

Global Summit 2012 Madrid

22-24 May, 2012 | Hotel Auditorium Madrid



Redefining business in the age of the customer.

Monday, May 21	Tuesday, May 22	Wednesday, May 23	Thursday, May 24
	Registration/Info 7:00am - 7:00pm	Registration/Info 7:00am - 7:00pm	Registration/Info 7:00am - 4:00pm
Registration/Info 9:00am - 7:00pm	Business Partner Forum 9:00am - 12:00pm	General Session 9:00am - 10:15am	Solution Center 10:00am - 10:30am
		Solution Center 10:15am - 10:45am	
	Solution Center 12:00pm - 1:00pm	Marketing Innovation Summit (MIS) General Session 10:45am - 11:45am	Closing General Session & Awards 11:45am - 1:00pm
	General Session 1:00pm - 2:15pm	Solution Center 1:00pm - 2:30pm	Solution Center 1:00pm - 2:00pm
Marketing Innovation Summit (MIS) Pre-Conference Workshop 2:00pm - 5:00pm	Marketing Innovation Summit (MIS) Keynote Session 2:30pm - 3:45pm		
	Solution Center 3:30pm - 4:00pm	Solution Center 3:30pm - 4:00pm	
Breakout Sessions			
Executive 1:1s and 1:1 Demos			
	Solution Center Reception 6:15pm - 8:00pm	Solution Center 6:00pm - 7:00pm	
	Super Women's Group Reception 7:00pm - 8:00pm	Special Event 7:30pm - 10:30pm	

1:00 – 2:15pm General Sessions

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The Era of the Empowered Customer

Smarter Commerce and the Empowered Customer

Craig Hayman, General Manager, IBM Software Industry Solutions

Today's customers are empowered by technology and transparency, driven by the ubiquity of mobile devices and social media and they can go anywhere to find what they want. These empowered customers are constantly on the look-out to see who provides a great customer experience and excellent services and their expectations are soaring. They want you to deliver personalized messages and to read their mind. With a Smarter Commerce approach, you can deliver a better customer experience, drive supply based on demand and deliver service excellence and in return increase revenues and drive margin growth for your business. Whether you are a B2B or B2C business – this is the era of the empowered customer for all enterprises. Embracing them is the only way to survive and thrive.

Customer Presentations: Ron van Kemenade, Chief Operating Officer, Retail Services, ING

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9:00am – 10:15am

Leading in a Mobile, Social, Digital World

Transform Your Business Around the Voice of the Customer

Mike Rhodin, Senior Vice President, IBM Software Solutions

The voice of the customer is everywhere. Analyzing this voice and transforming raw information from mobile, social and digital channels into business insight is exactly what leaders today are doing. Social analytics, content analytics and sentiment analysis are key to truly understanding your market and customers. Learn how IBM enables organizations today with robust social media applications to transform their customer relationships by actively incorporating their sentiment, insights and advocacy into the underlying business and marketing strategy of their organization, helping them be more responsive, precise and agile to market demands. You must embrace both mobile and social media to survive in today's economy. Without this focus, you can be left behind.



11:45am - 1:00pm

Smarter Commerce – How to Begin and Win

Accelerating your Smarter Commerce Journey

Paul Papas, Global Leader, Smarter Commerce, IBM Global Business Services

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Smarter Commerce can accelerate transformation across your enterprise where it matters most — for an optimized customer experience. But how do you get started and where do you focus, given the investments you've already made? Learn how to evaluate your enterprise value delivery across buy, market, sell and service processes to uncover the optimal way to accelerate your Smarter Commerce journey.

Smarter Commerce Awards and Experts Panel

In the closing general session the Smarter Commerce Awards will be presented. These prestigious awards recognize leading companies who are at the forefront of using Smarter Commerce to generate value for their customers, partners and shareholders.

There are five Smarter Commerce award categories that customers are nominated for and winners are selected. The award winners will participate in an experts panel and share their best practices that drove their success.

John Mesberg, Vice President, B2B and Commerce, IBM Software Group

Yuchun Lee, Vice President and General Manager, Enterprise Marketing Management Group

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10:45 AM - 11:45 AM

Marketing Success Awards: Marketing Innovation in Action


The Marketing Success Awards recognize those EMM customers who use IBM marketing solutions in innovative ways to achieve measurable business results. Join Elana Anderson and our three finalists as they present their success stories live; then cast your vote for the 2012 winner. For more information [click here](#).

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2:30pm – 3:45pm

Marketing Innovation Summit (MIS) Keynote Session Marketing and the Empowered Customer

Today's empowered customer is a connected customer. Join Enterprise Marketing Management (EMM) executives Yuchun Lee, Elana Anderson, Director, John Squire Director and a customer speaker as they discuss the latest marketing trends and EMM innovations that help marketers make lifetime customer connections. For more information [click here](#).



6:15 – 8:00pm

Solution Center Reception

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The Solution Center is the hub for Networking, Collaboration, and Engagement.

The Solution Center will be open throughout the event and will be situated at the heart of the Summit. The Solution Center, with topic focused hubs, will allow us to bring together select IBM Executives, Customers, Prospects and Business Partners into a single unified Smarter Commerce showcase and discussion area.

The aim of the Solution Center is to provide an environment where participants can engage in in-depth discussions of the business opportunities they face, explore solutions, and gain new ideas with their peers and new executive contacts in IBM. The Solution Center will be the central catering point, for meals and networking breaks, ensuring optimal traffic and visibility throughout the Summit.

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7:00 – 8:00pm

Super Women's Group Reception

Join other women attending the Smarter Commerce Global Summit in Madrid for this one of a kind networking opportunity. Enhance your conference experience by attending the Super Women's Group reception. Taking place 22 May from 19:00-20:00, you will hear tips from top executives in the industry as well as have time to network with other emerging leaders. This is a great opportunity to refine your skills and learn how to grow your career.

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7:30pm – 10:30pm

Special Event

Stay tuned for more details on a special event that we are planning for you on Wednesday evening!

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11:45am – 1:00pm

Closing General Session: Smarter Commerce Success - How to Begin and How to Win

Smarter Commerce Success

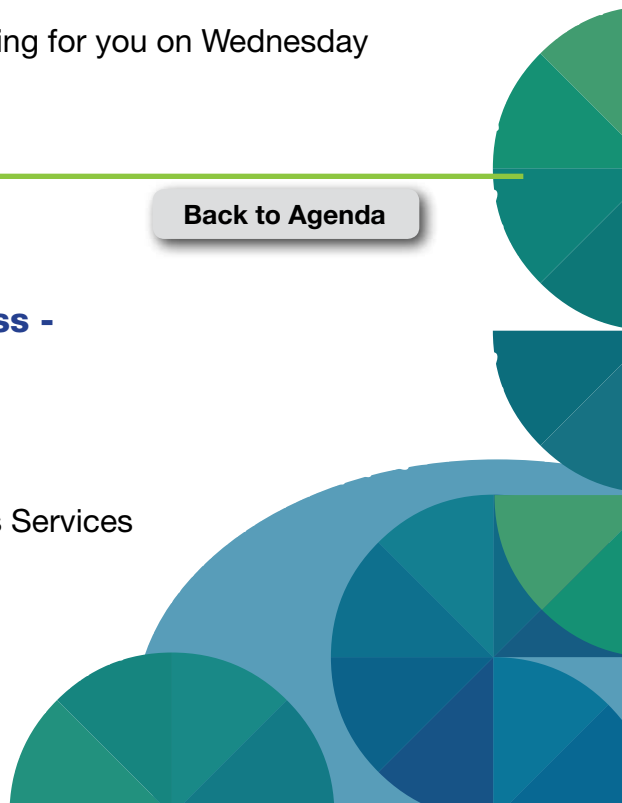
Smarter Commerce – how to begin and how to win

Paul Papas, Smarter Commerce Global Leader, Global Business Services

Smarter Commerce Awards

Smarter Commerce Panel of Experts

Customer and guest speakers to come soon.



Solution Center

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Smarter Commerce Zone:

The Smarter Commerce Solution Center demonstrates how IBM solutions truly redefine business in the age of the customer. Assets are staged so attendees can follow the journey from one phase to the next or focus on the phase that's relevant to your situation without losing context. Information is available and presented in an engaging and personalized way, reflecting the customer-centric environment in which business operate today. You can tour the zone according to your preference, speak with experts or take a self guided tour using the touch screen monitors in the Buy, market, Sell and Service areas. You can also find out about new solutions and the latest features and functions by visiting the Customer and Hot Topics Zone.

Customer Zone

The customer zone is the crown jewel of the solution center where the customer is at the heart of the conversation. This informal and intimate setting provides an environment for an open dialogue and exchange of ideas. Scheduled timeslots in this zone allow you to meet with customers and IBM experts to engage in focused discussion on a particular topic. This format allow you to better understand the Smarter Commerce opportunities through customer success stories in 1:1 conversations.

Hot Topic Zone

Interested in learning how to leverage the cloud? Monetize social media? Understand Mobile Commerce? This is the What's New in Smarter Commerce with a focus on business strategy around those and other key topics. Informal discussions around your needs with IBM experts provide relevant and interesting information that cut across multiple aspects of Smarter Commerce. Access to Subject Matter Experts allow for the exploration of answers to questions and real customer centric business solutions to pressing business problems.

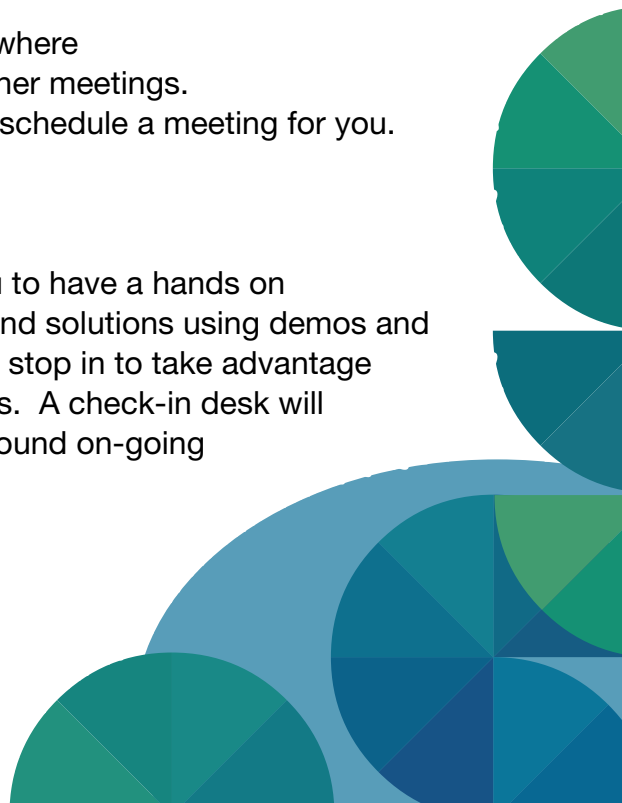
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Executive 1:1 Meeting Center

A private meeting center set up at the Hotel Auditorium Madrid where over 50 IBM executives are available for IBM customer and partner meetings. Please contact your sales or Business Partner representative to schedule a meeting for you.

Meet the Experts:

The demo room will provide a unique environment to enable you to have a hands on experience with deep dive technical discussions into products and solutions using demos and other relevant assets. Attendees can pre-book appointments or stop in to take advantage of the next available slot to meet with our Subject Matter Experts. A check-in desk will ensure customers are directed to the proper stations working around on-going demo's to minimize disruptions.



Business Partner Forum

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Why You Should Attend

Gaining a competitive advantage in the age of the empowered customer requires putting the customer at the center of their business. The Smarter Commerce approach helps organizations do just that. The approach maximizes insight generated through customer interactions and capitalizes on social and mobile commerce. It drives growth by enhancing and redefining the value organizations provide and will synchronize the entire value chain. You will get first-hand knowledge on what Smarter Commerce means to you and your clients.

Just for Business Partners

During the Business Partner Forum at the Global Summit, IBM executives and subject matter experts will reveal valuable insights and effective techniques to help you make more money by working closely with IBM to sell Smarter Commerce. You'll hear from colleagues and clients on how Smarter Commerce helped them connect with their customers and you'll walk away from the breakout sessions with knowledge on new IBM investments in the channel to help you fine tune growth strategies and increase your share of wallet in key customer accounts.

You will have the chance to:

- Learn from key IBM Software executives how vital IBM Business Partners are to our Industry Solutions business.
- Network with IBMers and other Business Partners to exchange ideas and build new contacts critical to your business.
- Stay competitive by being the first to hear the latest on Smarter Commerce trends, incentives, and a sneak peek at the Smarter Commerce product roadmap.

Business Partner Forum

9:00am - 12:00pm

Business Partner Forum General Session

Join us for the opening general session of the Business Partner Forum, where you can learn how IBM Smarter Commerce Solutions can help expand your business. Mike Rhodin, Senior Vice President, IBM Software Solutions Group, along with other IBM executives, will share the IBM Smarter Commerce strategy and discuss why there is no better time to partner with IBM. In addition, several Business Partners will share their insight and experiences as they have started marketing and selling the total IBM Smarter Commerce Solution.



Business Leadership Program

Attendees to the Business Leadership program will discover new concepts and techniques to drive deeper customer insight, greater partner and customer engagement, and develop stronger value chain strategies for their business. Hear the latest business and industry trends and what they mean to you and your business. These sessions will focus on innovative thinking from customers and leading experts in areas of customer centricity, marketing innovation, supply chain, business management and cloud. You'll learn new approaches to improving the way you do business to meet the demands of today's "empowered customers."

- **Buy Sessions for Supply Chain, Procurement and B2B Integration Professionals**
- **Sell & Service: Sessions For E-Commerce, Order To Delivery And Customer Service Professionals**
- **Industry Sessions focused on Smarter Commerce approaches for your industry**

Practitioner Program

Attendees to the Practitioner program will expand their understanding of the IBM Smarter Commerce solution portfolio and operating practices to gain the most value for their investment. Attendees will gain an understanding of the most recent product capabilities, learn how to improve operations through sessions on best practices, and learn from peers through birds of a feather sessions.

- **Sell & Service Sessions For E-Commerce, Order To Delivery And Customer Service Practitioners**
- **Buy Sessions for Supply Chain, Procurement and B2B Integration Practitioners**

Marketing Program

The world's best marketing organizations are adopting IBM technologies to take their marketing performance to the next level. In the Market track of the Smarter Commerce Global Summit, leading adopters of these technologies gather to network, share best practices and case studies, gain exposure to new technologies, gather new insights from IBM's team of experts and chart an exciting future course to even greater marketing achievement. Called the Marketing Innovation Summit, this track is a combination and an extension of the popular user conferences held formerly by Unica and Coremetrics. Unica and Coremetrics customers will find the same rich, valuable content they are so well accustomed to, supplemented by information on other synergistic IBM offerings. Marketing professionals not using these technologies will find a number of more general sessions focused on the cutting edge of today's marketing practices.

- **Marketing Innovation Summit**

