

SmarterCommerce  
**Global Summit 2014** Tampa

May 12-15, 2014 | Tampa Convention Center

Smarter Commerce: Moments Matter



## AT A GLANCE

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

**Where:** Tampa, Tampa Convention Center

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

### Topic areas:

- Deliver highly personalized, unified buying experiences across all customer touchpoints for increased revenue
- Increase customer satisfaction and brand loyalty through seamless cross-channel fulfillment
- Understand complex product and services configuration, pricing and quoting
- Dynamically link merchandising and content strategies to online search activity for an immersive, context-aware shopping experience
- Increase wallet share and average order size

# Top 5 reasons to attend

## Commerce Professionals

1. **Apply the vision.** You've seen the 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 the strategies and solutions that are driving customer value today and be better prepared for what comes next.
2. **Make an industry impact.** When you gain an edge in the latest commerce knowledge and best practices, you can transform your organization. And when your organization transforms, 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 peers are saying about commerce, and then 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 commerce solution through in-depth technical and business sessions.
5. **See it first.** Get a glimpse into the future and learn about the latest trends in commerce, including the multi-channel commerce and fulfillment solutions that can help you to deliver a seamless customer experience.

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