

SmarterCommerce

Global Summit 2012 Orlando

Sept 5-7, 2012 | Walt Disney World Swan and Dolphin Resort

Redefining commerce in the age of the customer.



Top

5

reasons to attend

FOR SUPPLY CHAIN PROFESSIONALS

While at the **Smarter Commerce Global Summit 2012 Orlando**, 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
- **Optimize** 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

Network and connect with people like you.

Hear how others have increased efficiency of their supply chain without compromising customer service.

2

Work smarter, not harder.

Discover solutions to improve productivity and response to supply/demand volatility.

3

Receive access to the latest research.

Check out the surprising results returned from over 400 supply chain executives in a recent IBM-sponsored survey.

4

Get engaged.

Learn why partner and customer engagement is crucial and discover how to create a differentiated customer experience across your value chain.

5

Discover Smarter Commerce.

Understand how it can synchronize your value chain and deliver higher visibility for your customers and partners.

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Register online: ibm.com/commerce-summit