



El placer de cautivar y crear nuevos mercados

Smarter Commerce

Construyendo un negocio centrado en el cliente
Nuevos Desafíos Comerciales

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Industry Solutions Division Latin America, Software Group*



Los CMOs no se consideran preparados para el volúmen de complejidad al que se enfrentarán

En los próximos 5 años

79%

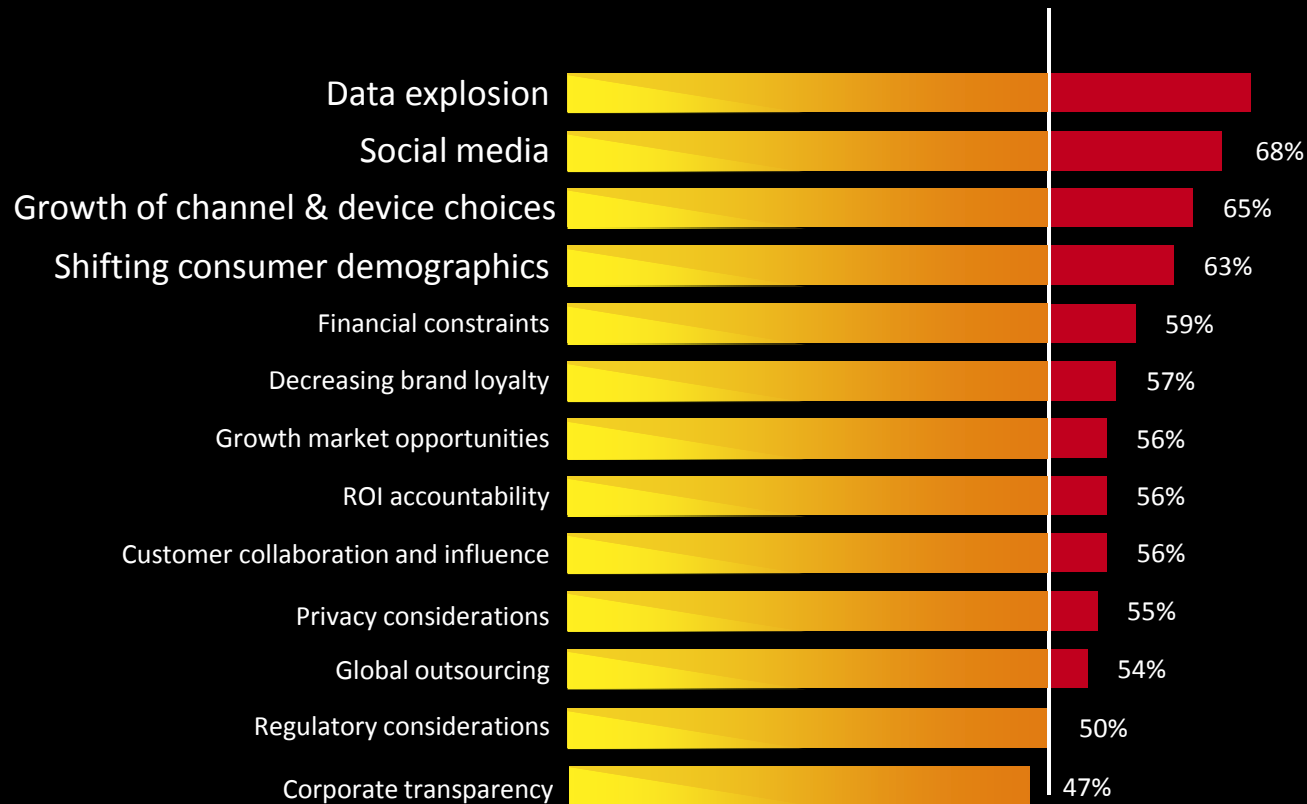
Espera alta complejidad

48%

Siente no estar preparado

La mayoría de CMOs no están preparados para gestionar el impacto de los cambios clave del mercado

Porcentaje de CMOs que se sienten poco preparados



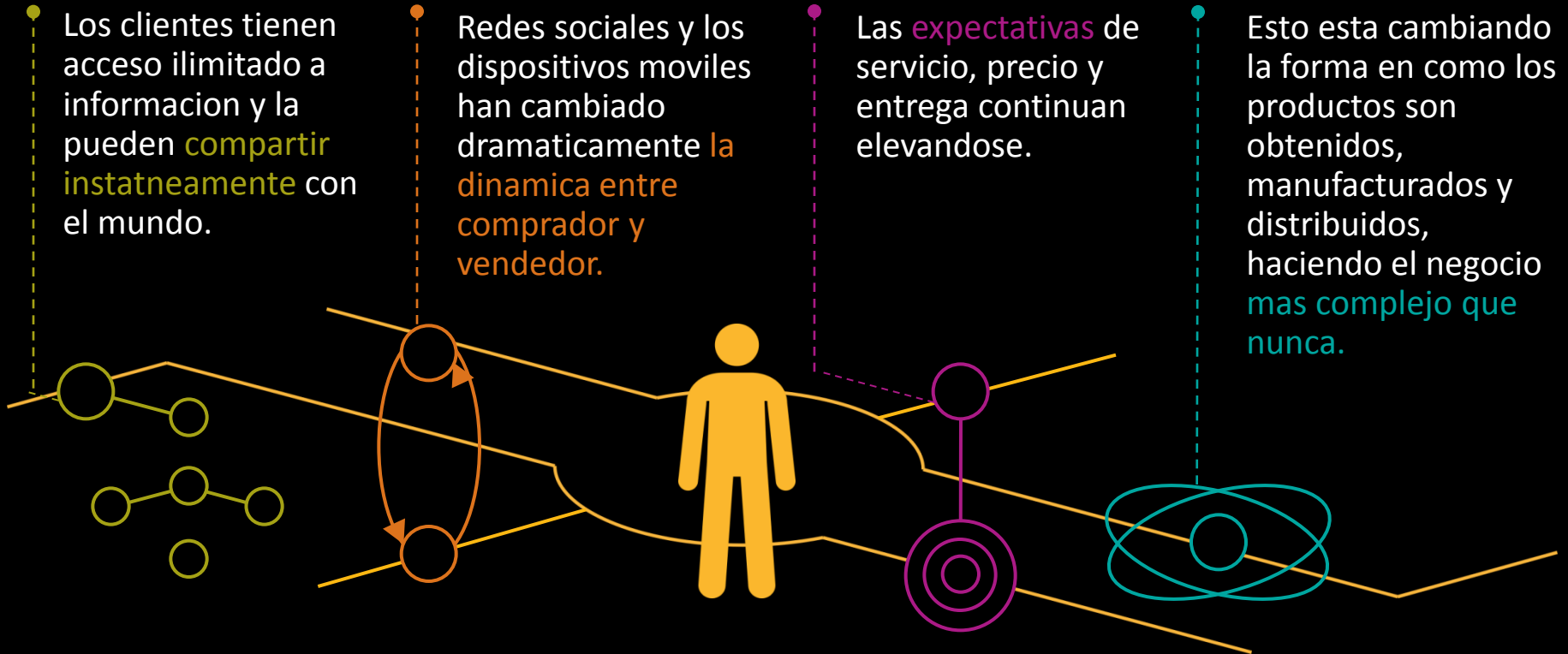
Source: Q8 How prepared are you to manage the impact of the top 5 market factors that will have the most impact on your marketing organization over the next 3 to 5 years?
n=149 to 1141 (n = number of respondents who selected the factor as important)

Los clientes tienen acceso ilimitado a información y la pueden **compartir instantáneamente** con el mundo.

Redes sociales y los dispositivos móviles han cambiado dramáticamente **la dinámica entre comprador y vendedor.**

Las **expectativas** de servicio, precio y entrega continúan elevándose.

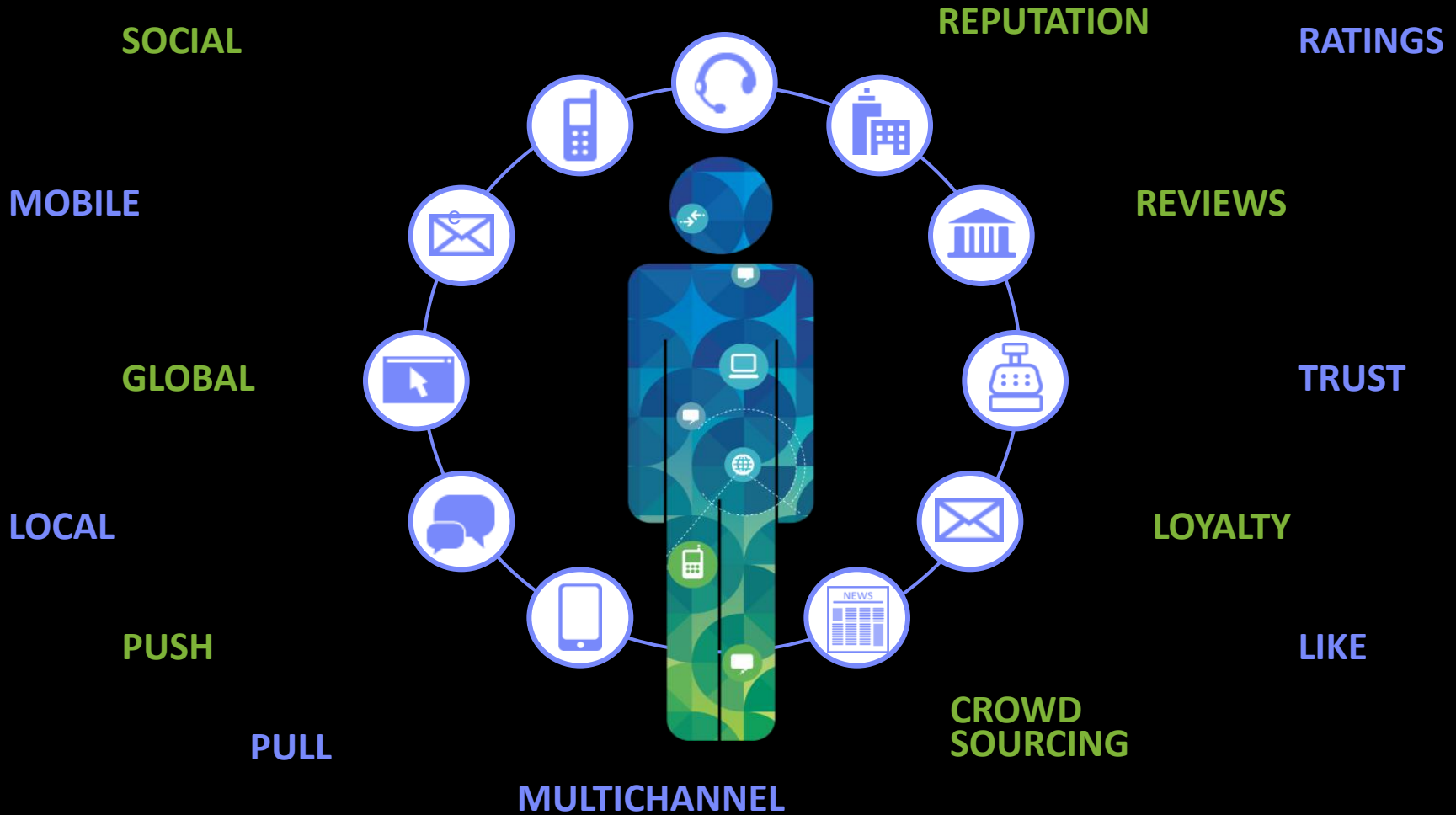
Esto está cambiando la forma en como los productos son obtenidos, manufacturados y distribuidos, haciendo el negocio **mas complejo que nunca.**



El comercio se está reconfigurando.



Las marcas no están en control



Los Consumidores obtienen diferente valor en contacto: están deconstruyendo el proceso de compra

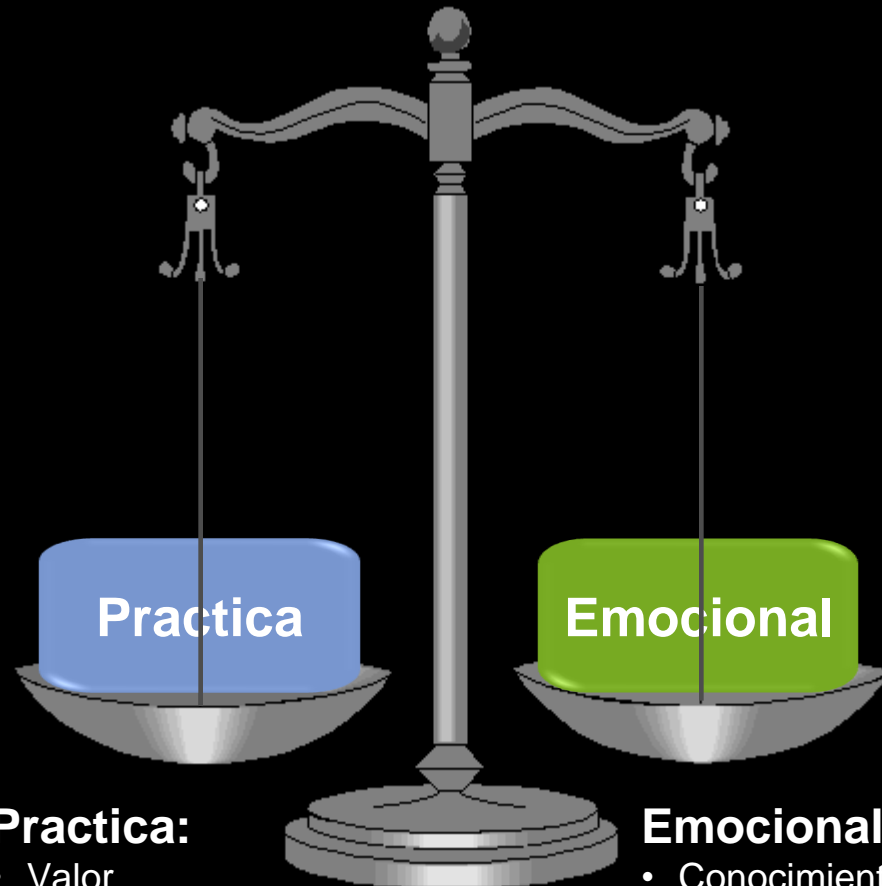


Consumidor

Cliente



La lealtad tiene dos frentes



Practica:

- Valor
- Conveniencia
- Servicio

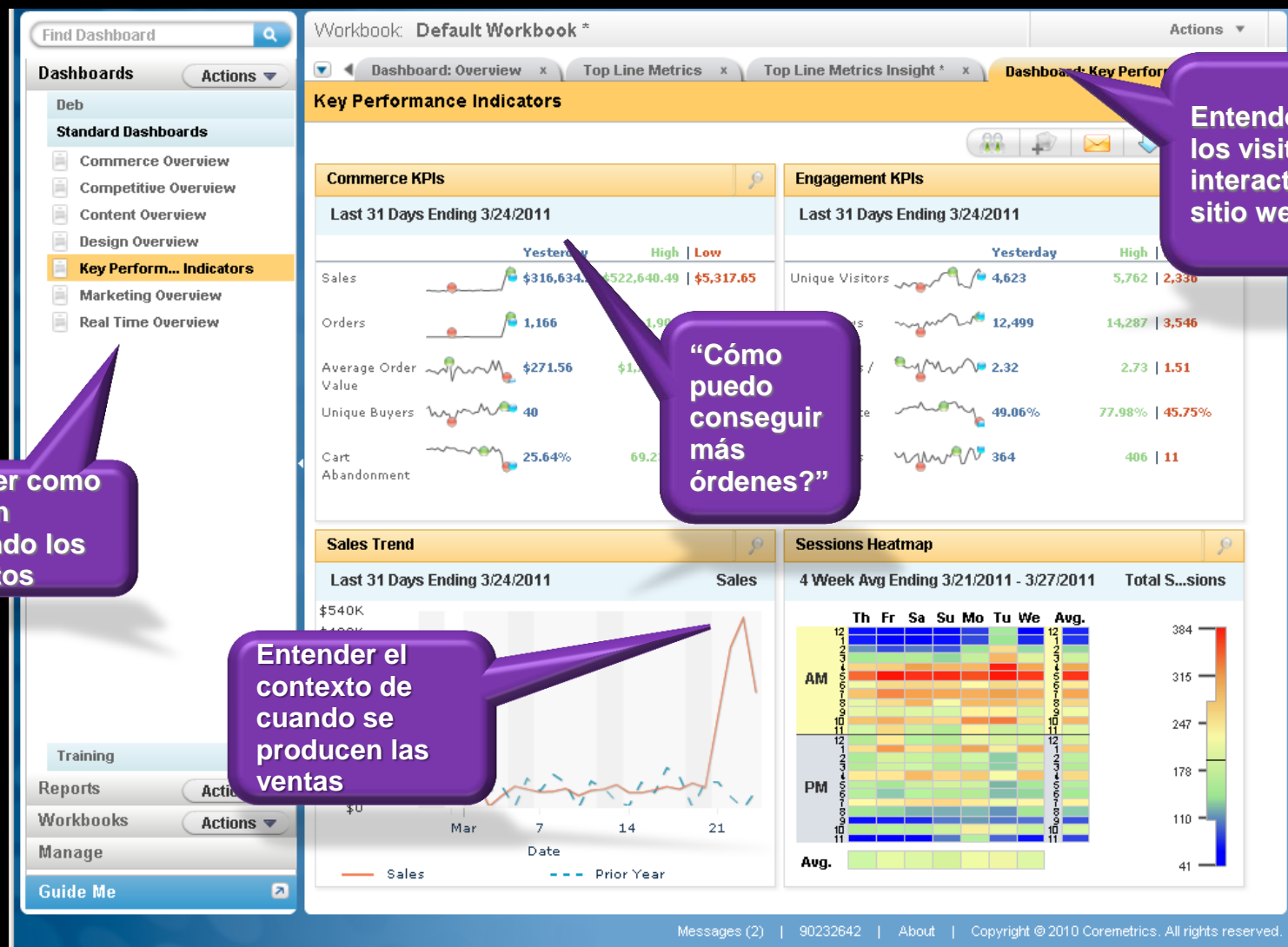
Emocional:

- Conocimiento profundo
- Relaciones
- Confianza

Muchos factores influyen la lealtad a una marca y no son criterios uniformes



Analizando mas profundamente, prediciendo conductas e incentivando la interaccion y conversion de canales



Entender como se están vendiendo los productos

“Cómo puedo conseguir más órdenes?”

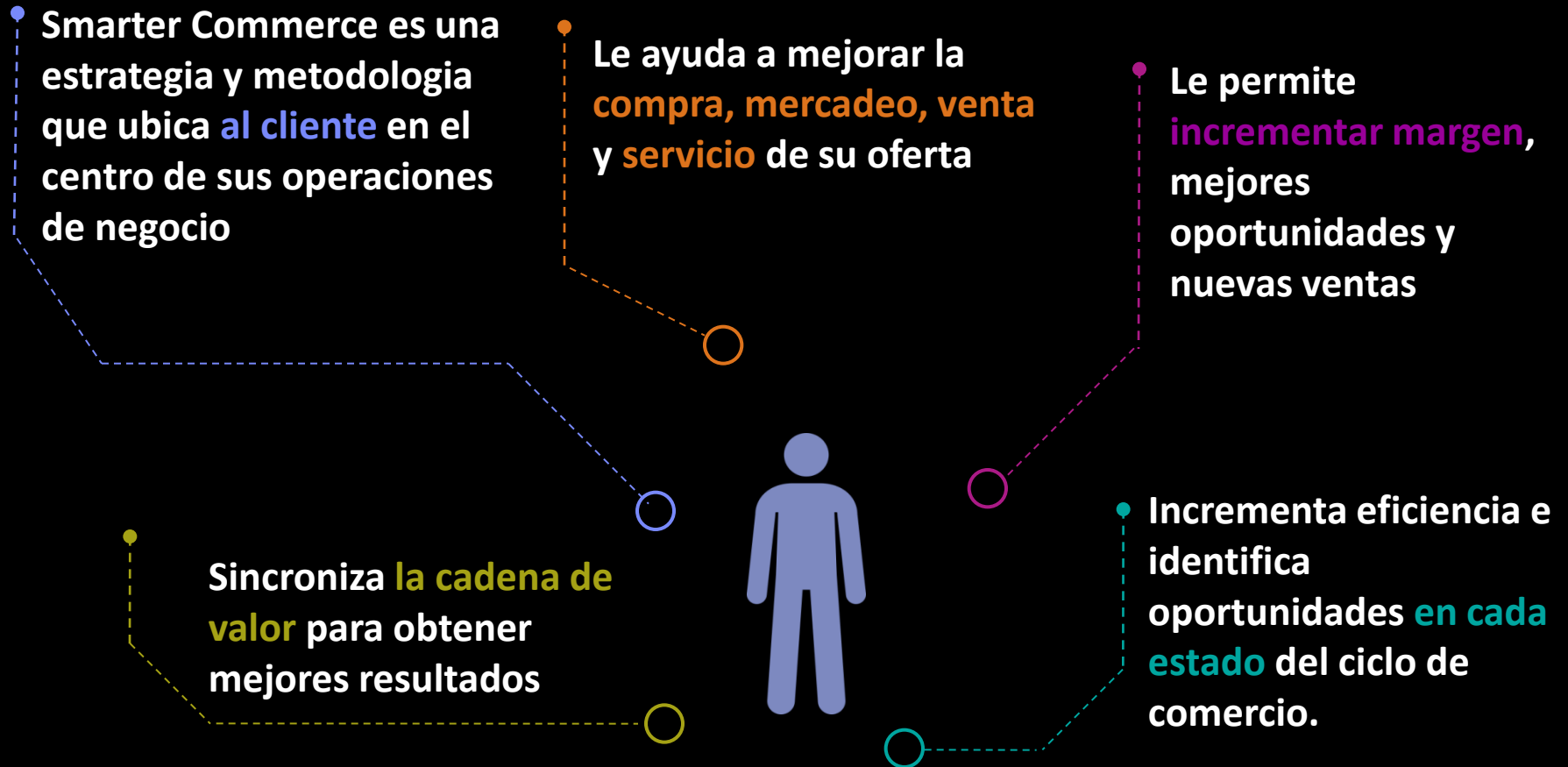
Entender el contexto de cuando se producen las ventas

Entender como los visitantes interactuan con el sitio web

Marketing tiene que asumir un rol central en un entorno más inteligente



Con ese objetivo, IBM presenta el Smarter Commerce



Que es IBM Smarter Commerce?



Smarter Commerce Agenda es la nueva metodologia que transforma la velocidad en la cuales las empresas dirigen y adaptan sus procesos de compras, mercadeo, ventas y servicios colocando al cliente en el centro de las decisiones y acciones. Lleva a las empresas a nuevos niveles de liderazgo en diferenciacion, lealtad de cliente, crecimiento de margen y facturacion , y agilidad.

VALUE CHAIN STRATEGY AND SERVICES

Innovation and business value

Innovating and aligning business models to drive value to the customer

Market and customer mgmt

Aligning sales, marketing and operations to engage with customers

Operating and Organization Models

Designing operations, supply chain and the organization model to deliver customer value

CORE BUSINESS SOLUTIONS

Core business processes

Buy

- Trading Partner Mgmt
- Supplier Management
- Supply Chain Visibility
- Logistics Management
- Inventory Optimization

Market

- Predictive Analytics/Modeling
- Behavioral Segmentation
- Cross-channel Campaign Mgmt
- Search Optimization, Ad Targeting
- Marketing Resource Mgmt

Sell

- B2B / B2C Cross-channel commerce
- Distributed Order Orchestration
- Fulfillment and Supply Chain Optimization
- Mobile Commerce

Service

- Delivery & Service Scheduling
- Customer Self Service Enablement
- Reverse Logistics
- Case Management

ADVANCED ANALYTICS

Store analytics | Purchase analytics | Consumer loyalty | Predictive and prescriptive | Social Analytics | Master data management

WORKLOAD OPTIMIZED SYSTEMS

La metodologia de IBM con Smarter Commerce is **abarcativa, integrada, enfocada en resultados y flexible.**

Ayudamos a las empresas a:

- ✓ Entender y anticipar la conducta de los clientes basada en las informaciones obtenidas en todos los canales.
- ✓ Adaptar sus servicios de provision y compra de bienes, basados en demanda y optimizando las interacciones con los proveedores en entornos complejos
- ✓ Mercadear, Ofrecer, Vender y Entregar el producto y servicios adecuados, al precio justo, en el lugar y hora indicados
- ✓ Dar servicio sin interrupcion, predecir y dirigir la lealtad de clientes;



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Gracias

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CORE BUSINESS SOLUTIONS

Core business processes

Buy

Sourcing and procuring goods and materials required to deliver products and services to meet customer demand



Sterling Commerce

- Warehouse Management
- Transportation Management
- Supply Chain Visibility
- Sterling Collaboration Network/B2B Services

Market

Developing, delivering, and measuring relevant and consistent messages across multiple channels to drive demand



- Cross-Channel Order Capture, Cart and Catalog
- Customer-centric Shopping Experience
- B2C/B2B Storefronts
- Precision Marketing

Sell

Selling and fulfillment of products and services across multiple channels to drive sales



Sterling Commerce

- Distributed Order Management
- Warehouse Management
- Transportation Management
- Supply Chain Visibility Sterling Collaboration Network/B2B Services

Service

Servicing customer needs across all interaction channels to drive repeat sales and enhance lifetime value of a customer



Sterling Commerce

- Delivery & service Scheduling
- Reverse Logistics

IBM Case Manager

- Case Design, Run-time, Analytics
- Collaboration
- Rules & Events



Coremetrics

- Analytics
- Segmentation
- Reporting
- Search Optimization
- Mobile



Retail Store Solutions

- Retail POS Solutions
- Self-Service Portal/Kiosk
- POS Applications



ILOG Supply Chain

- Product Optimization
- Inventory Optimization



ILOG Supply Chain

- Network Optimization
- Transportation Optimization



Sterling Commerce

- Cross Channel Order Management
- Configuration
- Pricing
- Multi-vendor catalog
- Quoting



Unica

- Resource Mgmt
- Campaign Mgmt
- Marketing execution
- Performance
- Analysis



Unica

- Service messaging
- Notifications

ADVANCED ANALYTICS



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PureScale Application Systems



Smart Analytics System



BPM Suite

WORKLOAD OPTIMIZED SYSTEMS



INVESTMENT

- ◉ *Integrated Solutions: \$2+ billion investment in best of breed buy-market-sell software and expertise to deliver integrated solutions for our clients*
- ◉ *New GBS Practice: Global Business Services expanding its consulting and solutions capabilities for commerce with a new practice*



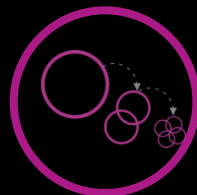
RESEARCH

- ◉ *IBM Research Innovation: Comprised of over 3000 researchers, IBM Research includes R&D in the areas of customer insight, financial management, social business and supply chain, working with clients to develop innovative approaches to deliver business value*



INNOVATION

- ◉ *Extension of our Business Analytics & Optimization: Leverage >\$14 billion in analytics focused acquisitions. The BAO practice has 8,000+ dedicated business consultants with industry expertise & includes a Customer, Marketing & Sales Analytics focus*
- ◉ *Smarter Computing: Over 25,000 hardware and 25,000 software developers WW, IBM is investing in Workload Optimized Systems to help companies manage the high transactional & real-time business insights needs driven by commerce applications.*



EDUCATION

- ◉ *Enabling our Ecosystem: A IBM Smarter Commerce University dedicated to on-ramping business partners, new hires and consultants*