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reasons to attend



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

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- 1 See the vision.** Hear from experts how Smarter Commerce solutions are already inspiring new ideas and creative approaches that drive customer value.
- 2 Gain cross-industry knowledge.** Gain knowledge, tips and see best practices from other industries so you can begin to transform your business immediately.
- 3 Network, network, network!** Share and develop ideas with some of the brightest business and technical minds from across the globe.
- 4 Get the most out of your investment.** Get the most out of your IBM solution through in-depth sessions led by IBM Subject Matter Experts and customers.
- 5 Be the first.** Explore the latest trends in areas such as cross-channel marketing and commerce strategies, digital marketing optimisation, customer experience, analytics, supplier lifecycle management, optimised supply chain and content management.

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