

SmarterCommerce

Global Summit 2012 Orlando

Sept 5-7, 2012 | Walt Disney World Swan and Dolphin Resort

Redefining commerce in the age of the customer.

Top 5



reasons to attend

FOR TECHNOLOGY MANAGERS AND PRACTITIONERS

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

1 Learn best practices. Learn about integration technologies.

2 Dive deep. Attend deep dive technology sessions.

3 Work smarter, not harder. See how IBM can help you and your department become more efficient and productive.

4 Improve customer service. Develop linkages to improving customer service.

5 Gain insight. Learn how some of the world's largest companies are preparing for the future.

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