

SmarterCommerce  
**Global Summit 2014** Tampa  
May 12-15, 2014 | Tampa Convention Center



Smarter Commerce: Moments Matter

# Top 5 reasons to attend

## For B2B IT Professionals

### AT A GLANCE

**What:** IBM Smarter Commerce Global Summit 2014

**Where:** Tampa, Tampa Convention Center

**When:** May 12-15, 2014

#### Topics areas:

- Learn the latest in mobile, social, cloud and big data and analytics
- Hear about our cloud-based, scalable B2B infrastructure and support services
- Learn how to improve the security and reliability of data exchange between partners and suppliers
- Improve responsiveness by supporting any data type or format with over 300,000 pre-connected trading entities
- Apply managed file transfer security and governance policies to person-to-person file transfers

- 1. Apply the vision.** You've seen the technological pace of change in the market. Customers are moving at the speed of life, and it's your responsibility to recognize and respond to this new reality. Discover and apply the right strategies and solutions that are driving customer value.
- 2. Make an industry impact.** When you gain an edge in the latest technical knowledge and implementations, you can transform your IT operations. And when your operations transform, your competitors are forced to play catch up.
- 3. Plug into the network.** The brightest technical and business minds from around the world like to share. Hear what your technical peers are saying, and make it your own.
- 4. Maximize your investment.** Your company has made an investment and you play an essential part in making the most of it. Learn new ways to maximize your IBM infrastructure and solutions through in-depth technical sessions.
- 5. See it first.** Get a glimpse into the future and learn about the latest technical trends in Enterprise Marketing Management, B2B, Commerce Customer Experience Management, Enterprise Content Management, and Procurement.

**Registration:** [ibm.com/software/commerce/summit](http://ibm.com/software/commerce/summit)