

## A New Era of Smart

5th May 2014 | Armani Hotel Dubai



A New Era of Smart

**Smarter Commerce: Moments matter.** 



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## Mobile and social are reshaping business



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55%

of smartphone users compare prices in stores





34%

of smartphone users have scanned a QR Code, 27% have read online reviews 55%

increase in online sales via mobile devices over 2012

63%

of online adults are less likely to buy via other channels if they experienced a problem on their mobile phones







92%

of consumers say they trust earned media, such as word-of-mouth and recommendations 84%

of US adults who have conducted a transaction online or through a mobile device report experiencing a problem

Sources: IBM, Forrester, Tealeaf and Emphathica Reports



## Businesses face new challenges every day





60%

of B2B customer buying decisions completed before engaging your sales teams 57%

of business buyers have purchased goods for their companies online and 37% expect to do more in 2014



9<sub>out</sub>10

CXOs said they plan to collaborate much more extensively with their customers over next 3-5 years

69%

of B2B companies ignore customers who provide feedback via social media





32%

of B2B customers create social media content, which includes ratings, reviews, blogs and tweets



50%

of B2B collaboration will take place through Web APIs by 2016



## Customer expectations are soaring



### They want:

you to know them as an individual

simple, yet feature-rich self-service capabilities

a seamless and integrated experience

relevant, timely promotions

a flawless post-purchase experience



### It affects all industries

#### Communications



**Energy & Utilities** 



Media & Entertainment



**Telecommunications** 

#### Distribution



**Consumer Products** 



Retail



#### **FSS**





#### Industrial



Aerospace & Defense



Automotive



Chemical & Petroleum



**Public** 



Education



Government



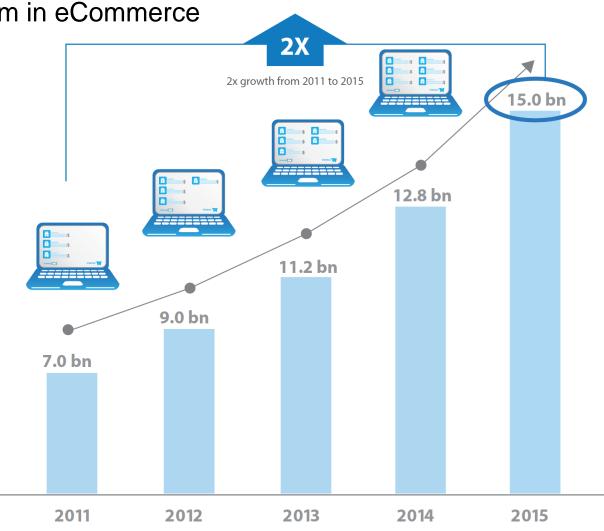
Healthcare



## And all geographies

Middle East to see a boom in eCommerce

- Estimated no. of internet users is 90 million
- 43% transact online
- 70 to 80% of online purchases of physical goods are paid COD, 30% online
- 15% of ME businesses have an online presence





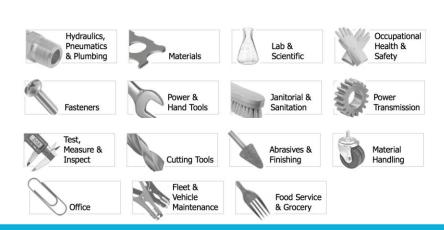
## And we are NOT only talking about B2C Study B2C to Understand B2B Channels

- Buyers are ALSO consumers
- They expect customer experience which will rival B2C sites
- B2B sites are playing "catch-up"
- Selling online represents a significant opportunity for B2B companies
- B2B companies that wait too long are taking big risks

#### Amazon Supply will eat your lunch









## Because moments matter .... every interaction is important





## Leaders are taking an integrated approach to commerce

Puts the customer at the **Center** of your commerce processes

Anticipates
and deliver
across mobile
and social

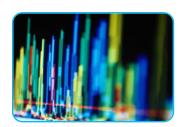
Applies deep insights to take action in real time

Optimizes procurement based on demand

Extends core systems to synchronize your value chain





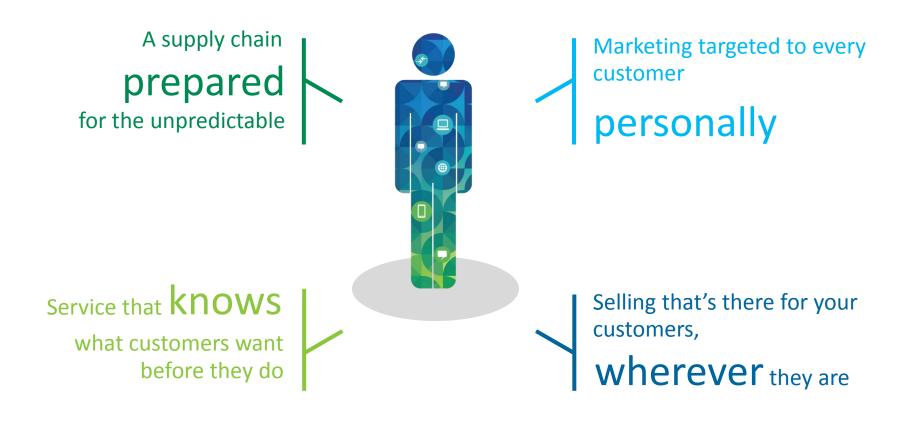








## Delivering superior customer engagement every time, in every context





## IBM's integrated portfolio for Smarter Commerce

### **Smarter Commerce Services**

Core Business Solutions and Processes

#### Buy

Adaptive procurement and optimized supply chain

#### Market

Targeted and personalized marketing across channels

#### Sell

Seamless cross-channel customer experience

#### Service

Anticipate behavior and deliver flawless customer service

**B2B** Integration

Social Business I Mobile Enterprise I Big Data & Analytics I Cloud

**Smarter Computing Infrastructure** 



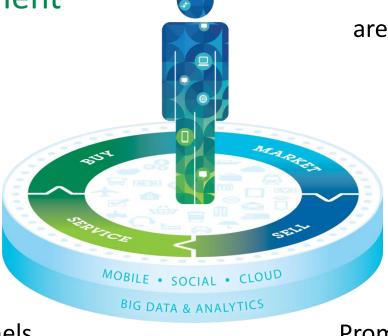
## Smarter Commerce synchronizes the value chain

Visibility and order status

adapt procurement

and logistics

All customer interactions are a market opportunity



Insight from all channels through analytics

improves loyalty

Promotions, guided selling and precision marketing drive sales



# Our solutions are infused with mobile, social, analytics and cloud capabilities

- Analyze spend <u>data</u> across categories, divisions and countries
- Leverage <u>cloud</u> for one global "anywhere" platform
- Approve contracts on <u>mobile</u> devices to expedite time to delivery
- Leverage <u>social media</u> to manage customer lifecycle
- Gain 360 view of customer, based on <u>social</u> content & <u>big</u> data analysis
- Engage via <u>social</u> and <u>mobile</u> on Self service & multichannel communications

- Integrate <u>social</u> <u>analytics</u> to optimize offers
- Use <u>mobile</u> to reach customers 'in the moment'
- Find patterns in <u>big data</u>
   that uncover new
   opportunities

- Combine mobile and online insights to enable a unified customer experience
- Enable omni-channel for midmarket via cloud
- Leverage <u>big data</u> to better understand customer behavior across touch points



# And leverages Cloud and SaaS Solutions to deliver exceptional customer, partner experiences





# Engaged companies create systems of satisfaction with customers, partners and suppliers

### **Understand**

Understand your customers, needs desires and context

Make it personal.



### **Connect**

Connect with your customers and your value chain

Satisfy at the speed of life.

### Engage

Engage in real-time with your customers partners and suppliers

Maximize the moment.



## The proof: Industry analysts named IBM the leader



Ecommerce solutions and commerce consulting



Seven major analyst reports on marketing solutions



Social Analytics and Intelligence



Strategic sourcing and procurement services



Market Star Performer for procurement outsourcing



Mobile collaboration software



Enterprise social software and horizontal portals



Global Digital
Marketing Agencies













# The proof: Transform your partner and supplier relationships

\$57 billion

in annual procurement spend managed on behalf of

our clients

2.0 billion

documents
exchanged
electronically on
the IBM cloudbased B2B network

11 percent average savings of total sourced spending experienced by companies 350,000

entities on the IBM cloud-based business-to-business (B2B) network, trading in real time





## The proof: Transform your customer experiences



\$34 billion

in sales of the Internet Retailer Top 500 powered by IBM WebSphere® Commerce software 2,500

customers worldwide that depend on our marketing solutions

\$100 billion

of commerce from our retail clients analyzed in our benchmark report 14 million

combinations of products and services that are configured to order for one company



# Begin with these questions for your Smarter Commerce journey

Does your business model adapt to capitalize on new market opportunities?

Can your operations anticipate and adjust dynamically to market conditions?



Do you deliver exceptional customer experience across all touch points?

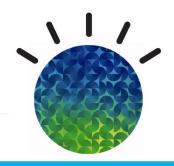
Are you leveraging customer insight to reshape your business?

Could your supply chain interrupt service to your customers?



### Partner with IBM for Smarter Commerce

- Industry leading portfolio for Buy, Market, Sell and Service
- Flexible, modular, open, integrated, optimized
- Real-time social, mobile and analytics capabilities integrated throughout the solutions
- Dedicated commerce consulting and systems integration practice with over a thousand experts
- Innovation through IBM Research and patent leadership for 20 years
- Over 2,000 of the world's top brands rely on IBM to improve their business insight and execution





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