



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

Join the conversation:
[#ibmscgs](#)



1 See the vision. Hear from experts how Smarter Commerce solutions are already inspiring new ideas and creative approaches that drive customer value.

2 Gain cross-industry knowledge. Gain knowledge, tips and see best practices from other industries so you can begin to transform your business immediately.

3 Network, network, network! Share and develop ideas with some of the brightest technical and business minds from across the globe.

4 Get the most out of your investment. Get the most out of your IBM solution through in-depth sessions led by IBM technologists and customers.

5 See it first. Be the first to see what the latest trends in Enterprise Marketing Management and B2B, Commerce and Enterprise Content Management from dedicated general sessions and deep dive sessions.

Register online: ibm.com/commerce-summit