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# reasons to attend

FOR B2B INTEGRATION  
PROFESSIONALS



While at the **Smarter Commerce Global Summit 2013 Monaco**, you can enhance your skills as an innovative leader in your company. As a business leader or practitioner, you will learn how to:

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

# 1

**Streamline the flow.** Discover how to automate the complete “buy-sell-ship-pay” process with your external partners.

# 2

**Get smarter.** Hear the latest on B2B with dedicated breakout sessions focused on innovation and best practices.

# 3

**Rub elbows with the best.** Network and share best practices with peers, thought leaders and trend spotters from around the world.

# 4

**Roll your sleeves up and dig in.** Get invaluable hands-on experience with the latest tools and solutions from IBM and IBM leading Business Partners.

# 5

**Access the latest research.** Learn the unexpected results returned from over 400 supply chain executives in a recent IBM-sponsored survey.

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