

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



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

Learn best practices. See best practices in use and learn how to make the most of your investments in IBM solutions.

2

See what's new. Learn about the latest releases.

3

Streamline the flow. Improve communication between supply chain elements.

4

Network with your peers. Learn what other CIO, CMO, CTO and CPOs are doing to navigate today's complex and rapidly changing environment.

5

Push the limits. Create unique, focused and rewarding experiences that push the limits and do the next big thing for customers.

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