find complementary products to add to your current IBM Software portfolio.

PartnerWorld Programs, Benefits & Offerings
Table #2
Are you taking advantage of all the benefits available to you as an IBM Business Partner? Do you have questions about your PartnerWorld relationship such as the benefits, membership level, website or profile? Come visit the experts to learn how to fully leverage your relationship and maximize your opportunity to earn more selling IBM Software!

Leverage New Business Opportunities through Acquisitions
Table #3
IBM has acquired a broad range of B2B & Commerce and Enterprise Marketing Management (EMM) companies over the past several years. These acquisitions provide Business Partners with opportunities to complement existing portfolios with new solutions and capabilities, to expand reach to new markets, to grow the customer install base and to drive new revenue opportunities across all industries. IBM offers resources to help current IBM Business Partners get educated and enabled on the acquisitions, and resources to help acquisition Business Partners get started with IBM PartnerWorld.

Smarter Commerce Technical and Sales Enablement
Table #4
Maximize your revenue by utilizing the latest in training assets and resources. Learn how to build your skills across the Smarter commerce portfolio by utilizing training roadmaps, sales kits, attending face-to-face training sessions and accessing on demand training materials and courseware. Learn about our:

- Certifications and Mastery Exams
- Mastery training classes
- Classroom and virtual training
- On-demand training assets
- You Pass, We Pay program

ISV and Developer Relations: Building a Smarter Planet with IBM Business Partners
Table #5
Stop by the ISV and Developers Relations Expert table to learn more about our offerings around Smarter Commerce. We offer a variety of programs to help you deliver greater client value within the industry you serve. Learn about the Smarter Commerce Validation Program, which recognizes Business Partners addressing the demand for customer experience improvement. Join us to stay ahead of your technical trends: solve problems quickly; form meaningful connections among peers; and amplify your leadership voice to increase your sphere of influence.

Certification/Education

Building a Path to Smarter Commerce Education, Incentives & Benefits

(see PartnerWorld* links for all details)

IBM Software Value Plus

IBM Software Value Plus (SVP) organizes all IBM Software Group products into open products and the authorized portfolio. IBM Business Partners who obtain authorization through SVP may resell authorized products.

The SVP Authorized Product Groups aligned most closely to IBM Smarter Commerce include:

- B2B Integration
- IM Heritage CM
- Enterprise Marketing Management
- BM WebSphere® Commerce
- IBM Filenet®
- IBM Cognos®

See PartnerWorld*: **ibm.com**/partnerworld/page/software_value_plus

IBM Software Value Plus Capability Authorization

SVP Capability Authorization is designed to help Business Partners expand their reach within specific capabilities such as Smarter Commerce.

- **SVP Smarter Commerce Capability Authorization**
  Enables Business Partners to extend their solutions to address broader customer issues while earning incremental incentives and benefits.
- **SVP Enterprise Content Management Authorization**
  Designed to reward solution providers who build repeatable assets that adhere to a specific set of guidelines.

See PartnerWorld*: **ibm.com**/partnerworld/page/swg_com_sfw_svp_ca

IBM Scalable Solutions

Scalable solutions are designed to help you reach new line of business (LOB) buyers in your accounts. IBM has scheduled combined IBM sellers and Business Partner calls by select sectors in order to provide insight regarding the relevant plays.

See PartnerWorld*: **ibm.com**/partnerworld/page/swg_com_sfw_scalable_solutions

Enhanced Education Benefits

Valuable training opportunities available for delivering Smarter Commerce, Smarter Cities and Enterprise Content Management solutions.

- **You Pass, We Pay**
  The 3Q You Pass, We Pay offering provides course and test cost reimbursement, as you secure skills and certifications.

See PartnerWorld*: **ibm.com**/partnerworld/page/swg_com_sfw_ebfis

Smarter Commerce Validation Program

Provides Independent Software Vendors an opportunity to participate in the IBM Smarter Commerce initiative. Applications must integrate with at least one of the IBM Smarter Commerce product offerings to qualify.

See PartnerWorld*: **ibm.com**/partnerworld/page/roadmap/systems/smartcommerce

Smarter Commerce SaaS Referral Incentive for Business Partners

A "fast start" offering that encourages accelerated cloud adoption by enabling Business Partners to deliver Smarter Commerce solutions. Designed to enhance Business Partners' solutions while minimizing the steps required for selling cloud-based solutions.

See PartnerWorld*: **ibm.com**/partnerworld/page/swg_com_sfw_sc_saas

Marketing Service Providers – Enterprise Marketing Management (EMM)

A special program tailored to specific business models using EMM. The agreement provides the capability to utilize and customize the majority of the EMM portfolio to meet the needs of your customers. Our dedicated team has deep experience to quickly get you up to speed on enhancing your solutions.

Contacts: **Kevin Dunn – kevdunn@us.ibm.com (Worldwide) or**
Fred Chapman – fchapman@us.ibm.com (US/Canada)

Enterprise Content Management (ECM) enables Smarter Commerce

ECM solutions facilitate greater efficiency in the buy, market, sell and service domains by reducing costs, understanding the "voice of customer," and efficiently resolving complex customer service issues.

Contacts: **Ruth S Sun - ruthsun@us.ibm.com (Worldwide) or**
Bob Rudis - rrudis@us.ibm.com (North America)

Key link: **ibm.com**/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_ecm

***Note:** PartnerWorld ID and password may be required to access the Web resources exclusively for IBM Business Partners.

Emptoris Empower

Emptoris Empower

Welcome to our 11th Annual Customer Conference, Empower 2012

I look forward to seeing you this week at our 11th annual customer conference, Empower 2012, an event being held within the IBM Smarter Commerce Summit. This is an exciting opportunity for us to gather our customers, subject matter experts and executives in an environment where we can not only showcase Emptoris technologies and solutions, but where we can also introduce you to solutions that can help your company achieve even more results on your journey to procurement, contract management and category spend excellence. I encourage you to take every opportunity this week to get as much learning and networking out of Empower 2012 as possible.

Please make sure you:

- Join me, and other members of the Emptoris community, at Tuesday night's Welcome Reception so we can personally welcome you and thank you for your business.
- Hear best practices during exclusive Emptoris General Sessions that will feature dynamic industry keynote speakers Tony Milikin, CPO, Anheuser-Busch InBev, and John Paterson, CPO, IBM.
- Attend our 20+ Emptoris sessions that address issues like how to: manage and measure global savings programs, tackle complex category spend, and extend the value of ERP systems, that include customer speakers from Alcatel-Lucent, Cliffs Natural Resources, Otsuka Pharmaceutical, DHL, ZF, ABB, Siemens and many more!
- Visit the Solution Center to experience the latest IBM Emptoris innovations and demo products, explore how Emptoris fits into Smarter Commerce, meet experts, and learn about the latest technology trends and issues.
- Network with other customers. Join us in the Emptoris-Exclusive Customer Lounge, which will be open the duration of the event in the Southern Foyer.

Our goal has always been to empower you, our valued customers, to be self-sufficient with innovative solutions that help you succeed. So get ready to dive deeper into these solutions, learn valuable business principles, foster new friendships and invigorate yourself for the year ahead – be Empowered! I look forward to spending time with you this week.

Sincerely,

Patrick Quirk
CEO, Emptoris

Emptoris Empower

An Event Within the Smarter Commerce Global Summit 2012 – Orlando

Following the recent acquisition of Emptoris by IBM, we are pleased to integrate our annual Emptoris Empower 2012 customer conference into the IBM Smarter Commerce Global Summit 2012 - Orlando.

Empower 2012 is a rare opportunity to choose from more than 20 business and technical sessions focused on new Emptoris technology, best practices, case studies and visionary thinking.

Join us in the Emptoris Exclusive Customer Lounge open throughout the duration of the event in the Southern Foyer.

Your conference bag is changing the world

The conference bag material was upcycled from billboards on the streets. The bag is handmade in America by legal refugees who were forced to flee their country because of conflict. When you carry this bag, you're not only helping the environment you're also helping a community in need.

IBM

Empower 2012 Highlights

Hear from leaders. Our exclusive Emptoris General Sessions will feature dynamic industry keynote speakers Tony Milikin, CPO, Anheuser-Busch InBev, and John Paterson, CPO, IBM. Additionally, Emptoris breakout sessions will include customer speakers from Alcatel-Lucent, Cliffs Natural Resources, Otsuka Pharmaceutical, DHL, ZF, ABB, Siemens and many more!

Discover content-rich sessions. Hear from peers, product experts, and industry leaders with presentations that address issues like how to: manage and measure global savings programs; tackle complex category spend; and extend the value of ERP systems.

Experience the latest. Increase your solution ROI. You'll also be able to take advantage of the Solution Center, where you can demo the latest IBM Emptoris solutions, explore IBM Smarter Commerce and share ideas with peers, IBM Emptoris experts and Business Partners.

Network and connect with the brightest minds in your industry. Meet experts in your industry, and learn about the latest technology trends and issues. You'll also be able to meet one-on-one with IBM Emptoris Executives.

Empower Keynotes

Wednesday, September 5, 10:30am–11:30am

Emptoris Empower Opening Keynote Session

Join Patrick Quirk, CEO, Emptoris, Craig Hayman, General Manager of Industry Solutions, IBM, and learn about Emptoris as a part of IBM and Smarter Commerce. Discover new strategies for strategic supply management that maximize financial performance and optimize commercial risk.

Thursday, September 6, 10:30am–12:45pm

Emptoris Empower Keynote Sessions

Drive Sustainable Savings and Manage Risk and Compliance; Emptoris Product Strategy and Roadmap

For this dynamic session, Tony Milikin, Chief Procurement Officer, Anheuser-Busch InBev, will share how the leading global brewer has been able to continuously drive savings through best-in-class eSourcing techniques. Then IBM's Chief Procurement Officer, John Paterson, will present the guiding principles behind IBM's successful management of 22,000 suppliers in close to 100 countries. Finally, hear from Terrence Curley, Head of Product Strategy, Management and Development, Emptoris, and Greg Iaquinto, Emptoris Product Strategy, as they share the Emptoris product vision, strategy and roadmap.

Empower 2012 Program Agenda

Tuesday, September 4, 2012

Time	Activity / Topic	Location
6:30pm–8:00pm	Emptoris Empower 2012: Customer Welcome Reception	Crescent Terrace (adjacent to the Swan)

Wednesday, September 5, 2012

7:00am–7:00pm	Registration	Dolphin Convention Foyer
7:00am–7:45 am	Networking Breakfast – Solution Center Open	Atlantic Hall
8:00am–10:00am	IBM Smarter Commerce General Session	Pacific Hall A & B
10:00am–10:30am	Networking Break	Various
10:30am–11:30am	Emptoris Empower Opening Keynote Session • Emptoris Update • State of the Business • Smarter Commerce	Southern II
11:30am–5:15pm	Telecom Expense Management (TEM) User Group Meeting (Invitation Only)	Dove (Swan)
11:45am–12:45pm	IBM Emptoris Contract Management Product Update	Oceanic 7
	Rent-A-Center Racks Up Savings with Spend Optimization	Oceanic 8
	How Siemens Tackles Global Supply Risks Through Sustainable Supplier Management	Asia 3
12:45pm–2:00pm	Networking Lunch – Solution Center Open	Atlantic Hall
12:45pm–5:15pm	Healthcare Payer Luncheon and Forum (Invitation Only)	Lunch: Oceanic 4 Meeting: Europe 6
2:15pm–3:15pm	Peer-to-Peer Procurement Panel with Pat Knight	Oceanic 7
	IBM Emptoris Supplier Lifecycle Management Product Update	Oceanic 8
3:15pm–3:45pm	Networking Break	Various

Unless noted, meeting locations are in the Dolphin.

Throughout the days: Solution Center Demo Zone; Emptoris Exclusive Customer Lounge; Executive & Customer 1:1 Meetings

Wednesday, September 5, 2012 (cont.)

Time	Activity / Topic	Location
4:00pm–5:00pm	Improve Business Relationships Through Streamlined Contracting Processes	Oceanic 7
	Plan, Manage, and Measure a Successful Global Savings Program	Oceanic 8
	Optimize Performance of Your Strategic Suppliers with IBM Emptoris Supplier Lifecycle Management	Asia 1
5:15pm–6:15pm	Global Sourcing – Finding New Value & Best Practices in Sourcing	Oceanic 7
	Successful Deployment of Telecom Expense Management on a Global Basis	Oceanic 8
6:15pm–8:00pm	Networking Reception in Solution Center	Atlantic Hall

Thursday, September 6, 2012

7:00am–7:00pm	Registration	Dolphin Convention Foyer
7:00am–8:15am	Networking Breakfast – Solution Center Open	Atlantic Hall
8:30am–10:00am	Smarter Commerce Summit General Session	Pacific Hall A & B
10:00am–10:30am	Networking Break	Various
10:30am–12:45pm	Emptoris Empower Keynote Sessions • Driving Sustainable Savings: Anheuser-Busch InBev • Managing Risk and Compliance: IBM • Emptoris Vision, Strategy and Roadmap for Procurement	Southern II
12:45pm–2:00pm	Networking Lunch – Solution Center Open	Atlantic Hall
12:45pm–4:15pm	CPO Visionary Board Meeting & Executive Lunch (Invitation Only)	Europe 6
2:00pm–3:00pm	Best Practices in Contract Management	Oceanic 7
	Save Money Through Increased Use of Emptoris e-Auctions	Oceanic 8
3:15pm–4:15pm	Source to Settle, Settle to Fulfill: Global End-to-End Sourcing and Contract Management Process	Oceanic 7
	Strategies for Addressing the Growing Needs of the Mobile Enterprise	Oceanic 8
	Optimizing Technology and Processes: Tackling Bottlenecks and Data Management Within Your Organization	Europe 2

IBM

SmarterCommerce
Global Summit 2012
Orlando | September 5-7, 2012

IBM Customer Experience Suite

Anticipate, Engage and Deliver next generation customer self service with IBM web experience software.

IBM Customer Experience Suite delivers rich, engaging web experiences – across multiple channels – designed to deepen customer relationships and improve customer self-service. Use the power of social and mobile technologies with engaging, rich content and robust analytics to help anticipate customers needs and achieve their goals.

- Use social capabilities to improve customer services, engage and deepen relationships, and build brand loyalty.
- Empower business people to rapidly create and adapt content and capture feedback instantly to engage and respond to changing customer needs.
- Reach mobile customers easily and simply with targeted content and streamlined user experiences.

Session 3428 - Thur 10:30-11:30am
Connecting with Cat - Driving customer growth and loyalty by transforming the online experience - Jeff Bowman, Caterpillar Inc.

Session 3419 - Thur- 11:45-12:45pm
Satisfy customers and deepen relationships with social web content and microsites - Maryann Johnson, and Teresa Zobrist - Zobrist Consulting

Session 3427 - Wed 2:15-3:15pm
Social Web Experiences with ROI: Transforming Customer Self Service - Brian Chaput

Session 3429 - Thur 3:15-4:15pm
Exceptional Self Service Web Experiences - Lisa L Jarrett

Empower 2012 Program Agenda (cont.)

Thursday, September 6, 2012 (cont.)

Time	Activity / Topic	Location
4:15pm–4:45pm	Networking Break	Various
4:45pm–5:45pm	Manage Suppliers and Mitigate Risk	Oceanic 7
	Show Me the Money! How to Drive Down Costs in the Healthcare Industry	Oceanic 8
7:30pm–10:30pm	Special Customer Appreciation Event *Emptoris customers should meet in front of the Emptoris Customer Lounge (Southern Foyer) before heading to the special event.*	Southern Foyer

Friday, September 7, 2012

7:00am–12:15pm	Registration	Dolphin Convention Foyer
7:00am–8:15am	Networking Breakfast – Solution Center Open	Atlantic Hall
8:30am–9:30am	IBM Smarter Commerce General Session and Awards	Pacific Hall A & B
9:00am–1:30pm	Emptoris Exclusive Customer Lounge	Southern Foyer
9:30am–10:00am	Networking Break	Various
10:00am–11:00am	Emptoris Vision, Strategy and Roadmap for Procurement	Oceanic 7
11:00am–3:00pm	Emptoris Customer Advisory Council (CAC) Meetings (Invitation Only)	Oceanic 7 & 8

Emptoris Empower

Unless noted, meeting locations are in the Dolphin.

Throughout the days: Solution Center Demo Zone; Emptoris Exclusive Customer Lounge; Executive & Customer 1:1 Meetings

General Sessions/ Keynotes

General Session:
Wednesday, September 5, 8:00am–10:00am
Location: Pacific Hall A & B

Smarter Commerce: Innovating & Leading Through Connections

Host: Guy Kawasaki, *Founding partner, Garage Technology Ventures, Co-Founder, Alltop.com*

Redefining Commerce in the Age of the Chief Executive Customer

Craig Hayman, *General Manager, Industry Solutions, IBM Software*

In an era where the customer is in control, a new kind of leadership is emerging. No organization or company can accomplish this alone. Today's leaders are embracing social, cloud and mobile technologies to put the customer at the center of how their enterprises buy, market, sell and service. Learn how leading organizations drive optimized supply chains and adaptive procurement based on demand, and deliver seamless marketing and selling execution to create new sources of revenue, drive efficiencies and deliver optimal customer experiences. Success is no accident. We're here to make it happen.

Customer Presentations

Building a World-Class Supply Chain to Deliver Best-in-Class Customer Experience

Gerry Smith, *SVP Supply Chain and Services, Lenovo*

Gerry Smith will share how Lenovo is transforming its end-to-end supply chain to deliver the personal technology industry's best customer experience. He will describe how Lenovo is leveraging a world-class supply chain commerce platform to meet diverse and rapidly changing customer requirements, increase demand for transparency and simplicity in the order process, and how the company is aligning its global operation to deliver "perfect orders."

General Session: (cont.)

Wednesday, September 5, 8:00am–10:00am

Location: Pacific Hall A & B

Customer Presentations

Better Customer Relationships in a Hyper-Connected World

Aditya Bhasin, *SVP Consumer Marketing, Bank of America*

Consumers today are becoming more and more connected. Their lives are more mobile and digital – and they expect their banks to serve their needs in that new world. Every day, Bank of America balances serving one in two American households with the reality that connected customers have options and high expectations. Bhasin will discuss how Bank of America is transforming itself to make better human connections, including how to make 22 million interactions per day more personal and "deliberately human."

The Ultimate Partnership – Marketing and IT

John Marchionda, *VP Marketing, Husqvarna*

Simon Howard, *CIO, Global Information Services Business Engagement Executive, Husqvarna*

With over 320 years of innovation, Husqvarna Group is the world's largest producer of outdoor power products, including chainsaws, trimmers, lawn mowers and garden tractors. Their strategy involves improving internal efficiency throughout the entire supply chain, in order to create a framework for increased investments in product development and brands that will further strengthen the Group's position. Simon Howard, CIO, and John Marchionda, VP of Marketing, will share how Husqvarna makes the ultimate partnership work that drives success for their business.

Guest Speaker

Switch: How to Change Things When Change Is Hard

Dan Heath, *Senior Fellow at Duke University's CASE Center*

Switch asks the following question: Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle, says Heath, is a conflict that's built into our brains. Psychologists have discovered that our minds are ruled by two different systems – the rational mind and the emotional mind – that compete for control. In Switch, Heath shows how everyday people – employees and managers, parents and nurses – have united both minds and, as a result, achieved dramatic results.

General Session:
Thursday, September 6, 8:30am–10:00am
Location: Pacific Hall A & B

Smarter Commerce: Engaging with Customers as Individuals

Host: Guy Kawasaki, ***Founding partner, Garage Technology Ventures, Co-Founder, Alltop.com***

Engaging with Customers as Individuals

Mike Rhodin, ***Senior Vice President, IBM Software Solutions***

The customer is in control and has high expectations. Engaging your chief executive customers as individuals and delivering an optimal experience across all channels doesn't just drive revenue and improve margins; it builds relationships and a lifetime of loyalty. Learn how leading companies deliver personalized, consistent cross-channel experiences leveraging insights through deep analytics and optimized value chain execution.

Customer Presentations

Know Your Customer!

Joe Megibow, ***VP and GM, Expedia.com***

The online or mobile travel consumer faces a myriad of pricing and packaging options; with so many choices, consumer loyalty can be fleeting. Poor experiences, even when small, can result in a quick click to a competitor's site and worse, the loss of consideration for future business. In such an immensely competitive and intertwined environment, it is essential to have complete visibility into the customer experience. Join Joe Megibow, vice president and general manager at Expedia.com, as he discusses how focusing on the customer can transform your business.

Transforming Procurement for Competitive Advantage

Nils I. Svanberg, ***Global Contracts & Services Manager, Project Development & Procurement, ConocoPhillips***

The all-but-new ConocoPhillips that resulted from the 2012 spin-off of Phillips 66 is the world's largest pure oil and gas exploration and production company. In this keynote presentation, Mr. Svanberg will discuss why supply chain and procurement contracts are important in the upstream business and how, if done well, they should lead to competitive advantage.

General Session: (cont.)

Thursday, September 6, 8:30am–10:00am

Location: Pacific Hall A & B

Transforming the Front Office to Deliver a Personalized Customer Experience

Adam Klaber, ***Managing Partner of New Markets, IBM Global Business Services***

Adam Klaber will discuss how clients are embracing key entry points for personalized customer experiences and host a panel discussion with leading customers who will share their transformation journeys and discuss how they are optimizing their value chains for growth.

Customer Panel

Vincent Cirel, ***Senior Vice President and CIO, Norwegian Cruise Line***

Cathryn Hondros, ***Vice President, Information Systems, Wacoal America, Inc.***

Rob McClellan, ***Global eCommerce Technology, Staples***

Laura Dambier, ***Senior Vice President, Lincoln Financial Group***

Guest Speaker

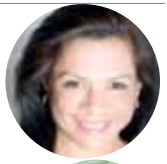
Enchantment: The Art of Changing Hearts, Minds, and Actions

Guy Kawasaki, Founding partner, Garage Technology Ventures, Co-Founder, Alltop.com

Enchantment: The Art of Changing Hearts, Minds, and Actions is Guy's tenth book. The goal is not to get your own way but to bring about voluntary, enduring, and delightful change. The power of enchantment enables you to maneuver through difficult decisions, break entrenched habits, defy the wisdom of crowds, and get colleagues to work for long-term, mutually beneficial goals.

General Session:
Friday, September 7, 8:30am–9:30am
Location: Pacific Hall A & B

Smarter Commerce: Driving Strategic Transformation in a World Measured by Quarterly Results



Host: Maria Winans, *VP, IBM Software Industry Solutions Marketing*

Driving Strategic Transformation

Tony Steel, *VP, Partner, Global Business Services North America Smarter Commerce*

In an interconnected world characterized by an accelerated pace of innovation, waiting means falling behind. A Smarter Commerce approach accelerates transformation across your enterprise to drive value and results. In this closing general session, learn how successful companies are moving forward, whether by getting started with a focused project or aggressively pursuing broader transformation.

Customer Presentations

Loyalty Gets Social

Trevor Newell, *Co-Founder and President, SHOP.CA*

Trevor Newell, co-founder of SHOP.CA, presents an insightful overview of how loyalty programs, when combined with social media, provide consumers a fun and engaging shopping experience.

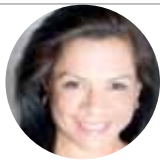
Smarter Commerce Awards

Yuchun Lee, *VP and GM, Enterprise Marketing Management Group*
John Mesberg, *VP, B2B and Commerce, IBM Software Group*

In the closing general session, the Smarter Commerce Awards will be presented by Yuchun Lee and John Mesberg. These prestigious awards recognize leading companies who are at the forefront of using Smarter Commerce to generate value for their customers, partners and shareholders.

Expert Panel

Smarter Commerce Experts Panel



Host: Maria Winans, *VP, IBM Software Industry Solutions Marketing*

Maria Winans will host a panel where the award winners will share their best practices that drive their success.

Keynote Sessions:

Wednesday, September 5, 2:15pm–3:15pm

Marketing Reimagined: Three Imperatives for Marketing Leadership

Join Yuchun Lee, Vice President and General Manager, Enterprise Marketing Management, IBM, David M. Cooperstein, VP, Practice Leader – CMO & Marketing Leadership, Forrester Research, and two marketing visionaries – Charlie Cole, VP Marketing, Schiff Nutrition and Brian Fetherstonhaugh, Chairman and CEO, OgilvyOne Worldwide – for a lively session that focuses on three critical success factors in marketing transformation. This dynamic group of marketing experts will discuss how you can take your marketing to new heights, creating value at every touch by treating your customers as individuals. They will also explore the importance of an authentic brand and culture in the age of the empowered customer.

Join us for Networking Receptions

Wednesday, September 5 in the Solution Center

6:15 pm – 8:00 pm

6:30 pm – 7:30 pm - Guy Kawasaki will join us during the Social Media Happy hour in the Solution Center to sign *Enchantment*.

Thursday, September 6

5:45 pm – 6:45 pm

5:45 pm – 6:45 pm - Artist, Patrick Skoff, will be painting in The Lounge.

Thursday's reception is sponsored by:

InterCall®

IBM

Thursday, September 6, 2:00pm–3:00pm

How Synchronizing Your Value Chain with IBM Sterling Integration Enables Smarter Commerce

Come learn from a panel of executives from Jabil Circuit, John Morrell and CVS Caremark, and led by John Mesberg, Vice President B2B & Commerce Solutions, on how they are leading and supporting change in their organizations to become more customer-centric. Discover how IBM Sterling B2B Integration and Managed File Transfer (MFT) can help you fulfill your Smarter Commerce strategy by synchronizing your extended value chain of partners, customers and suppliers.

Thursday, September 6, 3:15pm–4:15pm

A Vision for eCommerce – And the Trends that Will Shape Your Strategy!

The customer experience is the sum of all interactions. Successful companies are redefining their eCommerce processes and platforms as they respond to the empowered customer, but this is simply the first wave of change. Hear from Gene Alvarez of Gartner, who will discuss key trends that will influence where eCommerce is going in the future, how the customer experience will transform B2B and B2C commerce, and what you need to do to prepare for this revolution.

Thursday, September 6, 4:45pm–5:45pm

The Marketing Success Award Competition

The Marketing Success Award competition recognizes leading marketers for innovation in the use of marketing solutions and the business results they achieve. Join host Elana Anderson, Executive Director, EMM Products, and three marketing finalists who will share their success stories live on stage. Your vote will determine the winner of this year's program. The winner will be announced at the closing general session on Friday, September 7.

Smarter Commerce Global Summit Block Party!

Rock the block at Universal CityWalk®, where you'll find fun restaurants, lively nightclubs and electrifying entertainment. **Dinner and transportation are included,** so join the fun! Network, mingle, dance, sing with a live band and enjoy yourself all evening.

Date: Thursday, September 6
Time: 7:30 pm – 10:30 pm
Pick up: Dolphin Convention Entrance

Badges and photo ID required, must be 21 to attend.
Buses depart hotel 7:00 pm – 7:45 pm
Buses depart event 9:00 pm – 11:00 pm

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Aligning your role with the program tracks

Tracks / Sessions

We understand that your role may span many of the sessions and tracks at the Summit. To help you navigate the sessions to find those that will be most valuable, please refer to the information on page 38.

SUPER WOMEN'S GROUP LUNCHEON

Powerful Communication for Women

Thursday, September 6 from 12:45 pm - 2:00 pm in Southern III

Hosted by: Alisa Maclin, IBM **Moderated by:** Pam Woehrle, IBM

Panel:

- Adrienne Hartman, Corporate E-Commerce & Customer Insights Manager at J. J. Keller & Associates
- Laura Sympson-Cornelius, Director of Web Analytics at Office Depot
- Jennifer Day, Senior Manager, Web Analytics at Trend Micro

IBM

Smarter Commerce Buy Track: Innovations in Supply Chain and Sourcing Strategies

Are you getting the most out of your supply chain software and services? How effectively are you synchronizing business-to-business interactions across your extended value chain? Today's supply chains and sourcing strategies must innovate and transform constantly, adopting new processes and practices that remove costs, drive operational excellence, and adapt to demand/supply volatility. Learn how you can benefit from new concepts and technologies such as cloud collaboration, B2B integration and managed file transfer, inventory visibility transformation, complex spend category management, analytics and optimization. Session leaders from IBM's Emptoris®, Sterling Commerce®, Business Analytics, ILOG®, Global Business Services, Global Processing Services, as well as others, will share best practices and lessons learned from personal experience, all to incite you to transform your supply chain.

Smarter Commerce Market Track: Innovations in Marketing

Smarter Commerce uses deep customer insight – gleaned from behaviors across offline and online channels – to create and deliver timely, personalized engagements across multiple channels and touchpoints. The world's best marketing organizations are adopting IBM technologies to better meet customer expectations and take their marketing performance to the next level. Leading adopters of these technologies will gather at the Smarter Commerce Global Summit 2012 – Orlando to network with peers, share best practices, explore new technologies, and learn from IBM's team of experts to chart an exciting course to even greater achievement. Whether you are currently using IBM solutions from Unica®, Coremetrics®, DemandTec, Tealeaf and others, or just exploring your options, each session is sure to inform and inspire.

Smarter Commerce Sell & Service Track: Innovations in Customer-Centric Selling and Service

Knowing your customer is a basic expectation in today's world. Consistently exceeding that expectation and delivering personalized, integrated and rewarding experiences will define market leaders. Discover how to accomplish this goal by leveraging the latest solutions offered by IBM. This track will focus on the benefits B2B and B2C companies can realize through cross-channel, multi-tier selling and fulfillment initiatives that integrate precision marketing, merchandising, order management, content management and the overall customer experience across all channels.

Smarter Commerce Industry Track: How Industries Are Innovating to Meet Customer Expectations

There is no question that the impact of the empowered customer is profound and far-reaching. This track examines the issue from the perspectives of seven industry groups: consumer products & wholesale, high tech & industrial, banking, insurance, healthcare & life sciences, communications & media, and retail. Industry-specific track sessions will include analysis of commercial trends, key consumer challenges and, most importantly, guidance and thought leadership on the strategies and solutions that should be considered. In a number of sessions, IBM customers will also explain where and how they applied innovative strategies in their businesses.

Track Codes

These codes will help you identify sessions as you build your agenda. To see a more detailed description of any session, please refer to SmartSite (www.summitsmartsite.com).

B Business Sessions

In today's business world, leaders know they need solid information and tools to optimize their organization's performance. Business sessions will help attendees discover new ways to transform their business to meet the demands of the empowered customer and gain a true competitive advantage in a rapidly changing digital world. They will learn about innovative strategies across a spectrum of topics such as strategic supply management, digital marketing, customer buying experience, managing a partner community, and effective internal management.

T Technical Sessions

Effectively identifying and leveraging relevant innovations is the key to moving ahead of the competition and driving value. Technical sessions will help attendees expand their knowledge of the IBM Smarter Commerce solution portfolio and operating practices to maximize their technology investment and transform every facet of their business. Attendees will also gain an understanding of the most recent product capabilities as well as implementation of best practices.

Smarter Commerce Buy Track
BB Buy - Business Session
BT Buy - Technical Session

Smarter Commerce Market Track
MB Market - Business Session
MT Market - Technical Session

Smarter Commerce Sell & Service Track
SSB Sell & Service - Business Session
SST Sell & Service - Technical Session

General Session/Keynote

Business Partner Forum

Hands-On Lab

★ Beginner Level

★★ Intermediate Level

Smarter Commerce Industry Track

IB Banking

IC Communications & Media

ICW Consumer Products & Wholesale

IH Healthcare & Life Sciences

IHI High Tech & Industrial

II Insurance

IR Retail

Wednesday, September 5

8:00am–10:00am

Pacific Hall A & B GEN-3447	**Opening General Session** **Smarter Commerce: Innovating & Leading Through Connections**

10:30am–11:30am

	Southern II EMP-3421	**Emptoris Empower Opening Keynote Session** Craig Hayman, IBM; Patrick Quirk, IBM
B	Northern E2 BB-3125	**Sigma-Aldrich Collaborates in the Cloud for Better Customer Service** Greg Soltwisch, Sigma-Aldrich
T	Northern E3 BT-3115	**Addressing European & Global Financial Messaging Trends & Regulatory Mandates** Mark Conner, IBM
T	Northern E4 BT-3118	**IBM Managed File Transfer Provides a Solid Foundation for Growth** Dirk Maney, IBM
B	Southern I MB-3342	**Experience Your Customers: See Your Digital Channels Through Your Customers' Eyes** Geoff Galat, IBM
B	Asia 4 MB-3345	**Using Digital Behavioral Data to Improve Cross-Channel Marketing** Ewald Hoppen, wehkamp.nl; Rachel Dell, Urban Outfitters, Inc.; Akin Arikan, IBM
B	Northern E1 MB-3416	**How Deluxe Successfully Integrated Their Creative Production Process with IBM Marketing Operations** Julie Ohman, Deluxe Corporation; Dave Panek, IBM
B	Europe 3 MB-3463	**Increasing Owner Loyalty at Motorola Through Targeted Marketing** Melissa Grady, Motorola; Vince Li, Motorola
T	Asia 5 MT-3371	**Ignite Sales with IBM Coremetrics & WebSphereCommerce** Adrienne Hartman, J. J. Keller & Associates; Mike Niemann, IBM; Daisy Tan, IBM
B	Northern A4 SSB-3157	**Making Smarter Commerce Mobile: Strategy & Trends of Mobile Commerce** Tim Francis, IBM

T Technical Session · B Business Session · Buy · Market · Sell & Service · Industry · BP Forum · General Session/ Keynote · Hands-On Lab

Wednesday, September 5
10:30am–11:30am

T	Oceanic 2 SST-3180	**Making Your Business Work Smarter with Optimization** Jan Browder, IBM
T	Oceanic 6 SST-3274	**WMS & Cross-Channel Commerce** Doug Brochu, Bridge Solutions Group; Anand Kaddi, IBM
	Europe 2 IB-3222	**Leading Through Connections: Banking CEO Perspectives on What Is Important for Success** Kwafo K Ofori-Boateng, IBM
	Australia 3 IC-3238	**Communications & Media Industry Keynote: Putting Smarter Commerce into Action** Robert Crouch, Comcast; Anthony Behan, IBM; Rick Qualman, IBM; Eric Riddleberger, IBM
	Oceanic 1 ICW-3242	**Consumer Products Panel: Improving Supply Chain Responsiveness** Dwayne Duncan, Shurtape Technologies; Matt Speier, Kerry Ingredients & Flavours – Americas; Vivian Braun, IBM; Brent A. Dawkins, IBM
	Oceanic 4 IH-3233	**Care Transformation, Convergence & Consumer-Centricity: Let's Go!** Janice Young, IDC Health Insights
	Asia 3 IHI-3418	**What eCommerce Means to B2B Manufacturers: An Example from the Aftermarket Business** Robert McKay, Pratt & Whitney; Richard M. Douglass, IBM
	Europe 1 II-3226	**The Imperatives that Drive Insurance Business Growth & Differentiation** David Dobrindt, IBM; Mark McLaughlin, IBM
	Asia 2 IR-3431	**What Empowered Consumers Want: Game-Changing Insights from IBM's Global Empowered Consumers Study ★★** Yolanda Wang, IBM
	Asia 1 HOL-3291	**Utilizing IBM Sterling Connect Direct ★** Brian Behnke, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Wednesday, September 5
11:45am–12:45pm

	Pacific Hall A & B BPF-3439	**Business Partner Forum – General Session** Bob Picciano, IBM; Steve Cowley, IBM; Melinda Matthews, IBM; Mark Register, IBM
B	Oceanic 8 BB-3136	**Rent-A-Center Racks Up Savings with Spend Optimization** Rob Bernshteyn, Coupa Software; Mike Wilding, Rent-A-Center, Inc.
T	Northern E3 BT-3111	**Trend Study: ConAgra Enables Smarter Commerce with B2B** Kevin Christensen, ConAgra; Steve Hernandes, ConAgra; George Middlebrook, IBM
T	Northern E2 BT-3121	**How to Attain Visibility of End-to-End Business Transactions** Greg Melahn, IBM; Susan Roberts, IBM
T	Oceanic 7 BT-3130	**IBM Emptoris Contract Management Product Update** Lalitha Balasubramhanya, IBM
T	Northern E1 BT-3384	**Optimize Your Supply Chain While Juggling Multiple Objectives** Ronan O'Donovan, IBM
T	Southern V BT-3396	**B2B Cloud Trends & IBM's Future Direction** Jeff Leach, IBM
B	Asia 4 MB-3352	**Social Media & Mobile Marketing: Moving from Siloed to Intertwined** Amber Conley, IBM
B	Asia 5 MB-3370	**Better Together: How Combining Web & Non-Web Data Can Help Your Business** Adam Greco, Web Analytics Demystified; Akin Arikan, IBM
B	Southern I MB-3372	**How to Succeed with Enterprise-Wide Analytics Across Multiple Sites** Rick Eagle, IBM; Mark Frigon, IBM
B	Oceanic 4 SSB-3464	**Cross-Channel Commerce: Listening Without Prejudice and Acting with Precision** Erick Brethenoux, IBM; Dominique Du Bois, IBM

T Technical Session · B Business Session · Buy · Market · Sell & Service · Industry · BP Forum · General Session/ Keynote · Hands-On Lab

Wednesday, September 5
11:45am–12:45pm

T	Northern A4 SST-3173	**What's New in IBM Sterling Order Management** Allison Manetakis, IBM
T	Oceanic 2 SST-3177	**Multi-Channel Marketing Mix Optimization You Can Bank On** Jeremy Bloom, IBM
	Europe 2 IB-3223	**Synchronizing the Value Chain for Corporate Banking** Elizabeth Cronenweth, FiServ; Ken Wood, SunTrust Bank; James Gahagan, IBM
	Europe 3 IC-3239	**Communications & Media Best Practices: Insight-Driven Marketing to Deliver Greater Customer Value** Larry Hargrove, IBM; Eric Riddleberger, IBM
	Oceanic 1 ICW-3244	**Discover the Power of One Sales & Marketing Plan** Jonathon Busman, IBM; Jie Weng, IBM
	Australia 3 IH-3232	**Extreme Personalization: Applying Consumer Insights to Healthcare** Kara Bauer, IBM; Harry Reynolds, IBM
	Asia 3 IHI-3246	**How Siemens Tackles Global Supply Risks Through Sustainable Supplier Management** Rainer Gerl, Siemens
	Europe 1 II-3227	**Successfully Selling Insurance to the Consumer of the Future** Christian Bieck, IBM, David Dobrindt, IBM
	Asia 2 IR-3235	**Smarter Commerce in Action: A Proactive Retail Perspective** John Stelzer, IBM
	Asia 1 HOL-3442	**Wizard-Based Navigation in IBM Sterling Call Center ★** Doug Magie, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Wednesday, September 5
2:15pm–3:15pm

	Southern II MRK-3420	**Marketing Reimagined: Three Imperatives for Marketing Leadership** Charlie Cole, Schiff Nutrition; David Cooperstein, Forrester; Brian Fetherstonhaugh, OgilvyOne; Yuchun Lee, IBM
B	Oceanic 7 BB-3141	**Peer-to-Peer Procurement Panel with Pat Knight** John Browne, Qantas Airways Limited; Wayne Evans, DHL; Nils Svanberg, ConocoPhillips; Patrice Knight, IBM; Rainer Gerl, Siemens
B	Australia 3 BB-3147	**The Hidden Threat to Your Key Business Processes** Maureen Fleming, IDC; William McKinney, IBM
B	Northern E3 BB-3272	**ConAgra Foods: Expanding the Value of SAP with a Best-in-Class B2B Integration Environment** Kevin Christensen, ConAgra; Steve Hernandes, ConAgra
T	Northern E2 BT-3112	**Universal Transformation: WebSphere TX with Sterling B2B Integrator** Mark Conner, IBM; Michael Hudson, IBM
T	Oceanic 8 BT-3131	**IBM Emptoris Supplier Lifecycle Management Product Update** Stefan Freund, IBM
T	Northern E4 BT-3284	**Improving Inbound Transportation Costs & Tracking** Jeff Kingsley, IBM
T	Southern V BT-3397	**Collaborative Strategies to Enhance Competitive Differentiation: The Evolution of B2B Outsourcing** Jeff Leach, IBM; Mark Roper, IBM
B	Northern A4 SSB-3158	**Driving The Value of B2B Cloud Services in Integrating B2B Customers** Cliff Markell, Watts Water Technologies
B	Oceanic 6 SSB-3256	**Reinventing Decision-Making with Optimization** Steve Sashihara, Princeton Consultants
B	Oceanic 1 SSB-3427	**Social Web Experiences with ROI: Transforming Customer Self-Service** Brian Chaput, IBM

T Technical Session · B Business Session · Buy · Market · Sell & Service · Industry · BP Forum · General Session/ Keynote · Hands-On Lab

Wednesday, September 5
2:15pm–3:15pm

	Americas Seminar SST-3161	**What's New in IBM WebSphereCommerce & Sterling CPQ** Morgan Crew, IBM; Eric Marotta, IBM
	Europe 2 IB-3440	**Mobile Payments, an IBM POV** Mark Sherman, IBM
	Europe 3 IC-3240	**Communications & Media Best Practices: Cross-Channel Interactions for Better Customer Service** Jeremy Brabec, T-Mobile; John A. Konczal, IBM; Lasith Perera, IBM
	Asia 3 IHI-3248	**Whirlpool's Journey Toward Global Governance of Customer Engagement** Srividya Ramkumar, Whirlpool Corporation; Richard M. Douglass, IBM
	Europe 1 II-3228	**The Future is Now: Enabling Sales Through Superior Producer Service** Laura Dambier, Lincoln Financial Group; David Dobrindt, IBM
	Asia 1 HOL-3296	**IBM DemandTec Assortment Optimization** ★ Brenda Bateman, IBM; Carol Teng, IBM

2:15pm–5:00pm

Southern III BPF-3432	**Simplicity. Profitability. Growth: Empowering Business Partners for Success** Dave Haucke, IBM; Chris Holley, IBM; Mark Holmes, IBM; Jeff Paul, IBM; Robert (Scott) Spencer, IBM
Oceanic 2 BPF-3433	**Independent Software Vendor Smarter Commerce Leadership Session** David Crow, IBM; Kevin Dunn, IBM; Paul Fitzpatrick, IBM; Gary Specter, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Wednesday, September 5
4:00pm–5:00pm

B	Oceanic 8 BB-3137	**Plan, Manage & Measure a Successful Global Savings Program** Ian Murray, The Toronto-Dominion Bank
B	Oceanic 7 BB-3142	**Improve Business Relationships Through Streamlined Contracting Processes** Mike Cram, HighPoint Solutions; Marina Dorotheo, Otsuka America Pharmaceutical, Inc.
T	Northern E2 BT-3113	**Understanding IBM's Strategic Directions on B2B & Transformation** Mark Conner, IBM; Matt Demmler, IBM
T	Northern E3 BT-3123	**Johnson Controls Achieves Partner Engagement with Flexible B2B Integration Solutions** Vijay Cyrus, Johnson Controls; Mark Roper, IBM
T	Australia 3 BT-3403	**Person-Centric Managed File Transfer: The IBM Customer Experience Strategy** Russell Efird, IBM; Greg Melahn, IBM
B	Asia 4 MB-3347	**Best Practices in Email Design & Deliverability** Michelle Eichner, IBM; Len Shneyder, IBM
B	Southern I MB-3358	**Maximizing B2B Digital Marketing Success** James Moult, Office Depot; Laura Sympson-Cornelius, Office Depot; Mike Niemann, IBM
B	Asia 5 MB-3366	**Multiple Mobile Devices, One Customer: Unifying & Optimizing the Digital Experience** Ewald Hoppen, wehkamp.nl; Akin Arikan, IBM
B	Asia 2 MB-3451	**Bringing Innovation to IBM Customers Through Venture-Backed Partnerships** Duke Chung, Parature; Vispi Daver, Sierra Ventures; Mark Gorenberg, Hummer Winblad Venture Partners; Mark Tice, SignalDemand; Claudia Munce, IBM
B	Northern A4 SSB-3250	**Bon-Ton's Omni-Channel Interaction with Customers** Joe Brauer, The Bon-Ton Stores, Inc.
B	Oceanic 4 SSB-3465	**Trends in Smarter Customer Interactions: Mixing the Perfect Cocktail** Bill Payne, IBM

T Technical Session · B Business Session · Buy · Market · Sell & Service · Industry · BP Forum · General Session/ Keynote · Hands-On Lab

Wednesday, September 5
4:00pm–5:00pm

T	Americas Seminar SST-3162	**Does Your Cross-Channel Selling Strategy Include Mobile?** Michael Au, IBM; Nicolai Nielsen, IBM
T	Southern V SST-3174	**Cross-Channel Returns Management: A Way to Delight Customers & Achieve Competitive Differentiation** Jay Black, IBM; Anand Narayanaswami, IBM
T	Oceanic 6 SST-3257	**Is Product Bundling Right for Your Retail or CPG Strategy?** Eric Marotta, IBM; Matthew van der Heijden, IBM
T	Northern E4 SST-3446	**Case Study: How L.L.Bean Maximizes Caching to Enhance eCommerce Performance** ★★ Kris Kleva, L.L. Bean; Rick Olson, L.L. Bean
	Europe 2 IB-3225	**The Future of Corporate Payments** Ken Wood, SunTrust Bank
	Europe 3 IC-3241	**Communications & Media Best Practices: Catalog-Driven Order Management to Improve Business Agility** Martin Creaner, Telemanagement Forum; Yasser Zia, Cognizant; Swami Chandrasekaran, IBM; Christopher Shaw, IBM
	Oceanic 3 ICW-3245	**How Wholesalers Need to Transform Their Customer Engagement** Pamela Downey, McKesson, Inc.; Guy Blissett, IBM
	Asia 3 IHI-3249	**The Path to Automotive Retail Transformation** Kal Gyimesi, IBM
	Europe 1 II-3229	**Smarter Analytics in Customer Retention & Growth** Craig Bedell, IBM; David Dobrindt, IBM
	Asia 1 HOL-3450	**Optimize Performance of Your Strategic Suppliers with IBM Emptoris Supplier Lifecycle Management** ★ Stefan Freund, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Wednesday, September 5
5:15pm–6:15pm

B	Oceanic 8 BB-3138	**Successful Deployment of Telecom Expense Management on a Global Basis** Mitzi Foulke, ICON Clinical Research, Inc.; John Colbert, IBM
T	Northern E2 BT-3114	**One-on-One with IBM's B2B Integration Solutions Team** Mark Conner, IBM; Matt Demmler, IBM; Michael Hudson, IBM; George Middlebrook, IBM
T	Northern E3 BT-3120	**Large-Scale File Transfer Deployments** Dirk Maney, IBM; Scott Parrott, IBM
T	Oceanic 7 BT-3135	**Global Sourcing: Finding New Value & Best Practices in Sourcing** Mark Edwards, BP plc; Mark Roberts, Anheuser-Busch InBev S.A.; Floyd Wheat, Novartis Pharmaceuticals Corporation; Sandy Chockla, IBM; Sean Correll, IBM
T	Northern E4 BT-3283	**Changing the TMS Game with Advanced Carrier Sourcing** Aditya Desai, IBM
T	Asia 2 BT-3394	**SaaS Support: How IBM Continues to Improve Your User Experience** Jeff Leach, IBM; Paige Newcombe, IBM
B	Asia 5 MB-3343	**Mobile Experience: Drive Your Competitive Advantage** Bill Loller, IBM
B	Southern I MB-3367	**Best Practices in Web Analytics & SEM Reporting for eCommerce Sites & Companies** Mark Pepin, Myron Corporation; Rob Hain, IBM
B	Northern E1 MB-3392	**Transparency & Accountability at Thrivent Financial Through Optimized Email Marketing** Margarette Minor, Thrivent Financial for Lutherans; Len Shneyder, IBM
B	Europe 1 MB-3408	**Increasing Customer Revenue at Sears Using Real-Time Analytics for Multi-Channel Offer Decisions** Zoher Karu, Sears Holding Corp.
B	Europe 3 MB-3415	**Kick-Starting Marketing at Wells Fargo Through Process-Enhancing Technologies** Paul Voss, Wells Fargo; Dave Panek, IBM

T Technical Session · B Business Session · Buy · Market · Sell & Service · Industry · BP Forum · General Session/ Keynote · Hands-On Lab

Wednesday, September 5
5:15pm–6:15pm

B	Australia 3 MB-3445	**A New Emphasis on Marketing – And Marketing Technology – at USAA** Don Bohnet, USAA; Fred Bueche, USAA
T	Asia 4 MT-3346	**Deep Dive into Unica Interact** Regan Wong, IBM
T	Europe 2 MT-3455	**IBM's Global Implementation of Unica's EMM Suite and the Successful Partnership with Lab Services** ★★ Brian Mackey, IBM
T	Northern A4 SST-3165	**Location, Location, Location: Taking Advantage of Location-Based Services** Michael Au, IBM; James Fong, IBM
T	Americas Seminar SST-3171	**Boost Sales & Customer Experience with WebSphere Commerce** Harshal Gaikwad, Vans Inc.; Jan Hedges, IBM; Brett King, IBM
T	Southern V SST-3266	**Smarter Checkout: Enhancing the Customer Experience at the Store** Sudhir Balebail, IBM
T	Oceanic 6 SST-3275	**Creating a Global Inventory Hub to Support the Right Plan, Right Promise & Right Fulfillment** Anand Kaddi, IBM
	Asia 3 IHI-3247	**Next-Generation Marketing for High Tech & Industrial Manufacturers** Edward Baumuller, Cisco; Patrice Lagrange, Cisco; Tom Osterday, IBM
	Asia 1 HOL-3292	**People-Centric File Transfer – Try It Out!** ★ Russell Efird, IBM; Greg Melahn, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Thursday, September 6

8:30am–10:00am

Pacific Hall A & B GEN-3448	**General Session** **Smarter Commerce: Engaging with Customers as Individuals**

10:30am–12:45pm

Southern II EMP-3422	**Emptoris Empower Keynote Sessions** Anthony Milikin, Anheuser-Busch InBev S.A.; Terrence Curley, IBM; Greg Iaquinto, IBM; John Paterson, IBM

10:30am–11:30am

B	Northern E2 BB-3124	**Adapting a B2B Hybrid Model to Achieve Business Differentiation** Lowell Gilvin, Jabil Circuit
T	Northern E3 BT-3116	**Interstate Batteries: Managing Growth with IBM Sterling B2B Integrator & IBM Sterling File Gateway** Adam Colley, Interstate Batteries; Russell Efird, IBM
T	Southern V BT-3128	**Inside Scoop: Examining IBM's Supply Chain Roadmap & Strategy** Ronan O'Donovan, IBM
B	Northern E1 MB-3340	**Transforming the Front Office for Growth** Saul Berman, IBM
B	Asia 4 MB-3353	**The Future of Marketing Platforms** Elana Anderson, IBM
B	Asia 5 MB-3361	**Credit Where It's Due: Leveraging IBM's Innovations in Digital Marketing Attribution** Sameer Khan, Rackspace US Inc.; Dave Panek, IBM; Blair Reeves, IBM
B	Europe 1 MB-3407	**Turning Your eCommerce System into a Marketing Dynamo** Mike Berry, Shutterfly, Inc.; Ravi Mohan, Shutterfly, Inc.

T Technical Session · B Business Session · Buy · Market · Sell & Service · Industry · BP Forum · General Session/ Keynote · Hands-On Lab

Thursday, September 6
10:30am–11:30am

B	Northern A4 SSB-3156	**Accelerating Customer Value with Cloud Solutions** Brian Walker, Forrester; Marc Dietz, IBM
B	Oceanic 1 SSB-3279	**How Content Management Underpins the Customer Lifecycle** Dan Bigos, IBM
B	Oceanic 2 SSB-3428	**Connecting with Cat: Driving Customer Growth & Loyalty by Transforming the Online Experience** Jeff Bowman, Caterpillar, Inc.
B	Europe 2 SSB-3453	**Learn How a Leading Publishing Company is Enabling Multi-Channel Commerce** Pramod Bajaj, Wolters Kluwer
T	Northern E4 SST-3159	**Driving Value Across the Mobile Business** John Capriotti, TBC Corporation; Phil Buckellew, IBM
T	Asia 2 SST-3168	**Holiday 2012: Are You Ready Yet? ★★** Stacy Joines, IBM
T	Oceanic 6 SST-3169	**IBM Configurator at Work** Mike Gosz, Safco Products Company; Eric Marotta, IBM; Matthew van der Heijden, IBM
T	Americas Seminar SST-3172	**From Trend to Profit Center: Monetizing Social Commerce** Josh Butler, Facebook; Brett King, IBM; Srini Rangaswamy, IBM
T	Asia 3 SST-3175	**World-Class Customer Service in the World of Cross-Channel Commerce** Eric Tamblyn, Genesys; Anand Narayanaswami, IBM
	Europe 3 ICW-3243	**Whirlpool Highlights the Importance of Building Lifelong Relationships with Consumers** Jeff Tuning, Whirlpool Corporation; David McCarty, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Thursday, September 6

10:30am–11:30am

	Oceanic 4 IH-3230	**Selling to the Healthcare Consumer: Engaging the Individual to Improve Value & Service** Kevin Riley, Florida Blue; Ray Smithberger, Cigna; Barry Mason, IBM; Bob Zimmermann, IBM
	Australia 3 IR-3234	**Retail's Reset Moment: Five Imperatives for Retailers in 2013** Brian Kilcourse, RSR Research
	Asia 1 HOL-3293	**Explore & Customize WebSphereCommerce REST Services ★★** Michael Au, IBM; Nicolai Nielsen, IBM

11:45am–12:45pm

B	Northern E3 BB-3145	**CSX Transportation Uses B2B Integration to Accelerate Partner Engagement While Streamlining Costs ★★** Kumar Subramaniom, CSX Transportation; Todd Wilson, CSX Transportation
T	Southern IV BT-3119	**Join the Conversation: Best Practices for Managed File Transfer** Russell Efird, IBM; Dirk Maney, IBM; Scott Parrott, IBM; Susan Roberts, IBM
T	Southern V BT-3393	**Rolling Out a Standardized Inventory Target-Setting Process at a Multi-Division Enterprise** Ronan O'Donovan, IBM
T	Northern E4 BT-3398	**Collaborative B2B: The Key to Customer Satisfaction Within a Global Supply Chain** Chuck Igba, Lenovo; Jeff Leach, IBM
B	Northern E2 MB-3341	**The IBM Journey: Transforming the Way We Conduct Marketing** Christopher Wong, IBM
B	Asia 5 MB-3362	**Hyper-Personalization: How Today's Digital Marketers Are Engaging the Individual Customer** Ewald Hoppen, wehkamp.nl; Dave Haucke, IBM
B	Northern E1 MB-3380	**Solving CMOs' Toughest Challenge with Marketing Performance Optimization** Dave Panek, IBM; Ravi Shah, IBM

Thursday, September 6
11:45am–12:45pm

T	Asia 4 MT-3357	**IBM EMM Product Roadmap: Charting Your Course for Success** John Hogan, IBM
B	Northern A4 SSB-3280	**Case Study: Differentiating the Customer Experience with Service** Keith Gorney, Best Buy Co., Inc.
B	Oceanic 2 SSB-3383	**Drive Online Revenue & Customer Lifetime Value in a Subscription Billing Model** Charles Breed, Vindicia; Greg Nuyens, TuneUp Media
B	Oceanic 1 SSB-3419	**Satisfy Customers & Deepen Relationships with Social Web Content & Microsites** Teresa Zobrist, Zobrist Consulting; Mary Ann Johnson, IBM
T	Americas Seminar SST-3164	**Understanding & Implementing Search-Driven Commerce** Mike Starkey, Performance Bike; Michael Au, IBM; Nicolai Nielsen, IBM
T	Australia 3 SST-3258	**Multi-Site High-Availability Implementation of Multi-Channel Fulfillment** Guru Samaga, Staples; Michael Yesudas, IBM
T	Oceanic 6 SST-3400	**Workin' on the Railroad with Maintenance Optimization** Ricardo Fiorillo, Norfolk Southern; Edward Lin, Norfolk Southern
	Oceanic 4 IH-3231	**Fade or Flourish: Expanding Beyond the Face-to-Face Channel** Katherine Holland, IBM; Karen Parrish, IBM
	Asia 2 IR-3237	**Taking Cross-Channel Seriously ★★** John Stelzer, IBM
	Asia 1 HOL-3295	**Create Your Own Configurator Model ★** Christina Li, IBM; Matthew van der Heijden, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Thursday, September 6
2:00pm–3:00pm

	Southern II KEY-3399	**How Synchronizing Your Value Chain with IBM Sterling Integration Enables Smarter Commerce** Bob Benson, CVS Caremark; Lowell Gilvin, Jabil Circuit; Tom Vienna, John Morrell; John Mesberg, IBM
B	Oceanic 8 BB-3140	**Save Money Through Increased Use of Emptoris e-Auctions** Bob Bowen, Alcatel-Lucent; Paul Plank, GlaxoSmithKline, Inc; Sean Correll, IBM
B	Northern E3 BB-3144	**Advance Auto Parts: Realizing the Promise of Smarter Commerce Source-to-Pay** Jerri Hamlin, Advance Auto Parts
B	Northern E4 BB-3146	**The Supply Chain Revolution: GE Healthcare Uses Optimization to Manage Their Global Supply Chain** Esteban Guerrero, GE Healthcare; Ryan Hahn, GE Healthcare Parts
B	Northern E1 MB-3354	**How Do You Compare? Insights from IBM Research on CMOs & Marketing Technology** Chris Wright, IBM
B	Southern I MB-3359	**Crunch Big Data for Digital Analytics Using NetInsight On-Premise & Netezza** Mike Lu, IBM
B	Asia 5 MB-3364	**It's Go Time: Creating an Action-Oriented Digital Marketing Culture** Jennifer Day, Trend Micro; Nancy Flint, Macys.com; Rick Addis, IBM
B	Northern E2 MB-3378	**Leveraging Consumer Demand to Optimize Assortments** Carol Teng, IBM
B	Southern V MB-3417	**Big Data, Bigger Campaigns: Using IBM's Unica and Netezza Platforms to Increase Marketing ROI** Akin Arikan, IBM; Graeme Noseworthy, IBM
B	Australia 3 MB-3444	**Bank of Montreal's Journey to Deliver Great Customer Experience** Gayle Ramsay, BMO Bank of Montreal
B	Europe 1 MB-3452	**Cognizant & Janssen Come Together to Deliver 'Round the Clock Marketing Services** Jose Hernandez, Janssen

Thursday, September 6
2:00pm–3:00pm

T	Asia 4 MT-3348	**Are You Taking Full Advantage of Unica's Offer Management?** Arjen Van Der Broek, IBM
B	Northern A4 SSB-3153	**How to Transform Global Transportation Management with Cloud-Based Technology** Matt Speier, Kerry Ingredients & Flavours – Americas
B	Europe 3 SSB-3155	**Loyalty Meets Social Commerce** Trevor Newell, SHOP.CA
B	Oceanic 1 SSB-3278	**Accelerate Process for Customer Engagement – Aggregate Documents, Automate Transactions** David Jenness, IBM
B	Oceanic 2 SSB-3441	**Luxottica: New Digital Experiences Create Dramatic Change in Customer-Brand Interaction** Maureen Klosterman, Luxottica Retail North America
B	Europe 2 SSB-3470	**Smarter Service: How Bank of America Wins the Decisive Moments of Customer Care** Randall King, Bank of America
T	Oceanic 7 SST-3160	**Best Practices in Contract Management** Donna Dojan, Cigna; Abby Mitchell, Cliffs Natural Resources Inc.; Andrew Scott, ConocoPhillips; Lloyd Alexander, IBM
T	Oceanic 6 SST-3163	**Empower Direct Sellers' Performance Through Sterling CPQ** Eric Marotta, IBM; Matthew van der Heijden, IBM
T	Asia 2 SST-3170	**Increasing eCommerce Results Through Search Engine Optimization (SEO)** Walfrey Ng, IBM
T	Asia 3 SST-3176	**Order Management & PCI Compliance: What You Don't Know Can Hurt You** Bernie Wong, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Thursday, September 6
2:00pm–3:00pm

T	Southern IV SST-3386	**Best Practices for Modeling Your Pricing Policies in WebSphereCommerce** Jan Hedges, IBM; Brenda Lam, IBM
T	Americas Seminar SST-3468	**Scaling & Enhancing WebSphereCommerce Performance with WebSphere eXtreme Scale (WXS)/XC10** Nitin Gaur, IBM
	Asia 1 HOL-3288	**Leveraging Behavioral Data for Campaigns: How Unica Campaign & NetInsight Work Together ★** Tammy Louie, IBM

Thursday, September 6
3:15pm–4:15pm

	Southern II KEY-3426	**A Vision for eCommerce – And the Trends that Will Shape Your Strategy!** Gene Alvarez, Gartner
B	Oceanic 7 BB-3143	**Source-to-Settle, Settle-to-Fulfill: Global End-to-End Sourcing & Contract Management Process** Paula Jackson, Anglo American plc; Lance Mackridge, Anglo American plc
B	Oceanic 3 BB-3251	**Supply Chain Visibility: Applying Analytics to Integrate & Optimize the Supply Chain** Theresa Dirker, IBM; Dave Lubowe, IBM
B	Asia 2 BB-3391	**The Executive Guide to Optimization** Steve Sashihara, Princeton Consultants
B	Europe 1 BB-3412	**MiracleSoft Cross-Channel Integration with IBM Sterling B2B Integrator & IBM Sterling File Gateway** Yogi Leo, Family Dollar Stores, Inc.
B	Europe 2 BB-3469	**Optimizing Technology and Processes: Tackling Bottlenecks & Data Management Within Your Organization** James Clayton, Cigna; Patrick Eckhert, Cardinal Health
T	Northern E3 BT-3122	**B2B Integration Portfolio Overview & Strategy** Brian Gibb, IBM
T	Oceanic 8 BT-3132	**Strategies for Addressing the Growing Needs of the Mobile Enterprise** Cheri Young, LG&E; Mike Deasy, IBM
B	Northern E2 MB-3339	**Embarking on a Journey from Product-Centric to Customer-Centric Marketing** Tom Plummer, HSN; Kara Bauer, IBM
B	Northern E1 MB-3356	**Challenges & Opportunities: Marketing Leaders Discuss IBM's CMO Study** Kevin Riley, Florida Blue; Jay Henderson, IBM
B	Asia 5 MB-3363	**Combine Digital Analytics & Real-Time Marketing Execution Using IBM's Latest Cloud-Based Solution** Dan Tabor, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Thursday, September 6
3:15pm–4:15pm

B	Southern V MB-3377	**Twitter & User Engagement: Why Content Is Still King When Building a Killer Social Presence** Karen Wickre, Twitter, Inc.
T	Asia 4 MT-3351	**Making an IBM Marketing Operations Deployment Best-in-Class at United Healthcare** Craig Howarth, UnitedHealth Group; Julie Segler, UnitedHealth Group; Erik Johnson, IBM
T	Southern I MT-3360	**Reducing Website Tag Management Headaches to Enable Digital Marketers to Be More Agile** Brian Hendrixson, HSN; Eliot Towb, IBM
B	Oceanic 6 SSB-3154	**Leveraging Mobile Trends to Transform Customer Relationships** Neal Berg, IBM
B	Oceanic 2 SSB-3429	**Exceptional Self-Service Web Experiences** Lisa Lucadamo Jarrett, IBM
T	Asia 3 SST-3260	**How You Can Implement & Scale a Central Promising Inventory Hub** Eugene Amigud, IBM; Bernie Wong, IBM
T	Americas Seminar SST-3273	**Is Your WMS Future-Proof?** Anand Kaddi, IBM
T	Oceanic 1 SST-3382	**How to Deliver Excellent Service When There's No Simple Answer to the Customer's Request** Michael Green, IBM
T	Australia 3 SST-3388	**Optimizing the Pharmaceutical Supply Chain** George Kuntz, Cardinal Health
	Asia 1 HOL-3285	**Making the Most of Segmentation** ★★ Meetal Patel, IBM

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Thursday, September 6
4:45pm–5:45pm

	Southern II MRK-3443	**Marketing Success Award Competition** Elana Anderson, IBM, and three Customer Finalists
B	Oceanic 7 BB-3139	**Manage Suppliers & Mitigate Risk** Mitja Schulz, ZF Friedrichshafen AG
T	Northern E3 BT-3110	**On the Same Page: Using IBM B2B to Unify Partners & Processes** Matt Demmler, IBM
T	Northern E4 BT-3117	**IBM Managed File Transfer Strategy: The Answer to Digital Universe Challenges** Dirk Maney, IBM
T	Northern E2 BT-3126	**Closing the Loop on Transportation Strategy, Spend Management & Execution** Jeff Kingsley, IBM
T	Oceanic 8 BT-3133	**Show Me the Money! How to Drive Down Costs in the Healthcare Industry** Peggy Kaufman, Novation LLC
T	Oceanic 4 BT-3395	**System-to-System, Real-Time Collaboration: The Key to Customer Satisfaction** Mark Roper, IBM
B	Oceanic 1 SSB-3148	**Streamlining Order-to-Cash & Cross-Channel Fulfillment Processes** Dinesh Chaurasia, IBM
B	Oceanic 6 SSB-3406	**Embrace, Adapt & Grow: BeallsFlorida.com Case Study** Gwen Bennett, Beall's Department Stores, Inc.
T	Northern A4 SST-3166	**Manage the Product Catalog Efficiently Using Advanced Catalog Management for WebSphereCommerce** James Fong, IBM; Medha Nair, IBM; Elvis Zgomba, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Thursday, September 6
4:45pm–5:45pm

T	Asia 3 SST-3265	**Enabling Communications Fulfillment Through the Retail Channel** Sudhir Balebail, IBM; Christopher Shaw, IBM
T	Australia 3 SST-3270	**Transforming B2B Commerce Strategy to Meet the Complexity of B2B with B2C Experience** Ali Sareea, HD Supply; Eric Marotta, IBM
T	Americas Seminar SST-3271	**IBM Commerce on Cloud** Bill Holtshouser, IBM; Srini Rangaswamy, IBM
	Asia 2 IR-3236	**Putting the Customer at the Center of Merchandising Decisions** Manu Sareen, Radio Shack
	Asia 1 HOL-3294	**Become a Power User & Increase Your Productivity with Management Center ★★** Jan Hedges, IBM; Brett King, IBM; Mike Zacheja, IBM

Friday, September 7
8:30am–9:30am

Pacific Hall A & B GEN-3449	**Closing General Session** **Smarter Commerce: Driving Strategic Transformation in a World Measured by Quarterly Results**

10:00am–11:00am

B	Northern E3 BB-3338	**Changing the Equation: IBM's Next-Generation Solutions to Help You Get a Step Ahead of Fraudsters** Paul Davis, IBM; Brandt Heatherington, IBM
T	Northern E4 BT-3127	**What About China? Automating Buying Through B2B Integration in China** Horace Mak, ITAC Shanghai, eCom Group; Dianne Blankenbaker, IBM; Yue Hao Wu, IBM
T	Oceanic 7 BT-3134	**Emptoris Vision, Strategy & Roadmap for Procurement** Terrence Curley, IBM
T	Asia 2 BT-3402	**File Governance for File Transfer: IBM Sterling Control Center Delivers Benefits for the Enterprise** Susan Roberts, IBM
B	Northern E2 MB-3344	**An Integrated View of Customer Analytics** Scott Groenendal, IBM
B	Asia 5 MB-3368	**Best Practices for Success with Using KPIs for Digital Marketing Optimization** John Zoglin, IBM
B	Australia 3 MB-3369	**Upgrading from Unica NetInsight OnDemand to IBM Coremetrics: A Case Study** Dawn Hughes, Security Service Federal Credit Union; Aubrey Rupp, IBM
B	Southern I MB-3374	**When Digital Gets Tough, the Tough Get Digital: Building a Digital Strategy that Delivers** Charlie Cole, Schiff Nutrition; Tami Cannizzaro, IBM; Michelle Killebrew, IBM; Caroline Waterson, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Friday, September 7
10:00am–11:00am

B	Northern E1 MB-3379	**Delivering Effective Retail Promotions in a Customer-Centric World** Elizabeth Magill, IBM
B	Southern V MB-3410	**Supercharge Your Marketing Initiatives with Smarter Commerce** Patrick Garcia, IBM
T	Asia 4 MT-3349	**Best Practices in Upgrading a Multi-Product IBM Unica Implementation** Melanie Butcher, IBM; Siddharth Sharma, IBM
T	Americas Seminar SST-3167	**Everything You Need to Know About Migrating to WebSphere-Commerce V7** George Niece, eGlobal Solutions; Brenda Lam, IBM; Walfrey Ng, IBM
T	Asia 3 SST-3263	**Sterling Release Upgrade Strategy & Best Practices** Caitlin Gilman, IBM; Sathya Gopalan, IBM
T	Southern IV SST-3389	**Managing Assets in Travel & Transportation** Etienne Pelletier, IBM
	Asia 1 HOL-3290	**Overview of IBM B2B Integrator** ★ Brian Behnke, IBM

Friday, September 7
11:15am–12:15pm

B	Northern E3 BB-3152	**Creating a Smarter Supply Chain with Analytics** Gaurav Sharma, Becker Underwood; Paul Hoy, IBM
B	Asia 2 BB-3404	**Innovate with Mobile Banking** Danny Tang, IBM
T	Northern E4 BT-3282	**Empowering the Enterprise: Expanding Capabilities in System-to-System File Transfer** Scott Parrott, IBM
B	Northern E1 MB-3355	**Building an Adoption Roadmap for Enterprise Marketing Management** Kara Bauer, IBM; Alan Bunce, IBM
B	Asia 5 MB-3365	**Technical Best Practices for Making Digital Marketing Real-Time** Mark Frigon, IBM; Eliot Towb, IBM
B	Northern E2 MB-3373	**Build Greater Intimacy with Clients & Profit from ROR: Return on Relationship** Ted Rubin, Collective Bias
B	Southern I MB-3375	**Engagement Optimization Through Mobile Apps** Justin Miller, deja mi; Len Shneyder, IBM
B	Southern V MB-3376	**How Social Listening Is the Best-Kept Secret to Smarter Marketing** Bryan Kramer, PureMatter
B	Europe 1 MB-3454	**Why Systems Matter: IBM Power Systems Provide a Competitive Advantage for Smarter Commerce Analytics** Robert Friske, IBM
T	Asia 4 MT-3350	**How to Build High-Performing IBM Unica Campaign Flowcharts Faster** Larry Connors, IBM; Mark Griner, IBM

★ Beginner Level ★★ Intermediate Level

Banking | Communications & Media | Consumer Products & Wholesale | Healthcare & Life Sciences | High Tech & Industrial | Insurance | Retail

Friday, September 7
11:15am–12:15pm

T	Asia 3 SST-3262	**When? How Soon Can You Expect to See Benefits from Your Order Management or CPQ Deployment?** Jim Glazer, IBM
T	Oceanic 1 SST-3381	**Find the "Voice of Your Customer" with IBM Content Analytics** Julie Vaccaro, IBM
T	Oceanic 6 SST-3401	**Managing LTL Decisions with Optimization** Michel Khennafi, CNH
T	Southern IV SST-3435	**Case Study: How The Men's Wearhouse Migrated a Highly Integrated WebSphereCommerce Site** Vlad Kuznetsov, The Men's Wearhouse
	Asia 1 HOL-3286	**Introduction to IBM Sterling File Gateway** ★★ Brian Behnke, IBM

★ Beginner Level ★★ Intermediate Level

T Technical Session · B Business Session · Buy · Market · Sell & Service · Industry · BP Forum · General Session/ Keynote · Hands-On Lab

With Special Thanks to Our Guest Speakers

Gene Alvarez
Gartner

Pramod Bajaj
Wolters Kluwer

Edward Baumuller
Cisco

Gwen Bennett
Beall's Department Stores, Inc.

Bob Benson
CVS Caremark

Rob Bernshteyn
Coupa Software

Mike Berry
Shutterfly, Inc.

Aditya Bhasin
Bank of America

Don Bohnet
USAA

Bob Bowen
Alcatel-Lucent

Jeff Bowman
Caterpillar, Inc.

Jeremy Brabec
T-Mobile

Joe Brauer
The Bon-Ton Stores, Inc.

Charles Breed
Vindicia

Doug Brochu
Bridge Solutions Group

John Browne
Qantas Airways Limited

Fred Bueche
USAA

Josh Butler
Facebook

John Capriotti
TBC Corporation

Kevin Christensen
ConAgra

Duke Chung
Parature

Vincent Cirel
Norwegian Cruise Line

James Clayton
Cigna

Charlie Cole
Schiff Nutrition

Adam Colley
Interstate Batteries

David Cooperstein
Forrester

Mike Cram
HighPoint Solutions

Martin Creaner
Telemanagement Forum

Elizabeth Cronenweth
FiServ

Robert Crouch
Comcast

Vijay Cyrus
Johnson Controls

Laura Dambier
Lincoln Financial Group

Vispi Daver
Sierra Ventures

Jennifer Day
Trend Micro

Rachel Dell
Urban Outfitters, Inc.

Donna Dojan
Cigna

Marina Dorotheo
Otsuka America Pharmaceutical, Inc.

Pamela Downey
McKesson, Inc.

Dwayne Duncan
Shurtape Technologies

Patrick Eckhert
Cardinal Health

Mark Edwards
BP plc

Wayne Evans
DHL

Brian Fetherstonhaugh
OgilvyOne

Ricardo Fiorillo
Norfolk Southern

Maureen Fleming
IDC

Nancy Flint
Macys.com

Mitzi Foulke
ICON Clinical Research, Inc.

Harshal Gaikwad
Vans Inc.

Rainer Gerl
Siemens

Lowell Gilvin
Jabil Circuit

Mark Gorenberg
Hummer Winblad Venture Partners

Keith Gorney
Best Buy Co., Inc.

Mike Gosz
Safco Products Company

With Special Thanks to Our Guest Speakers (cont.)

Melissa Grady
Motorola

Adam Greco
Web Analytics Demystified

Esteban Guerrero
GE Healthcare

Ryan Hahn
GE Healthcare Parts

Jerri Hamlin
Advance Auto Parts

Adrienne Hartman
J. J. Keller & Associates

Brian Hendrixson
HSN

Steve Hernandes
ConAgra

Jose Hernandez
Janssen

Cathryn Hondros
Wacoal America, Inc.

Ewald Hoppen
wehkamp.nl

Simon Howard
Husqvarna

Craig Howarth
UnitedHealth Group

Dawn Hughes
Security Service Federal Credit Union

Chuck Igba
Lenovo

Paula Jackson
Anglo American plc

Zoher Karu
Sears Holding Corp.

Peggy Kaufman
Novation LLC

Sameer Khan
Rackspace US Inc

Michel Khennafi
CNH

Brian Kilcourse
RSR Research

Randall King
Bank of America

Kris Kleva
L.L. Bean

Maureen Klosterman
Luxottica Retail North America

Bryan Kramer
PureMatter

George Kuntz
Cardinal Health

Vlad Kuznetsov
The Men's Wearhouse

Patrice Lagrange
Cisco

Yogi Leo
Family Dollar Stores, Inc.

Vince Li
Motorola

Edward Lin
Norfolk Southern

Lance Mackridge
Anglo American plc

Horace Mak
ITAC Shanghai, eCom Group

John Marchionda
Husqvarna

Cliff Markell
Watts Water Technologies

Rob McClellan
Staples

Robert McKay
Pratt & Whitney

Joe Megibow
Expedia.com

Anthony Milikin
Anheuser-Busch InBev S.A.

Justin Miller
deja mi

Margarette Minor
Thrivent Financial for Lutherans

Abby Mitchell
Cliffs Natural Resources Inc.

Ravi Mohan
Shutterfly, Inc.

James Moult
Office Depot

Ian Murray
The Toronto-Dominion Bank

Trevor Newell
SHOP.CA

George Niece
eGlobal Solutions

Greg Nuyens
TuneUp Media

Julie Ohman
Deluxe Corporation

Rick Olson
L.L. Bean

Mark Pepin
Myron Corporation

Paul Plank
GlaxoSmithKline, Inc.

Tom Plummer
HSN

Srividya Ramkumar
Whirlpool Corporation

Gayle Ramsay
BMO Bank of Montreal

Kevin Riley
Florida Blue

Mark Roberts
Anheuser-Busch InBev S.A.

Ted Rubin
Collective Bias

Guru Samaga
Staples

Ali Sareea
HD Supply

Manu Sareen
Radio Shack

Steve Sashihara
Princeton Consultants

Mitja Schulz
ZF Friedrichshafen AG

Andrew Scott
ConocoPhillips

Julie Segler
UnitedHealth Group

Gaurav Sharma
Becker Underwood

Gerry Smith
Lenovo

Ray Smithberger
Cigna

Greg Soltwisch
Sigma-Aldrich

Matt Speier
Kerry Ingredients & Flavours – Americas

Mike Starkey
Performance Bike

Kumar Subramaniom
CSX Transportation

Nils Svanberg
ConocoPhillips

Laura Sympson-Cornelius
Office Depot

Eric Tamblyn
Genesys

Mark Tice
SignalDemand

Jeff Tuning
Whirlpool Corporation

Tom Vienna
John Morrell

Paul Voss
Wells Fargo

Brian Walker
Forrester

Floyd Wheat
Novartis Pharmaceuticals Corporation

Karen Wickre
Twitter, Inc.

Mike Wilding
Rent-A-Center, Inc.

Todd Wilson
CSX Transportation

Ken Wood
SunTrust Bank

Cheri Young
LG&E

Janice Young
IDC Health Insights

Yasser Zia
Cognizant

Teresa Zobrist
Zobrist Consulting

Solution Center

Solution Center

The Hub for Networking, Collaboration and Engagement

The Solution Center will give attendees the opportunity to explore all facets of Smarter Commerce and share ideas with peers, IBM experts and IBM Business Partners. Follow a transformational journey across the four phases of IBM Smarter Commerce; Buy, Market, Sell and Service.

We have three avenues to help you to gain deeper insight into IBM Smarter Commerce products, solutions and capabilities:

1. Stop by one of the IBM Smarter Commerce Kiosks, which are organized around the four phases of IBM Smarter Commerce and talk with experts to learn how IBM Smarter Commerce can help you transform your business.

2. If you would like to see an IBM Smarter Commerce Solution in action, you can schedule a Demo in the Meet the Experts area. Simply stop by the check-in desk and make an appointment.

3. Finally, if you'd like to sit down with an IBM Product Manager or Solution Expert and discuss how IBM Smarter Commerce can help solve your most pressing business problems and challenges, you can schedule a 1:1 meeting in the Meet the Experts area. Just make an appointment at the Meet the Experts check-in desk.

Buy

- Supplier Integration and Management
- Supply Chain and Logistics Management
- Strategic Supply, Category Spend and Contract Management
- Payments and Settlements
- Managed File Transfer

Market

- Marketing Interaction Optimization
- Digital Marketing Optimization
- Marketing Performance Optimization
- Pricing, Promotion and Merchandising
- Online Experience Optimization

Sell

- Cross-Channel Selling
- Distributed Order Management
- Customer Integration and Collaboration
- Fulfillment
- Payments and Settlements

Service

- Delivery, Service and Scheduling
- Customer Self-Service
- Reverse Logistics
- Advanced Case Management
- Optimization and Analytical Decision Support

Solution Center Hours	Location: Atlantic Hall
Wednesday, September 5	7:00am–7:45am 12:45pm–2:00pm 6:15pm–8:00pm
Thursday, September 6	7:00am–8:15am 12:45pm–2:00pm 5:45pm–6:45pm
Friday, September 7	7:00am–8:15am

Social Media.
It's top of mind for you.

Discover what social experiences we've built into the **Summit**.

Get Smarter.

Get Social.

#ibmscgs

IBM So cool. So hot.

The Lounge

Sponsored by deja mi

"Social media." It's top of mind for businesses everywhere. So we've built this event experience with social media in mind. The more you engage with your fellow attendees and the more you share about your personal experiences (both at the Smarter Commerce Global Summit and in your day-to-day work), the more satisfying this event will be.

You've got questions about social media. We've got answers. Come to the Solution Center to learn everything you need to know about social media. Learn how to use deja mi – a free app for sharing location-based photos and videos – with the company's founder, Justin Miller. Upload your photos and we may feature them in the general sessions.

Happy Hour with Social Media Thought Leaders
September 5, 6:15pm–8:00pm
The Lounge

Featuring Guy Kawasaki and Special Guests:

Ted Rubin, *Chief Social Marketing Officer, Collective Bias*
Karen Wickre, *Editorial Director, Twitter*
Pam Moore, *CEO, Marketing Nutz*

Don't miss the special Social Media Happy Hour and Book Signing in The Lounge, hosted by Guy Kawasaki and featuring special guests: Ted Rubin, Chief Social Marketing Officer, Collective Bias and author of *Return on Relationship*; Karen Wickre, editorial director, Twitter; Pam Moore, CEO, Marketing Nutz and one of the Top 5 Women Influencers in Social Media per Forbes.com; and Bryan Kramer, President and CEO, PureMatter and social media blogger. This is your chance to network with some of the most respected thought leaders in social marketing.

Meet up with other social attendees in The Lounge to attend a virtual #GetRealChat, hosted by Pam Moore and featuring a Q&A with IBM executives. We'll post topics and times on our Twitter feed, so make sure to follow @IBMSmrtCommerce. Bring your best questions and don't be shy.

Tweet away using the hashtag #IBMSCGS for your chance to see your thoughts projected on screen during the general sessions. We want to hear from you.

And don't forget that we've woven social media sessions directly into the conference agenda, so make sure to check out the session details on pages 37–67 for more information. Finally, we've created a Get Social Page on our website with everything you need to know about what's happening at the event; find the link on our social media page 70.

Meet the Experts

Attendees can get an in-depth look at IBM products, solutions and capabilities, and meet with one of IBM's many technical experts or Product Managers or Solution Experts onsite. The Meet the Experts area is located in the Solution Center, and will provide attendees with two opportunities:

1. See an IBM Smarter Commerce Solution in action, when you schedule a Demo in the Meet the Experts area. Simply stop by the check-in desk and make an appointment.
2. Sit down with an IBM Product Manager or Solution Expert and discuss how IBM Smarter Commerce can help solve your most pressing business problems and challenges: you can schedule a 1:1 meeting in the Meet the Experts area – just make an appointment at the Meet the Experts check-in desk.

IBM One-on-One Solution Expert Meeting and Demo Center Hours		Location: Atlantic Hall
Wednesday, September 5	10:00am–6:00pm	
Thursday, September 6	10:00am–6:00pm	
Friday, September 7	10:00am–12:00pm	

Topics available for demonstration and discussion include:

IBM B2B & Commerce Solutions

- IBM Cross-Channel Commerce Solutions
- IBM Sterling Selling & Fulfillment Solutions
- IBM Sterling B2B Integration Solutions
- IBM ILOG® Supply Chain Planning & Optimization Solutions
- IBM Emptoris® Strategic Supply, Category Spend & Contract Management Solutions

IBM Enterprise Marketing Management Solutions

- IBM Unica® Solutions
- IBM Coremetrics® Solutions
- IBM DemandTec® Solutions
- IBM Tealeaf Solutions

Consulting & Services

- Marketing Analytics & Optimization
- Customer Experience Design
- Smarter Commerce on Cloud
- Streamline Order Capture through Order Fulfillment
- Supply Chain Optimization
- Digital Business Model Innovation
- Optimizing Self-Service

Industry Solution Experts

- Manufacturing & Logistics
- Banking
- Insurance
- Healthcare & Life Sciences
- Communications & Media
- Retail

With Thanks to Our Exhibitors

E-1 Adept Engineering Solutions

Adept offers unrivaled expertise in B2B process integration, innovative EDI solutions and the IBM Sterling product suite. With over 50 years of combined experience on our core team, we ensure that each client receives unparalleled service. Our solutions reduce support costs, improve implementation time and enhance your B2B functionality. Ask us how!

E-2 AmberLeaf

AmberLeaf is a sales and marketing solution provider focusing on data warehousing, MDM, marketing automation/IBM Unica®, and CRM.

E-33 Ascendant

Ascendant helps organizations achieve business results by engineering end-to-end digital solutions. We understand data-driven marketing, multi-screen touchpoints, and exceptional design & social engagement. Experts at enterprise web architecture, analytics, security, connectivity, and business process engineering, we deliver award-winning, proven software engineering solutions. We are a global organization of experts focused on driven customer growth and success. Visit: www.atech.com

S-1 BlueSky Technology Partners

SILVER SPONSOR

BlueSky is an eCommerce consultancy implementing solutions that are tightly aligned to IBM's market-leading Smarter Commerce portfolio. With consultants across the United States and Canada, BlueSky's solution delivery teams have developed numerous enterprise B2B and B2C solutions with global reach for the retail, manufacturing/CPG, distribution and life sciences industry segments. BlueSky focuses entirely on IBM Smarter Commerce solutions, is Smarter Commerce Authorized, and has achieved Premier Business Partner status with IBM. Most importantly, BlueSky has realized unrivaled client satisfaction with its clientele. For more about BlueSky, please visit us on Twitter (blueskytp), LinkedIn, Facebook (blueskytp) and at www.blueskytp.com.

S-2 Bridge Solutions Group, Inc.

SILVER SPONSOR

Bridge Solutions is a boutique consulting company specializing in providing leading industry expertise in IBM Sterling Order Management, Warehouse Management and Sterling Integrator. We provide full implementations, from sales though support. We also provide business process consulting, and independent quality review services. All employees of Bridge Solutions live our Mantra which is to deliver Quality, Partnership and Value in all engagements and customer interactions. Visit us at www.bridgesgi.com.

With Thanks to Our Exhibitors

E-13 Briteskies

Briteskies is a leader in helping B2B and B2C companies develop and integrate eCommerce solutions with ERP and other enterprise software systems, providing clients with higher customer satisfaction rates and increased profitability. We are an Advanced IBM Business Partner and our architects are certified in IBM WebSphere® Commerce implementation and administration.

E-20 Cincom

Cincom Synchrony guides smarter interactions that deliver optimal customer experiences and organizational outcomes. In the contact center and across other customer-facing channels, Synchrony leverages insights about each customer in the context of each interaction. Using a powerful combination of intelligent, adaptive guidance, expert recommendations, a customer-focused unified agent desktop, and automated, personalized documents and correspondence, employees are equipped to deliver smarter interactions that are consistent, intentional, differentiated and valuable – all hallmarks of a successful customer experience.

E-24 CLEARGOALS

Based in the United States and Canada, CLEARGOALS is a highly specialized consulting, system integrator, and reseller boutique firm focused around the Enterprise Marketing Management space and related IBM Smarter Commerce solutions.

E-15 Client Spectrum

Client Spectrum is a consulting firm specialized in delivering services related to IBM Unica® and Coremetrics® solutions. Since 2005, Client Spectrum has delivered over 50,000 consulting hours related to these solutions. Client Spectrum has developed the Client Spectrum Companion solution designed to assist clients in building more robust Unica flowcharts, and in better managing Unica's overall performance.

E-26 CoEnterprise

CoEnterprise is proud to partner with IBM at Smarter Commerce Global Summit 2012. Together we shape business, delivering collaborative business solutions that enable companies to solve business problems, improve transparency and promote information sharing. Visit us at www.coenterprise.com.

S-3 Cognizant

SILVER SPONSOR

Cognizant is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 140,500 employees as of March 31, 2012, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000 and the Fortune 500, and is ranked among the top-performing and fastest-growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant

E-22 ComResource

ComResource, an industry leader in both B2B and MFT solutions, has delivered hundreds of successful integration projects for companies of all sizes. In business for over 20 years and staffed with over 150 employees, we work with each customer to provide solutions combining the customer's goals and industry best practices.

E-4 Coupa

Founded in 2006, Coupa Software is the fastest-growing provider of cloud-based spend optimization software. More than 200 customers in 40 countries use Coupa purchasing and procurement software to amplify their spend power and reduce spending costs up to 11 percent. Learn more at www.coupa.com or call 650-931-3200.

E-30 Covalent Marketing

Our boutique customer intelligence consultancy focuses on simplifying and strengthening a company's customer interactions and marketing operations. We work to integrate strategy, customer analytics, experimentation and social approaches into your IBM Unica® implementation so it delivers value quickly. We help you master new marketing competencies and business optimization efficiently and effectively.

With Thanks to Our Exhibitors

S-4 **CrossView, Inc.** SILVER SPONSOR

CrossView is a premier provider of cross-channel commerce solutions and services that enable a smarter, more personalized shopping experience. Smarter Commerce Authorized Business Partner and Winner of the IBM Beacon Award for Outstanding Business Agility Solution in 2010, our software unifies the Web, stores, call centers, mobile devices, and other channels on a single, flexible platform based on IBM WebSphere® Commerce. CrossView's Cross-Channel Commerce Platform empowers consumers to shift seamlessly between sales channels, and creates a consistent buying and brand experience. Advanced analytics deliver intelligence and visibility into customer buying behaviors across all sales channels. CrossView enables clients to transform insight into action – in real time. To learn more about CrossView, visit www.crossview.com.

E-34 **Customer Centria**

Customer Centria is a global customer engagement and experience company. We enable enterprises to engage with customers leveraging technology, analytics, interactive marketing, digital and social media. We offer products, solutions & services customized to integrate into the IBM Unica® EMM Suite. We have demonstrated competence and experience across telcos, banking, insurance, retail, airlines and consumer goods across geographies.

E-8 **CyberSource**

CyberSource simplifies payment management for IBM customers. CyberSource provides a complete portfolio of payment services that simplify your daily payment operations: domestic and international payment processing, fraud management and payment security services. The company, a wholly owned subsidiary of Visa Inc., is headquartered in San Francisco, CA.

E-21 **Dassault Systèmes**

Beyond PLM (Product Lifecycle Management), Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations capable of harmonizing products, nature and life. 3DSWYM, 3DVIA, CATIA, DELMIA, ENOVIA, EXALEAD, GEOVIA, NETVIBES, SIMULIA and SOLIDWORKS are either trademarks or registered trademarks of Dassault Systèmes or its subsidiaries in the U.S. and/or other countries.

E-29 e-Spirit, Inc.

e-Spirit, the manufacturer of the content integration platform FirstSpirit, is a leader in WCMS. Well-known customers rely on FirstSpirit for implementing and deploying successful web strategies in highly diverse channels worldwide. FirstSpirit provides outstanding usability combined with unique integration capabilities into complex system-landscapes, e-shops like IBM Commerce and portals like IBM WebSphere®.

E-18 Expicient, Inc.

Expicient Inc. is a Smarter Commerce, omni-channel focused firm. We craft creative solutions providing solid return-on-investment. Expicient is a certified IBM partner, specializing in implementation of supply-chain products from IBM Sterling Commerce®. Our mobileCommerce platform is designed for iOS and Android. Expicient consulting services include requirements analysis through post-production support. For more information: www.Expicient.com

E-16 Genesys

Genesys is the world's leading provider of customer service software and services, with more than 2,000 customers in 80 countries, and 20 years of customer service innovation and experience. Genesys is a validated IBM Smarter Commerce partner and is uniquely positioned to deliver cross-channel conversations to today's customers.

S-12 HCL Technologies

SILVER SPONSOR

HCL leverages IBM technologies including Smarter Commerce, SOA, BPM, IBM WebSphere®, ECM and business analytics. HCL's intellectual property includes ReadyCommerce, Smarter Commerce Test Center, MappIn, xFit (SOA testing), Pathfinder (Process Library) and BPM Cookbook. HCL's capabilities, case-studies and differentiators accelerate transformation and seamless multi-channel growth for large enterprises.

E-14 Heiler Software

Successful multi-channel commerce needs perfect product data. Heiler Enterprise Product Information Management (PIM) provides retailers, distributors, and manufacturers with a central master data management (MDM) solution for all product data. PIM is the single platform that drives multi-channel commerce, increases conversions and margins, and accelerates time-to-market. Please visit us at www.heiler.com.

With Thanks to Our Exhibitors

E-9 **HighPoint Solutions**

HighPoint Solutions solves the toughest IT challenges facing companies in the highly regulated life sciences and healthcare industries by providing our clients with practical IT strategies and solution implementations, and giving them direct access to the people and technology that get things done.

IBM 21 **High Performance Extreme Capacity**

Companies need an intelligent order management solution that can accommodate complex transactions and scale as demand increases. IBM Sterling Order Management 9.1, IBM DB2® 9.7 and the IBM Power® 770 server solution can process transaction volumes significantly beyond transaction volumes found in most customer environments. For more information: www.ibm.com/db2/purescale

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IBM 24 IBM 25 IBM 26 IBM 28 **IBM Consulting and Services**

The IBM Smarter Commerce Consulting and Services portfolio consists of the Smarter Commerce Consulting, Implementation and Systems Integration business, as well as IBM Global Process Services for next generation BPO. From strategy through software implementation, integration and maintenance, we help clients get started and accelerate their journeys through unparalleled investments in training, process optimization and accelerators for Smarter Commerce software. Our strategy-led approach helps you navigate integration complexity and ensure better, faster business outcomes from Smarter Commerce solutions that span supply chain, enterprise marketing, order management, commerce platforms, customer and supply chain analytics, customer experience, mobile, social and customer self-service. For more information: www.ibm.com/services/commerce

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IBM 18 **IBM Emptoris Strategic Supply Management**

Our solutions enable companies to maximize financial performance and optimize commercial risk. The suite of award-winning and industry-recognized spend analysis, sourcing, contract management, supplier lifecycle management, services procurement and telecom expense management solutions are successfully used by Global 2000 companies. For more information: www.emptoris.com

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IBM 16 IBM 33 IBM Enterprise Content Management

IBM Enterprise Content Management (ECM) solutions help companies realize the strategic value of content for better business insight and outcomes. IBM ECM delivers high value solutions that can help companies transform the way they interact with customers, enabling a more detailed and accurate understanding of customer needs, and improving customer service across multiple channels. For more information: www.ibm.com/software/ecm/value.html

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IBM 13 IBM Exceptional Web Experience

The IBM Exceptional Web Experience solutions provide customers the ability to anticipate customer needs, engage with the individual and their community, and deliver exceptional services. The IBM Exceptional Web Experience offers two core solutions: the Customer Experience Suite and the Intranet Experience Suite. These solutions help organizations deliver to their customers and employees a consistently engaging, personalized and relevant online experience across multiple channels and touch points; provide rich, integrated capabilities for managing web content; real-time social communications; robust customer and commerce self-service capabilities; business analytics; and mobile device delivery. For more information: www.ibm.com/webexperience

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IBM 22 IBM Mobile Enterprise

A comprehensive mobile solution with open, secure software capabilities and services across the entire business and IT lifecycle to make mobile integral to the business strategy and processes of an enterprise delivering more engaging interactions with customers, partners and employees with integrated governance and process integrity. For more information: www.ibm.com/mobile-enterprise

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IBM 31 IBM Next-Generation Fraud Solutions

IBM is changing the equation. IBM Fraud Prevention and Analysis solutions, led by IBM Fraud Intelligence Analysis (FIA), helps financial services companies to rapidly detect, disrupt, document and defeat all kinds of fraud, theft, cybercrime and other activities that negatively impact your profitability, security and reputation. We will discuss examples of how it can be implemented quickly and seamlessly with quick time-to-value – while providing immediate returns on investment. For more information: i2group.com/us

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With Thanks to Our Exhibitors

IBM 34 IBM QuickFile

Whether you're a marketing, procurement, or IT professional, you depend on moving large files. Come see a live demonstration of IBM's new person-to-person file exchange product. IBM QuickFile extends the reliability and security of IBM's market-leading Managed File Transfer (MFT), to person-to-person file exchange. Simple to use and deploy, IBM QuickFile helps both business and IT audiences address the challenges they have with personal file transfers. We will have multiple scenarios that we can walk you through to see and experience the product firsthand.

IBM 27 IBM Services, Support and Success for Industry Solutions

Our experts accelerate client success with IBM Smarter Commerce technology by providing world-class software consulting, training, technical support, software accelerated value program and SaaS offerings and services.

IBM 29 IBM 30 IBM Smarter Commerce Managed Services

Provides clients with end-to-end managed business processes for Smarter Commerce solutions. GPS complements IBM's software and consulting capabilities by delivering Business Process Outsourcing (BPO) for the management of critical Buy, Market, Sell and Service processes and technologies. Areas of focus include cross-channel customer experience, analytics, procurement and supplier integration. In an era of increasing and changing customer expectations, IBM GPS collaborates with some of the world's largest enterprises to improve customer, supplier and partner facing operational performance, revenue, customer insight and customer satisfaction, while decreasing costs. For more information: www.ibm.com/services/bpo

E-35 Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. Marketzone from Infogroup Targeting Solutions is a customer engagement platform providing industry leading campaign management software within a data-driven environment.

E-36 Infosys

Infosys provides consulting, technology, engineering and outsourcing to help clients globally in building tomorrow's enterprise. As a next-generation consulting and IT services company, Infosys helps clients generate value from business transformation engagements through integration of business consulting and enterprise solutions delivery.

Ingram Micro

BP CAFÉ SPONSOR

Ingram Micro Inc., the world's largest technology distributor, is a leading technology sales, marketing and logistics company with a dedicated IBM team of over 50 people. Our priority is to increase our business partners' profitability and market reach. Find out how Ingram Micro can benefit your IBM business. Contact jamie.osika@ingrammicro.com.

S-5

InterCall

SILVER SPONSOR

InterCall is the largest conferencing, collaboration and webcasting services provider in the world. Founded in 1991, InterCall offers telephony, messaging, webcasting, virtual environment, and conferencing and collaboration tools for businesses of all sizes, from large global enterprises to small or regional companies. With a global footprint and broad service capabilities, InterCall's flexible models for hosted, managed and on-premises communication services help companies get the most out of their business processes. InterCall's strong U.S. presence, including four call centers and 26 sales offices, is bolstered by operations in Canada, Mexico, Latin America, the Caribbean, the United Kingdom, Ireland, France, Germany, Australia, New Zealand, China, India, Hong Kong, Singapore and Japan. For more information on virtual event solutions go to www.intercall.com/event-services.php.

E-10

MindTree

MindTree Limited is a global IT and Product Engineering Services Company with deep knowledge in specific domains. MindTree's Smarter Commerce CoE covers IBM WebSphere® Commerce, Sterling OMS, ILOG®, Coremetrics® and Unica®, and has developed industry-specific solutions on the Smarter Commerce platform. MindTree is also a Smarter Commerce partner for implementing eCommerce-related projects.

S-6

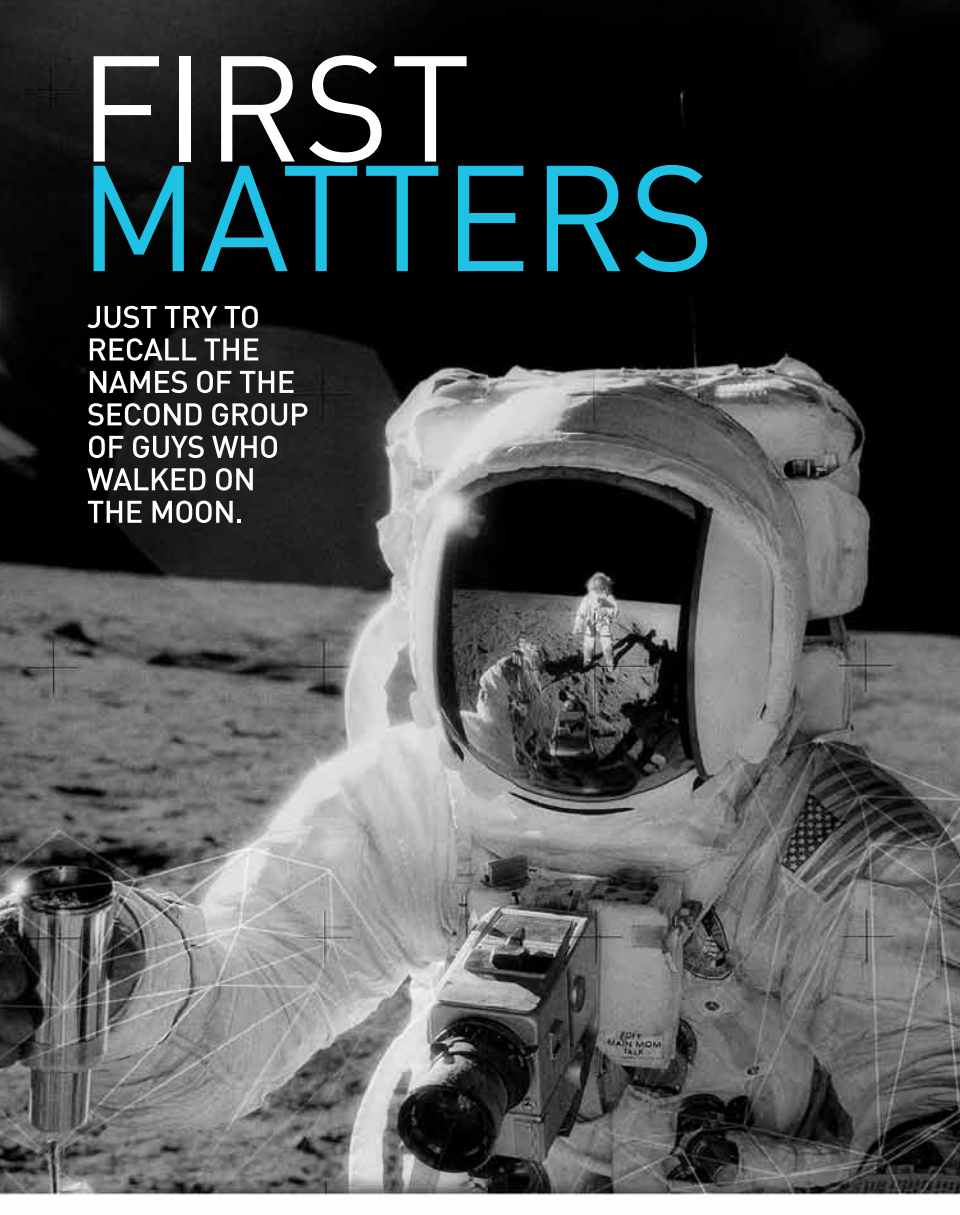
Miracle Software Systems, Inc.

SILVER SPONSOR

Miracle understands that today's e-Business means much more than just web applications and EDI. Miracle delivers fully integrated, industry-driven B2B solutions that help businesses efficiently manage their global trading partner communities, resulting in improved customer relationships and increased revenue and profitability. Miracle's framework on B2B helps customers to see a quick ROI and reduced TCO. Miracle's 14 years of experience ranges from building one of the largest retail store's B2B hubs to building a B2B solution for one of the largest logistics companies in Europe and the United States.

FIRST MATTERS

JUST TRY TO RECALL THE NAMES OF THE SECOND GROUP OF GUYS WHO WALKED ON THE MOON.



ROSETTA

Building the Future of Commerce - One Transaction at a Time

The First Smarter Commerce Certified Agency in the World

To learn more visit Rosetta.com

With Thanks to Our Exhibitors

Solution Center

G-2 NICE Systems

GOLD SPONSOR

NICE Intent. Insight. Impact.™

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time.

Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security.

NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies.

IBM 19 Outperform with Business Analytics

IBM

Enable organizations to better understand, anticipate and adapt business outcomes to their existing processes with the power of Business Analytics. Be able to spot and analyze trends, patterns and anomalies, understand customer needs and wants, maximize operational efficiency, detect threats and risks, seize opportunities, and exhibit results and outcomes in a clean, flexible environment. Leverage the most comprehensive set of business intelligence and analytical capabilities including predictive, social media, and what-if analysis to improve profitability by enhancing customer interactions and reducing operational costs. For more information: www.ibm.com/analytics

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E-5 Oxford Consulting Group

Oxford Consulting

Oxford Consulting is an award-winning information technology consulting firm that specializes in developing, implementing and optimizing integration, order management and supply chain management solutions. Through the right combination of experience, innovation and sound business strategies, Oxford has helped over 800 IBM Sterling Commerce® customers achieve their goals and maximize ROI.

E-37 Pangea3, a Thomson Reuters Business

PANGEA3

Pangea3 is the most experienced provider of high-quality outsourced legal solutions to the world's most respected companies and law firms. Pangea3 offers a multi-shore approach to the most comprehensive suite of legal solutions, including corporate, litigation and compliance solutions, to hundreds of clients globally.

With Thanks to Our Exhibitors

S-7 **Perficient** SILVER SPONSOR

Perficient is helping clients achieve their commerce goals by helping them to improve business processes, and provide insights into every aspect of the Commerce life-cycle. By applying the right mix of technology and business acumen, Perficient turns information into an asset that enables agility and powers growth and cost-savings objectives. At every point in the eCommerce life-cycle, Perficient delivers value.

S-8 **Pinpoint Systems** SILVER SPONSOR

Pinpoint Systems helps you realize the promise of real-time marketing to ensure that each of your customer interactions is more intimate and most productive. We intelligently deploy real-time marketing systems and provide EMM software consulting and implementation for Fortune 1000 and mid-market companies. Pinpoint's consultants help you navigate the complexity of real-time, customer-centric marketing interactions, enabling new capabilities that maximize the value and measurability of every customer relationship. Our practical, hands-on approach combines qualitative analysis of your business needs with a deep understanding of data, technologies and tools to help you select, implement and manage real-time marketing systems with confidence and agility. For more information: www.pinpoint-corp.com

E-23 **REMEDI Electronic Commerce Group**

REMEDI Electronic Commerce Group specializes in integration and EDI consulting, training, recruiting, managed services, financing and software. As a Premier IBM Business Partner, we deliver quality EDI, B2B, MFT, and commerce solutions. REMEDI's expertise surpasses the competition with quality solutions and consulting services for a variety of IT projects.

E-28 **RiverPoint**

With over two decades of experience, RiverPoint, an IBM Smarter Commerce systems integration consulting firm, provides full-service EMM consulting and software sales. Our core competencies include upgrades, hosting, integrated campaign management, data warehousing, business intelligence, operational marketing and analytics. We provide implementation services and ongoing mentoring to ensure project success.

G-1 Rosetta

GOLD SPONSOR

ROSETTA

Rosetta is a consulting-centered interactive agency engineered to transform marketing for the connected world. Our mission is to be a catalyst for growth, driving material business impact by translating deep consumer insights into personally relevant brand experiences across touchpoints over time. Our unique capabilities and the way we activate them have enabled our market leadership position, operating as an independent brand in the Publicis Groupe of global agencies. The first agency in the world to be Smarter Commerce Certified, Rosetta is considered by IBM to be the largest and most successful IBM WebSphere® Commerce partner in the United States with over 100 successful implementations and more than 300 implementation consultants.

E-25 Royal Cyber Inc.

ROYAL CYBER
Modernized e-business solutions

Royal Cyber is a modernized e-business solutions provider specializing in IBM technologies. Headquartered in Illinois, experts at Royal Cyber have been providing, implementing and optimizing cross-channel commerce solutions and services to businesses worldwide, enabling them to streamline their operations and compete in the global marketplace. To learn more, visit www.royalcyber.com

E-6 Salmon

Salmon

Salmon specializes in delivering award-winning B2B and B2C eCommerce solutions for leading European, U.S. and global brands such as Argos, Kiddicare, Sleepy's and Wolseley. Salmon is one of the largest WebSphereCommerce integrators in the world, and a Smarter Commerce partner. Services include multi-channel consultancy, customer experience design, implementation, integration and support.

S-11 SapientNitro

SILVER SPONSOR

SapientNitro℠

SapientNitro℠ is an integrated marketing and technology services firm. As an IBM Global Partner, we design and implement innovativeCommerce sites that deliver exceptional customer experiences. SapientNitro services leading brands and IBM WCS customers such as Target, Marks & Spencer and QVC through our global operations.

E-32 SignalDemand

SIGNALDEMAND®
Optimize Tomorrow's Decisions Today

SignalDemand provides predictive analytics and optimization for commodity-based value chains. Through cloud-based software, SignalDemand delivers real-time recommendations to help make complex purchasing, supply, mix and pricing decisions. Using patented, comprehensive mathematical models to process thousands of variables, SignalDemand enables better day-to-day decision-making and increased profit margins.

With Thanks to Our Exhibitors

E-17 Sirius Computer Solutions

Backed by more than 30 years of IT experience and over 4500 technology certifications, Sirius is a nationally recognized IBM Premier Business Partner with a certified team of technical professionals to help clients implement advanced business solutions, including mobile and social commerce, cloud computing and more. For more information: www.siriuscom.com

E-39 Slalom Consulting

Slalom's Marketing Solutions Practice offers both Strategic Marketing and Technology Implementation/Optimization services that increase performance for our clients. Strategic Consultants develop the strategy and tactics behind multi-channel marketing programs that drive measurable results. Marketing Technology Consultants are experts in the deployment and optimization of marketing databases and marketing management platforms.

IBM 32 Smarter Systems for Smarter Commerce

Today's consumers are empowered like never before. With instant access to product, pricing, and promotional information, supported by communities of like-minded friends to advise them, consumers have changed the dynamics of commerce. Smarter Commerce gives retailers the ability to know and instantly respond to their customers. Learn how fit-for-purpose, optimized systems on POWER7 servers unleash the power of Smarter Commerce analytic software to deliver the critical insights needed to drive the highest level of customer satisfaction with fast system response times for customers, service personnel, and point-of-sale personnel. For more information: http://www-03.ibm.com/systems/data/flash/smartercomputing/analytics.html

S-9 Sogeti

SILVER SPONSOR

Sogeti is a leading provider of professional technology services, specializing in application management, infrastructure management, high tech engineering and testing. Working closely with its clients, Sogeti enables them to leverage technological innovation and achieve maximum results. Sogeti brings together more than 20,000 professionals in 15 countries at over 200 locations in Europe, the U.S. and India.

E-11 SugarCRM

Sugar is an affordable and easy to use customer relationship management (CRM) platform, designed to help your business communicate with prospects, share sales information, close deals and keep customers happy. Thousands of successful companies use Sugar everyday to manage sales, marketing and support.

S-10 System Integration Architects LLC

SILVER SPONSOR

System Integration Architects

System Integration Architects LLC provides EDI, B2B and EAI integration solutions that maximize our customers' investments in IBM B2B Gateway solutions. Our Services portfolio offers expert solutions architecture, framework engineering, custom development and upgrades, EDI implementations and staff augmentation. SIA Products include pre-configured Enterprise Frameworks, simplified Trading Partner on-boarding and a unique Transaction Visibility capability. Our training curriculum provides a wide range of customizable coursework, from entry-level integration fundamentals to expert-level system administration and tuning.

E-40 Tangentia Inc.

Tangentia

Tangentia Inc., a Premier Partner of IBM, with global delivery model and multiple locations in Canada, USA, and India, offers a comprehensive portfolio of consulting, technology and outsourcing solutions that can bridge the most challenging technology gaps while creating significant competitive advantage across an organization and its supply chain. For more information on Tangentia, visit www.tangentia.com.

IBM 20 Tealeaf, an IBM Company

tealeaf an IBM Company

Tealeaf is a leading provider of online customer experience management solutions and customer behavior analysis. Tealeaf helps companies experience their web and mobile business as their customers do. With Tealeaf, organizations can see – and act on – every interaction across all digital channels, as they happen. For more information: www.tealeaf.com

E-31 Trifecta Technologies

TRIFECTA TECHNOLOGIES

Trifecta Technologies' acclaimed Store-in-a-Box® provides a true omni-channel solution for web, mobile, kiosk, gift registry and integration to store systems. The fastest, most flexible way to deploy IBM WebSphere® Commerce is always delivered on time, on scope and on budget, and delivers outstanding customer satisfaction.

E-38 Toshiba Global Commerce Solutions

TOSHIBA Leading Innovation

As the world's leading provider of integrated in-store solutions and retail insights, Toshiba Global Commerce Solutions delivers innovative, end-to-end solutions for checkout, consumer interactions and retail operations that unlock amazing new possibilities for our clients and for shoppers everywhere. To learn more, visit www.toshibagcs.com.

CLEARGOALS

- Experienced team with years of experience in implementing EMM solutions
- Creative and dynamic consultants, with a proven track record
- Fully certified "IBM Premier Business Partner"
- IBM Authorized EMM Software Reseller
- Innovative Solutions Provider (i.e.: integrated SMS channel for Unica Campaign, Social Insight data)

What we do

- IBM Software Reseller (Unica, Coremetrics, Tealeaf, Cognos)
- Marketing Services Provider (MSP) [Hosted Solutions]
- EMM Systems Implementation and Integration
- EMM Custom Solutions Development
- EMM Software Solutions Training
- Email Services and Marketing Services Agency
- Marketing Data Mart
- Customer Support
- Technical Systems Audits & Optimization
- Custom Reports (Cognos)

Premier Business Partner IBM
Authorized Software Value Plus
Enterprise Marketing Management (EMM) & Cognos

www.cleargoals.com

With Thanks to Our Exhibitors

E-12 Valtech

Valtech is a new breed of digital marketing and technology agency. As a full-service digital powerhouse, Valtech delivers value to its customers at all stages of a digital project from strategic consulting to design, conception, development and optimization of business critical platforms.

E-3 Verizon Wireless

Verizon offers the latest technology and provides an innovative approach to your business. Providing solutions that help bring together automation, insight and advanced control over your global operations. Together, we can transform business. We rank number one in customer loyalty. We're not 100% satisfied unless you are.

E-7 Vindicia

Vindicia is a leading provider of SaaS billing solutions that helps digital leaders optimize customer retention and acquisition through integrated marketing best practices. Over the past twelve months, Vindicia clients sent $4 billion through its CashBox solution, billed in every global region, and generated $75 million in annual incremental revenue.

E-27 VistaLogix Global

VistaLogix Global is an international provider of comprehensive logistics management and technology services that, together with its supply chain consulting resources, enables its clients to improve performance and drive economic value. VistaLogix Global is committed to solving our customers' logistics challenges through proven expertise, best-of-breed technology and a high-touch, service-oriented approach.

E-19 Zobrist Consulting

Zobrist is an IBM award-winning consulting firm dedicated to building secure, online stores for high volume retail businesses, both domestic and international.

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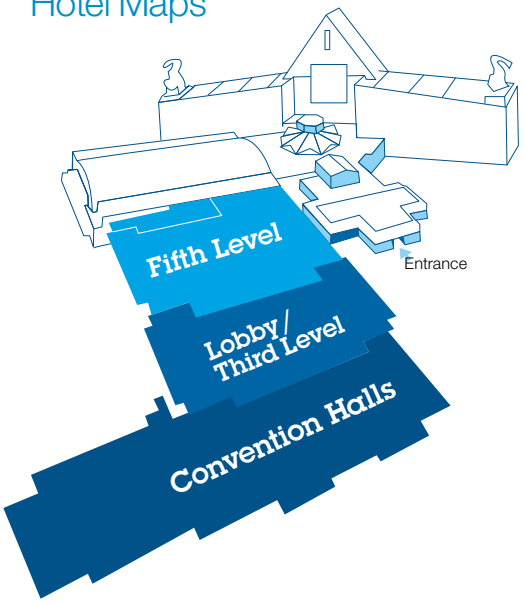
Hotel Maps



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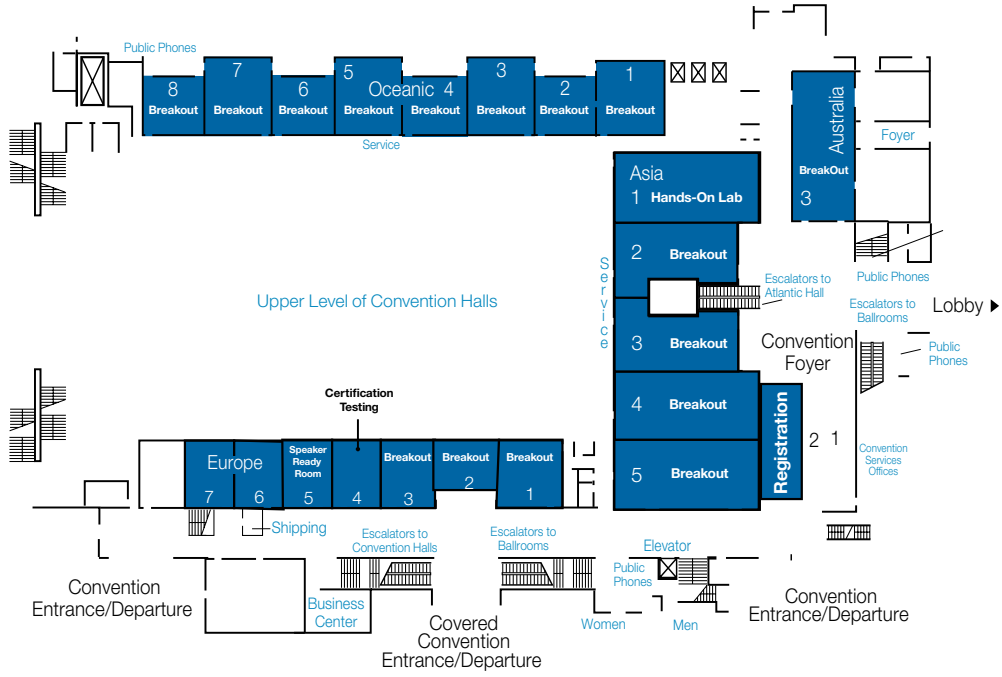
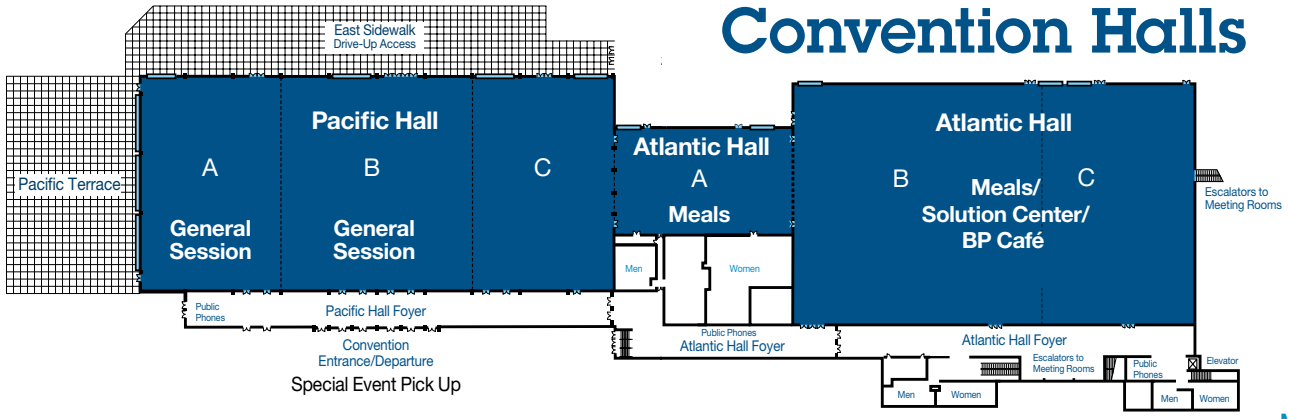
September 5–7, 2012 | Walt Disney World Swan and Dolphin Resort

Lobby/Third Level



Convention Halls



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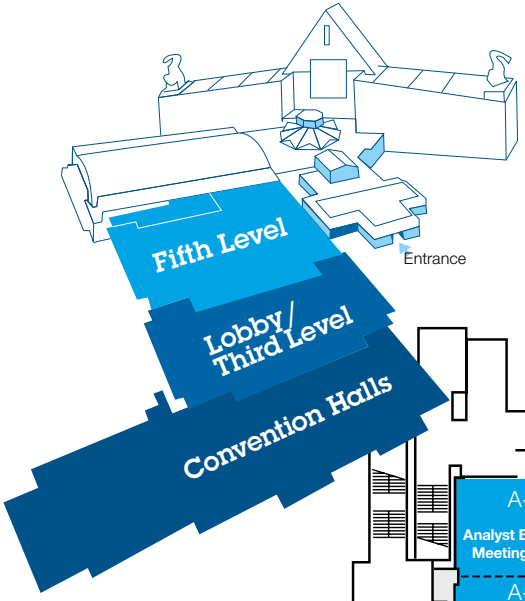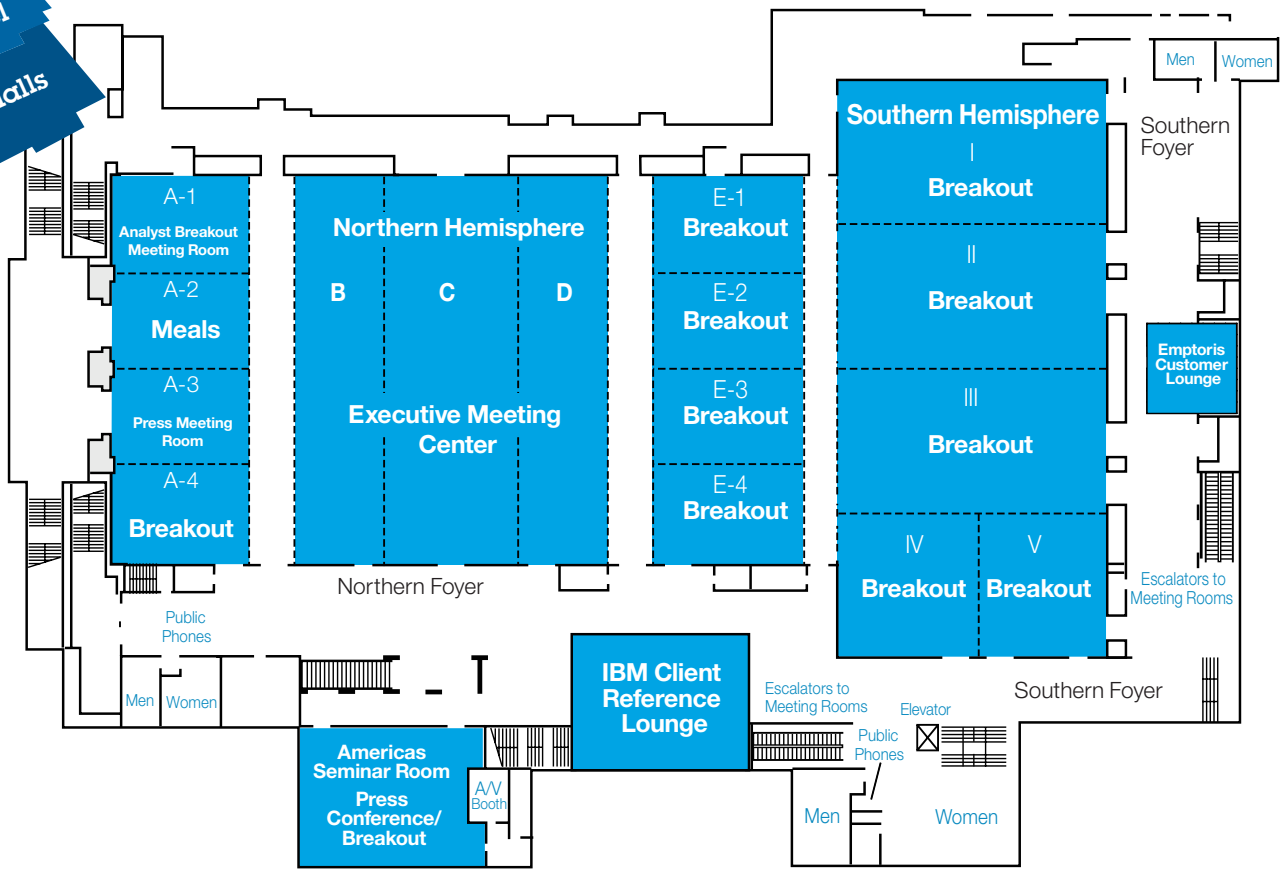
Fifth Level