



Smarter Commerce Global Summit 2011

What's in it for you?



September 19–21, 2011 | San Diego Marriott Marquis & Marina



Agenda

- Smarter Commerce : What's in this for me?
- Smarter Commerce Global Summit Overview
- Q&A





Smarter Commerce Global Summit 2011

Redefining Commerce in the age of the
customer

John Ehmann
WW Global Leader , Smarter Commerce





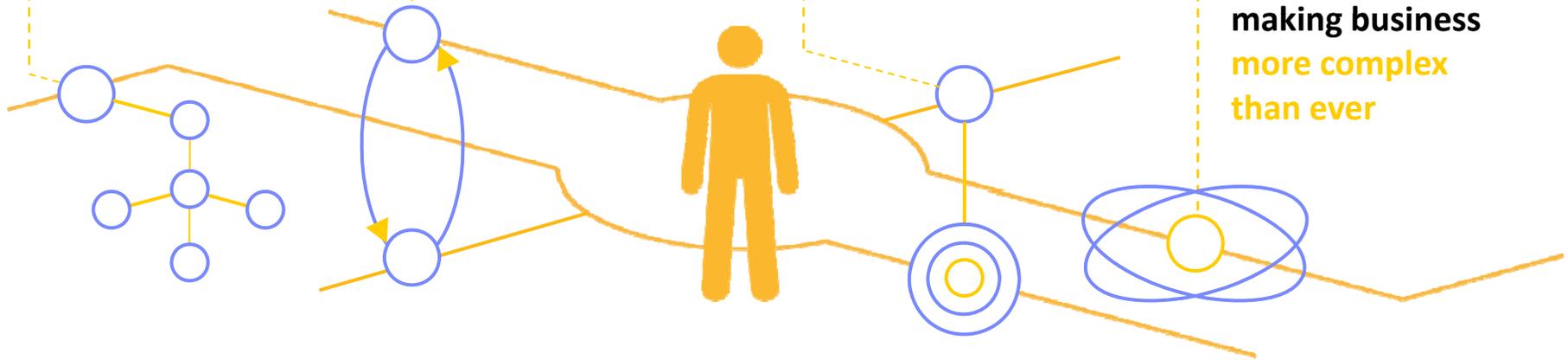
We have entered the age of the empowered customer

Customers now have unlimited access to information and can **instantly share** it with the world

Social networking and mobile commerce have dramatically changed **the dynamic between buyer and seller**

Customer **expectations** of service, price and delivery is soaring

This is changing the entire way products are sourced, manufactured, and distributed—and making business **more complex than ever**



155 million

Number of tweets sent via Twitter each day

75%

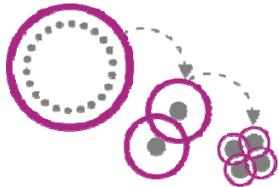
Percentage of people who believe companies don't tell the truth in advertisements

\$93 billion

Amount in sales missed due to out of stock inventory



These disruptive forces ripple from the customer through the enterprise and across entire industries



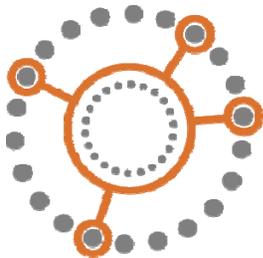
Individuals

- The connected consumer
- The networked workforce
- The empowered citizen



"The consumer is using new channels to perceive value, and associated pricing implications."

Consumer Products CEO, United States



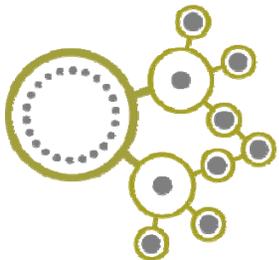
Enterprises

- Evolved business models
- Optimized digital operations
- Connected enterprise



"Profits will shift away from analog distribution to digital distribution; we will see increased margins in digital distribution and increased international distribution."

Media and Entertainment CEO, United States



Industries

- Value migration
- Value chain redefinition
- Fragmentation



"Disintermediation of clients by smaller niche players (such as mobile players) is cause for concern."

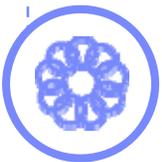
Financial Markets CEO, Canada



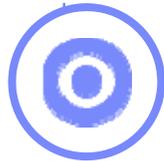
Power has shifted to the customer — compressing margins and changing paradigms

In this new era, businesses need to:

• **Understand and anticipate** customer behavior and needs based on customer insights across all channels



• **Adapt** sourcing and procurement based on customer demand **and optimize** supplier interactions across extended value chains



• **Market, sell, and fulfill** the right product and service at the right price, time, and place



• **Service** customers flawlessly, **predict and drive** customer loyalty





Successful companies are staying competitive by transforming their approach to commerce



95%

Amount a major transportation company reduced partner integration time*



41%

Amount a retail pet company increased sales per unique web visitor. Also increased open and click-through rates to five times the industry average*



50%

Amount a leading provider of teaching, learning and research solutions grew direct-to-consumer commerce revenues year over year*



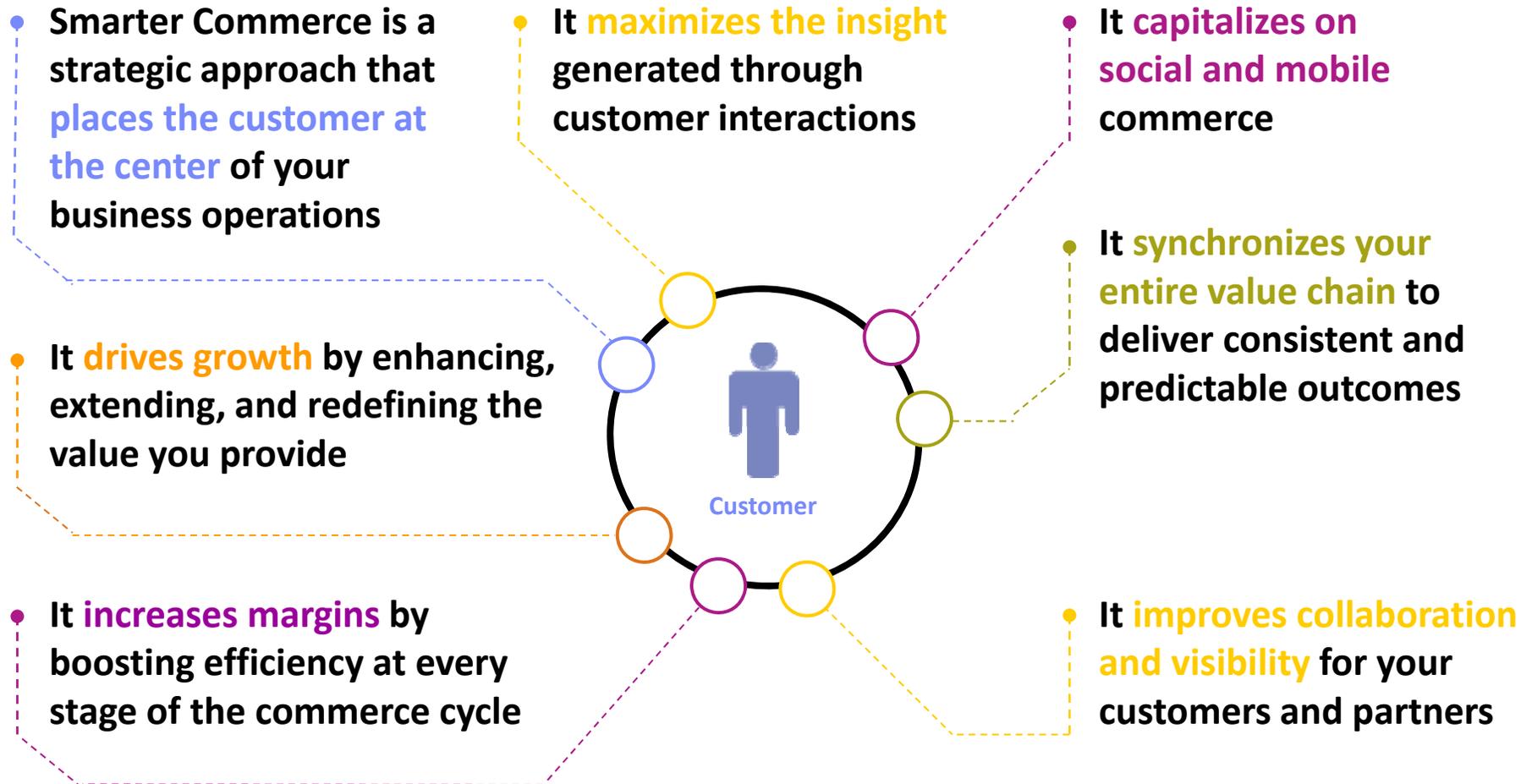
376%

Amount a US-based national communications service provider boosted ROI by reducing customer churn

*Case studies based on Coremetrics, Sterling Commerce and Unica solutions



At IBM we call the path forward: Smarter Commerce

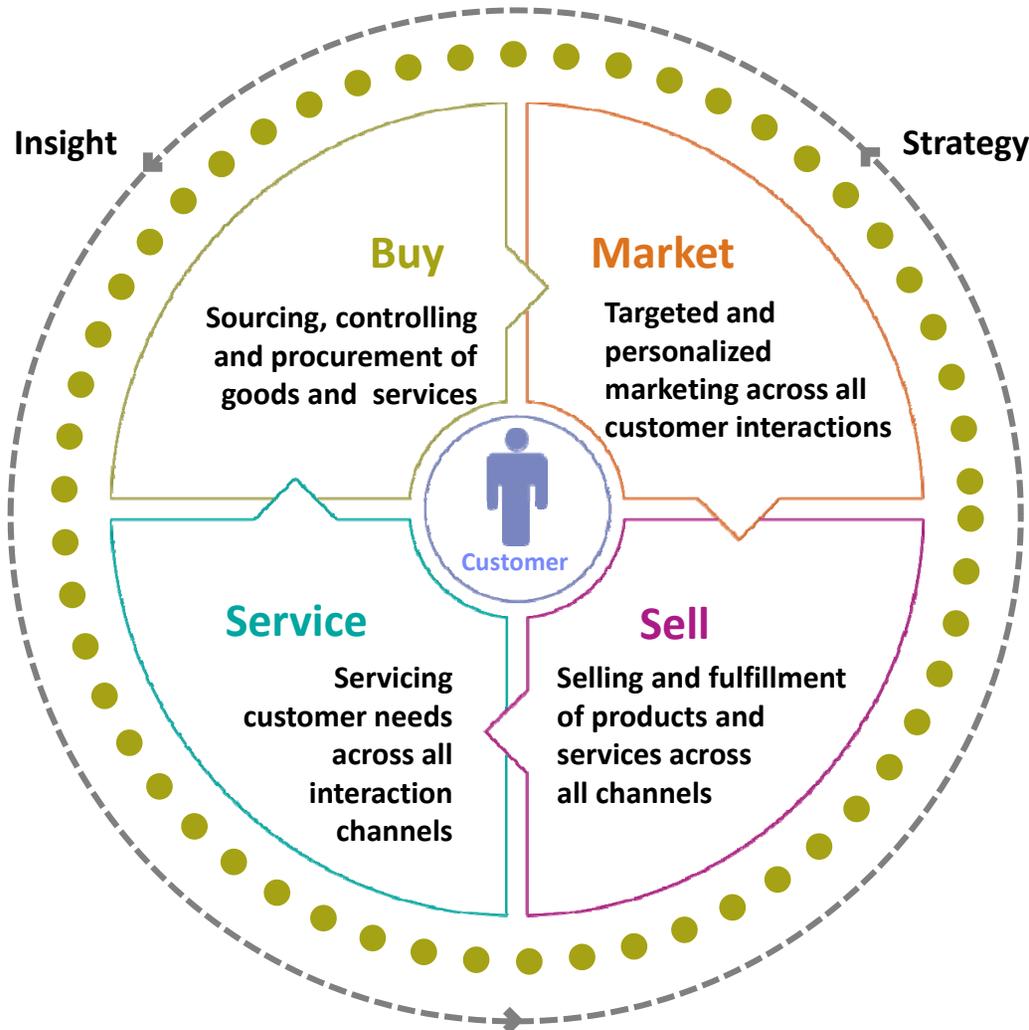




Smarter Commerce can help transform every phase of the commerce cycle

Buy
Drives intelligent, adaptive, and optimized extended supply chains based on customer demand

Service
Anticipates behavior and delivers flawless customer service across all channels



Market
Creates personalized and relevant offers with unified cross-channel marketing

Sell
Enables customers and partners to buy what they want, when, and where



IBM's integrated portfolio for Smarter Commerce

VALUE CHAIN STRATEGY AND SERVICES

Innovation and business value

Innovating and aligning business models to drive value to the customer

Market and customer mgmt

Aligning sales, marketing, and operations to engage with customers

Operating and Organization Models

Designing operations, supply chain, and the organization model to deliver customer value

CORE BUSINESS SOLUTIONS

Core Business Processes

Buy

- Trading Partner Mgmt
- Supplier Management
- Supply Chain Visibility
- Logistics Management
- Inventory Optimization

Market

- Predictive Analytics/Modeling
- Behavioral Segmentation
- Cross-channel Campaign Mgmt
- Search Optimization, Ad Targeting
- Marketing Resource Mgmt

Sell

- B2B & B2C Cross-channel commerce
- Distributed Order Orchestration
- Fulfillment and Supply Chain Optimization
- Mobile Commerce
- Retail Store

Service

- Delivery & Service Scheduling
- Customer Self Service Enablement
- Reverse Logistics
- Case Management

Advanced Analytics

Store analytics | Purchase analytics | Consumer loyalty | Predictive and prescriptive | Social analytics | Web analytics | Master data mgt

Workload Optimized Systems

Systems, Storage and Software focused on agility, integration, and automation to drive relevant business outcomes



Buy

Strategy & Enablers

- Supply Chain Strategy
- Operating Model Design
- Business Model Innovation
- Key Value Enablers - Process Excellence, Organization & People Strategy, Technology Strategy, and Change Management

Core Business Solutions

- **Core Business Processes**
 - Trading Partner Management
 - Supplier Management
 - Supply Chain Management
 - Supply Chain Visibility & Optimization
 - Logistics Design & Management
 - Inventory Management
 - Procurement Transformation
 - Supply Chain & Procurement Business Process Outsourcing
- **Products**
 - **Sterling Commerce** (Warehouse Management, Transportation Management, Supply Chain Visibility, Collaboration Network/B2B Services, e-invoicing)
 - **ILOG Supply Chain** (Logistics Optimization, Inventory Optimization)

Analytics

- Supply Chain Analytics; Procurement / Buying / Merchandising Analytics ; Market Basket Analytics

Workload Optimized Systems

- IBM Smart Analytics System
- Transaction optimized system for high-volume transaction workloads

Sourcing and procuring goods and materials required to deliver products and services to meet customer demand



Market

Strategy & Enablers

- Customer, marketing, social media, and digital brand & presence strategy
- Business Model Innovation
- Key Value Enablers - Process Excellence, Organization & People Strategy, Technology Strategy, and Change Management

Core Business Solutions

- **Core Business Processes**
 - Contact Center Optimization
 - Channel Transformation
 - Predictive Analytics/Modeling
 - Behavioral Segmentation
 - Cross-channel Campaign Management
 - Search Optimization, Ad Targeting
 - Marketing Resource Management
 - Marketing and Campaign Management Business Process Outsourcing
- **Products**
 - Coremetrics (Digital Analytics, Search Optimization, Ad Targeting, Behavioral Segmentation)
 - Unica (Cross-channel Campaign Mgmt and execution, Event Detection, Real-time Recommendations, Marketing Resource Mgmt)
 - WebSphere Commerce (Precision Marketing)
 - Retail Store Solutions (POS Hardware & Software for Retail Stores)

Analytics

- Customer, Marketing and Sales Analytics; Web Analytics ; Social Media Analytics; Purchase Analytics

Workload Optimized Systems

- IBM Smart Analytics System:
- Transaction optimized system for campaign management and other high-volume transaction workloads

Developing, delivering, and measuring relevant and consistent messages across multiple channels to drive demand



Sell

Strategy & Enablers

- Sales and CRM strategy
- Business Model Innovation
- Key Value Enablers - Process Excellence, Organization & People Strategy, Technology Strategy, and Change Management

Core Business Solutions

- **Core Business Processes**
 - Channel Transformation
 - B2B / B2C Cross-channel commerce
 - Fulfillment, Logistics, and Supply Chain Optimization
 - Supply Chain Management
 - Mobile Commerce
 - Retail Store
 - Multi-Channel & Contact Center Outsourcing
- **Products**
 - WebSphere Commerce (Order Capture, B2C/B2B e-commerce)
 - Sterling Commerce (Order Management, Configure, Pricing, Quote, Warehouse Management, Transportation Management)
 - ILOG Supply Chain (Network Optimization, Transportation Optimization)
 - Retail Store Solutions (POS Hardware & Software for Retail Stores)

Analytics

- Marketing Analytics; Web Analytics ; Customer Analytics; Social Analytics; Purchase Analytics

Workload Optimized Systems

- Transaction optimized system for website operation and other high-volume transaction workloads
- IBM Smart Analytics System

Selling and fulfillment of products and services across multiple channels to drive profitable revenue growth



Service

Strategy & Enablers

- CRM Strategy
- Contact Center Optimization
- Channel Transformation
- Key Value Enablers - Process Excellence, Organization & People Strategy, Technology Strategy and Change Management

Core Business Solutions

- **Core Business Processes**
 - Delivery & Service Scheduling
 - Returns Management
 - After-sales support
 - Customer Self Service Enablement
 - Reverse Logistics
 - Case Management
 - Contact Center Optimization
 - Channel Transformation
 - Customer Contact Center Outsourcing
 - Technical and Product Support Outsourcing
- **Products**
 - Sterling Commerce (Delivery & Service Scheduling, Reverse Logistics)
 - IBM Case Manager (Case Design, Run-time, Analytics, Collaboration, Rules & Events)
 - Unica (Service Notification & Communications)
 - Retail Store Solutions (POS Hardware & Software for Retail Stores)

Analytics

- Customer, Marketing and Sales Analytics; Purchase Analytics

Workload Optimized Systems

- Transaction optimized system high-volume transaction workloads
- IBM Smart Analytics System

Servicing customer needs across all channels to drive repeat sales and increase lifetime value of customers



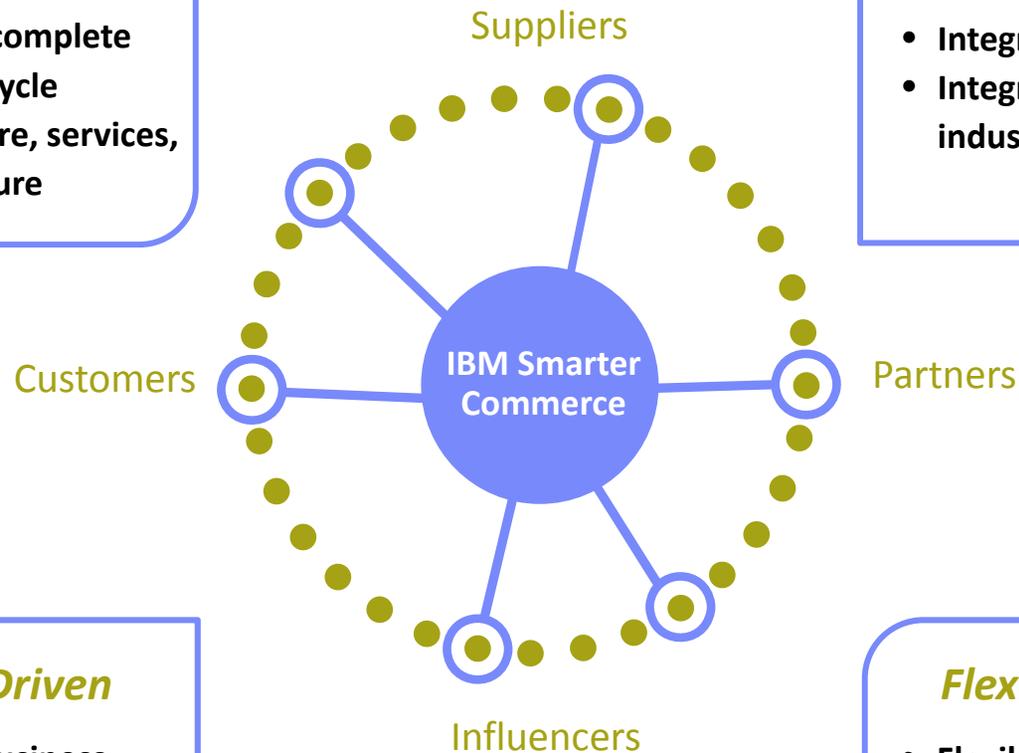
What is **unique** about IBM's Smarter Commerce?

Comprehensive

- Optimizes the complete commerce lifecycle
- Leading software, services, and infrastructure

Integrated

- Integrated analytics
- Integrated focused industry solutions



Outcome Driven

- Measureable business outcomes
- Outcomes tailored to business domains

Flexible and Open

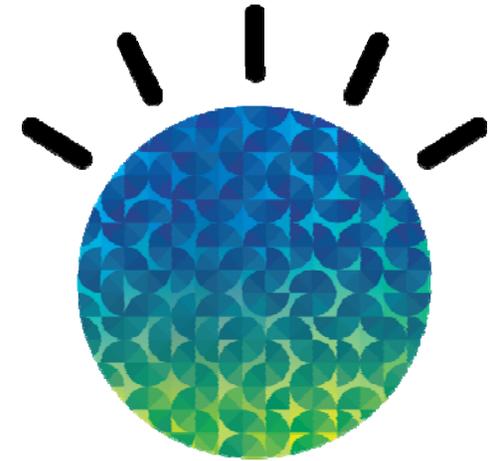
- Flexible deployment
- Modular offerings and flexible consumption



Together we will deliver Smarter Commerce

- We collaborate with you to **enhance, extend, and re-define** your approach to deliver value through
 - *Acting on Customer Insight*
 - *Evolving your Customer Value Strategy*
 - *Optimizing Customer & Partner Engagement*
- We help you **address most pressing concerns now** and prepare for future growth
- We can help you **leverage and extend** your existing technology and investments

...increasing the value you generate for your customers, partners, and shareholders in a rapidly changing digital world.



Over 2,000 of the world's top brands rely on IBM to improve their business insight and execution



Smarter Commerce Global Summit 2011

What's in it for you?

Tami Cannizzaro
WW Marketing Director, Industry Solutions



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Marriott Marquis & Marina Sept 19-21

www.ibm.com/events/commercesummit



Smarter Commerce Global Summit—register now!

The **Smarter Commerce Global Summit 2011** brings together a powerful combination of best practices, new technology and services, marketing and supply chain experts and industry perspectives into an event like no other.

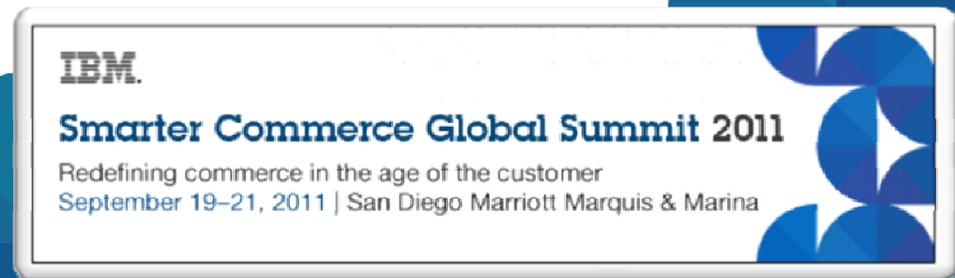
It's one you can't afford to miss.

The conference will showcase:

- e-commerce
- supply chain management
- targeted and personalized marketing
- mobile and social commerce
- analytics and insight
- change management

Event Features

- With 1500 expected attendees,
- Business and technical tracks with over 80 sessions.
- An Executive Leadership Program
- Solution Center with ...
- Hands on business and technical labs
- More than 35 customer, analyst, and thought leader speakers sharing insights and experience
- Industry Exchange



Call to Action

- [Register Today!](#)
- Taking nominations now for Smarter Commerce Customer Awards.

Pricing and Promotions:

- Early Bird Registration **\$895**
(closes Aug 5th)
- Standard Rate **\$1295**
- **Bring a colleague promotion!**

Top 5 Reasons to attend

Redefining commerce in the age of the customer.

It's one you can't afford to miss. At the Smarter Commerce Summit, you will:

- 1. Lead the Way.** Leave with knowledge, tips, and best practices that you can begin using immediately to transform your business.
- 2. Experience the latest.** Check out Smarter Commerce solutions that will inspire new ideas and creative approaches that drive customer value.
- 3. Network and collaborate.** Share ideas with some of the brightest technical and business minds from across the globe.
- 4. Increase your Solution ROI:** Get the most out of your IBM solutions through in-depth sessions led by IBM technologists and customers.
- 5. Get Smarter.** Learn the latest on mobile and social commerce, digital and business transformation, innovation and leadership from innovators, academics and industry leaders.



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<http://www.ibm.com/events/commercesummit>



What's in it for the LOB and IT Leader?

Redefining commerce in the age of the customer

A world-class event that brings together a powerful combination of best practices, new technology and services, marketing and supply chain experts and industry perspectives into an event like no other.

For the LOB Leader

- New strategies to increase margins and create new markets
- Experience technology for business not the business of technology
- Peer-to-peer interactions with the some of the brightest business minds
- Turn mobile, social, and digital trends into drivers of business and customer value

For the IT Leader

- New strategies to transform your IT operations
- Technology tips and tools to get the most out of your IBM solutions
- Share ideas and solution requirements with technology experts
- Hands-on labs and new solution demos

<http://www.ibm.com/events/commercesummit>

Dedicated solutions track with over 40 sessions featuring product deep dive and best practices from people who created them

Dedicated business professionals track with 40 sessions addressing today's challenges and tomorrow's opportunities

Over 1,500 attendees representing unique companies from countries across all industries



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Smarter Commerce Session Highlights

Business Leadership Program

- Discover new concepts and techniques to drive deeper customer insight
- Highlight opportunities for greater partner and customer engagement and show how to develop stronger value chain strategies
- Discuss latest trends and market research on Commerce
- Executive learning sessions on customer centricity, marketing innovation and supply chain strategy

Solution Leadership Program

- Demonstrate solution capabilities
- Present live use cases from customers that have created ROI
- Highlight key trends and show how Smarter Commerce solutions enable adoption
- Provide hands-on education and training to increase expertise and gain insight into future direction of Smarter Commerce
- Learn how IBM is investing in solutions to deliver more business value

Over 90 Sessions / Nine tracks

Business Leadership Program

- Innovations in Supply Chain Strategies
- Innovations in Marketing
- Innovations in Customer Centric Selling and Service
- Executive Education: Leading and Innovating a Social and Digital Frontier
- Industry Exchanges: How Industries are Innovating to Meet Customer Expectations

Solution Leadership Program

- Innovations in Supply Chain Strategies
- Innovations in Marketing
- Innovations in Customer Centric Selling and Service
- Education & Labs

Business Partner Summit and Networking Reception

5 Smarter Commerce Customer Awards

- Buy
- Market
- Sell
- Service
- Innovation
- Leadership

Pre- and Post-Conference Labs Monday and Thursday

Tech savvy portfolio-focused Solution Center including BPs and IBM brands with a Smarter Commerce story

Unique Industry Program FS, Retail, Comms./Media & Mfr. Sessions, customer case studies, and networking opportunities



Session Preview



Session Title	Abstract
Looking into the 21 st Century Supply Chain	This session will highlight future supply chain innovation, trends and best practices to keep you on the leading edge...and help you maintain your competitive edge.
Inside Scoop: IBM Global Supply Chain Officer Study	Want to get inside the heads of supply chain executives worldwide? IBM held conversations with more than 400 of them and in this session we'll tell you what they had to say.
Connecting the Dots: How Smarter Commerce is Redefining Value Chain Visibility	Putting the customer at the center of your operations is not a new idea. But, truly implementing this strategy is easier said than done. This session demonstrates how Smarter Commerce can synchronize your entire value chain to deliver consistent and predictable outcomes, all to improve collaboration and visibility for your customers and partners.



Session Title	Abstract
How to Make Social Media Accountable	Social media started as yet another "bleeding edge" marketing practice, and in the frenzy over its impact, most marketers are still not holding social media marketing performance to the same standards as traditional efforts. But they should. In this session, learn how social media marketing can drive real marketing results and how to measure those results.
Enterprise Marketing Management (EMM) in Action	You've heard all about Enterprise Marketing Management. Now come see it for yourself, up close and personal. In this session, attendees will experience a live demo of IBM's EMM offerings.
The New Reality: A Preview of IBM's CMO Study	CMOs are facing shifting marketplace conditions as well as a customer base that increasingly relies upon digital communications tools and has heightened expectations for quality, service and corporate transparency. As a precursor to the IBM CMO Study, being published in October 2011, this session will reveal how leading CMOs are positioning themselves to execute value-creating marketing strategies that pull all the levers to be effective. Learn from your peers and industry leaders about the application of technology, adding science to the art of marketing, the importance of collaboration between CMOs with CIOs and the expanding strategic role of CMOs as members of the C-Suite team.



**COMMERCE
&
FULFILLMENT**

Session Title	Abstract
Commerce-as-a-Service: A Closer Look at Configure Price Quote on Cloud	IBM intends to support Smarter Commerce in the cloud by making our applications available as a service. This session will give an overview of CaaS, provide a high level look at the current roadmap and discuss which companies can benefit from the deployment of Field Sales in the IBM Cloud. We'll also take a closer look at CPQ on Cloud and the option of using the Salesforce.com integration for Field Sales.
Increase Revenue by Extending Cross-Channel Commerce to Retail Stores	Want to eliminate lost sales from stock-outs, increase inventory turns, and reduce markdowns? Aiming to expand assortment without increasing store footprint? Planning to expand fulfillment options and sales of higher margin services in your store? Come learn how IBM customers are extending a seamless cross-channel selling and fulfillment experience in the retail store environment with IBM Sterling Order Management and WebSphere Commerce, resulting in increased store revenues and cost reductions.
Industry Insight: Welcome to the Era of Agile Commerce	Extending multichannel commerce beyond traditional channels to include the customer's perspective is a considerable challenge for many companies. These challenges reach outside core business processes to incorporate customer experiences into the company's daily workflow. This session will cover the key trends of multichannel commerce, how the customer buying cycle can play a valuable role, and examples of recent successful implementations.

**OPERATIONS
&
IT SUPPORT**

Session Title	Abstract	
Advanced WebSphere Commerce Tuning	During this workshop, you will learn how to tune a clustered, multi-tier WebSphere Commerce deployment, as well as how to tune the IBM HTTP server, key WAS ND tunables, the JVM, and key database settings to get optimal performance from their WebSphere Commerce deployment. We will use DB2 pureScale as the database, and illustrate its automatic tuning capabilities.	WebSphere Commerce
Test-Drive the IBM Sterling Configurator	Thinking about implementing a sales configurator for your web page or your sales people to ensure correct orders for complex products? Then this session is for you! Test drive the IBM Sterling Configurator and see for yourself how easy and efficient it is to build complex configurable products using the modeling application. In a series of simple steps, you will create a configurable model including various types of rules and implement UI changes to make it easy to use by novice users and experts alike.	Sterling Configurator



Session Title	Abstract
Maintaining Customer Loyalty in the World of Smarter Commerce	<p>Consumers today are smarter than ever before. They are increasingly technology savvy, more demanding, and make tradeoffs by focusing on value, transparency, and accountability. If retailers are unable to provide the convenience or service consumers expect, loyalty will and competitive advantage will erode, and the retailer's value proposition will crumble.</p> <p>In this session you will discover how to satisfy the smarter consumer by providing a seamless customer experience that reaches across all touch points, spanning human, digital, social, and mobile modes of access that are optimized according to customer preferences. The end result is a customer experience that delivers products and services flawlessly to keep customers coming back for more.</p>
Leveraging Analytics to Increase Business Performance	<p>Capitalizing on Smarter Commerce includes leveraging analytics to deliver new capabilities and improve business outcomes. Applying customer analytics helps organizations answer tough questions about marketing optimization, loyalty promotions, social network analysis and consumer sentiment. Come to this session and learn how IBM experts apply unique tools and methodologies to help organizations enhance their decision making within sales and marketing.</p>
You Asked for It: Delivering the Best Possible Customer Experience	<p>In a 2010 IBM study, 88% of global CEOs indicated "getting closer to the customer" as a top priority. The same year, in a Gartner study of retail CEOs, 93% said predicting and giving customers what they really want is their top priority. In this forum, analysts, thought leaders, and industry executives will answer your question on how to best deliver the experience your customers desire and deserve.</p>



Business Partner Showcase

Platinum



Premier



Elite





Conference Agenda at a Glance

Monday, Sept 19	Tuesday, Sept 20	Wednesday, Sept 21	Thursday, Sept 22	Friday, Sept 23
Registration Opens	General Session 8:00-9:30am	General Session 8:30-10:00am	Customer Advisory Council	
Conference Labs			Conference Labs	
Business Partner Day	Business Leadership and Technical Sessions		Internal Sales Enablement Meeting	
Business Leadership and Technical Sessions	Analyst & Press Activities			
Welcome Reception	Networking / Solution Center	Closing Reception		
BP Networking Reception	Special Event	Customer Advisory Council Dinner		



Registration & Pricing

- **Early Bird Fee:** \$895 USD per person until August 5, 2011
- **Standard Fee:** \$1,295 USD per person until September 18 2011
- **On Site Fee:** \$1,395 USD per person, available September 19-22, 2011
- **Buy 4, Get 1 Free – Colleague Pass:** Buy 4 passes for \$895 USD per person, and get 1 free!

Online registration ends September 18, 2011 at 5:00 p.m. EST



Hotel Accommodations: special conference rates available

- San Diego, Marriott Marquis and Marina

General Inquiries: IBMSmarterCommerce@Experient-Inc.com





Next steps



Register to attend the [Smarter Commerce Global Summit](#)



Create your personalized event agenda



Learn how other IBM clients are benefiting from Smarter Commerce
[Smarter Commerce Customer Successes](#)





www.ibm.com/events/commercesummit

Three days you don't want to miss!



THANK YOU



QUESTIONS?