

SmarterCommerce

# Global Summit 2013 Monaco

June 18-20, 2013 | Grimaldi Forum

Smarter Commerce: Your customer in context.

Preview Guide as of April 19, 2013

[Click here to register for the Business Partner Sessions and Main Conference Sessions.](#)

**Business Partner Forum**

Tuesday, June 18, 2013

9:00 a.m. to 12:00 p.m

The IBM logo is located in the bottom right corner of the page. It consists of the letters 'IBM' in a bold, black, sans-serif font, with a registered trademark symbol (®) to the right.

**Tuesday, June 18**

## **Business Partner General Session**

**9:00 to 10:00 a.m.**

### **Accelerating and Executing on the Smarter Commerce Strategy**

You are entering new markets and reaching new buyers. But we have only just begun. The opportunity is there for us to take together. In 2013 we will continue to make significant investments in marketing Smarter Commerce. We built up a tremendous momentum around the Buy and Sell phases of the IBM Smarter Commerce initiative - now we are laser focused on building that same type of momentum around the Market and Services phases. We have and will continue to enhance our products and programs to assist you with the tools you need to engage clients and win your fair share of this marketplace. Get an update on critical channel strategies, priorities and the many IBM resources and incentive programs available to help you to win in the Smarter Commerce market. Come learn how we will do it together.

### **Concurrent Breakout Sessions - 1**

**10:15 to 11:05 a.m.**

#### **Opportunity for Business Growth: Expand your value to Commerce clients through new capabilities**

As a valued Business Partner you bring Commerce expertise that clients require for their business. However, as clients aspire to achieve the goals of Smarter Commerce, the business processes where clients are looking for expertise may expand beyond your current capabilities. This session provides a review of the expanding Smarter Commerce portfolio from IBM's Commerce Solutions group and identifies adjacent opportunities for growth where you can extend your value to the client. By mapping the client path to commerce for both B2C and B2B, attendees will gain valuable insights into how and where to expand their portfolio of client offerings to deliver Smarter Commerce.

#### **Growing Your Business by Understanding B2B Solution Adjacencies**

This session is designed to expose existing and prospective B2B Business Partners who have interest in understanding how to grow their business by expanding average deal size and B2B offering breadth. The session will provide examples of how adjacent products can expand the value of the Business Partner's business solution to identify opportunities, to enhance account position, and to beat the competition. Gain a better understanding of the B2B integration and Managed File Transfer portfolio, and how to leverage your B2B expertise to extend your offering further into the portfolio. At the close of the session, we will announce two new programs to help you run your B2B sales practice more effectively. We will also provide a B2B session guide for the summit.



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## **Concurrent Breakout Sessions - 1 cont'd**

**10:15 to 11:05 a.m.**

### **IBM CMO Marketing Research: Latest findings, roadmaps, and recommendations**

For Business Partners who have invested in the marketing arena - marketing services providers, digital agencies or Customer Relationship Management who would like to hear about IBM's latest research in the marketing arena. Following a discussion on this detailed research, hear IBM's plans to address market needs outlined in the study with an opportunity to ask detailed questions on strategy from our key development executives.

### **Smarter Commerce Review for Technical Pre-Sales - Part 1 of 2**

Provides technical pre-sales roles with a broad overview of IBM's comprehensive Smarter Commerce vision. Content includes a review of the Smarter Commerce Reference Architecture and integration strategy along with solution positioning with business context. Additionally, an overview of IBM's technical enablement roadmap and practice building offering will be presented to accelerate your business growth.

## **Concurrent Breakout Sessions - 2**

**11:15 to 12:05 a.m.**

### **Growing Your Business Faster with Software-as-a-Service**

This session is designed to help Business Partners seize the once in a decade market transformation opportunity that is SaaS. It will explore the variety of ways to engage with SaaS, highlight new areas of opportunity - such as Marketing Center and Emptoris - and the new BP models IBM is delivering to help you take advantage of this shift. If you are focused on EMM, B2B/Commerce, ECM or even Smarter Cities this session is not to be missed.

### **Marketing to Accelerate Your Success: Discover the Power of Teaming with IBM Software**

Accelerating your success is our priority! Are you taking advantage of available marketing resources to support your business growth and maximize return on your marketing investment? This session will cover new marketing programs, benefits and execution resources available through IBM PartnerWorld that can increase your pipeline, maximize your go-to-market strategy and help you grow opportunity revenue. Don't miss this informative session to discover the power of teaming with IBM software



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## Concurrent Breakout Sessions - 2 cont'd 11:15 to 12:05 a.m.

### **Growing your Business by Understanding Adjacencies – for traditional ECM partners**

Designed for Business Partners familiar with at least one ECM product or for potential new Business Partners interested in understanding how to grow the value of their overall offering to customers through adjacent products. Gain better understanding of the ECM Portfolio, key product offerings (including new ones), and how to leverage your ECM expertise to extend your offering further into the portfolio.

### **Smarter Commerce Review for Technical Pre-Sales - Part 2 of 2**

Provides technical pre-sales roles with a broad overview of IBM's comprehensive Smarter Commerce vision. Content includes a review of the Smarter Commerce Reference Architecture and integration strategy along with solution positioning with business context. Additionally, an overview of IBM's technical enablement roadmap and practice building offering will be presented to accelerate your business growth.



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