SmarterCommerce

Global Summit 2014 Tampa

May 12-15, 2014 | Tampa Convention Center

Smarter Commerce: Moments Matter

Top 5 reasons to attend

Merchandising Professionals

AT A GLANCE

What: IBM Smarter Commerce Global Summit 2014

Where: Tampa, Tampa Convention Center

When: May 12-15, 2014

Topic areas:

- Manage omni-channel pricing by quantifying the impact on your sales of competitor price changes

- Localize product offerings and make strategic assortment decisions to increase loyalty

- Use predictive analytics and insights to design and execute optimal markdown plans

- Integrate promotion planning and optimization processes between Merchandising and Marketing to drive scaled personalization

1. **Apply the vision.** You've seen the pace of change in the market. Customers are moving at the speed of life, and it's your responsibility to recognize and respond to this new reality. Discover and apply the right omni-channel merchandising strategies and solutions that will maximize sales and profit while driving customer loyalty.

2. **Make an industry impact.** When you gain an edge in the latest omni-channel merchandise optimization best practices, you can transform your organization. And when your organization transforms, your competitors play catch up.

3. **Plug into the network.** The brightest business minds from around the world like to share. Hear what your merchandising peers are saying, and make it your own.

4. **Maximize your investment.** Your company has made an investment and you play an essential part in making the most of it. Learn new ways to maximize your IBM Omni-Channel Merchandise Optimization solutions through in-depth business and technical sessions.

5. **See it first.** Learn about the latest merchandising trends, including how to support effective omni-channel pricing strategies, integrate merchandising and marketing capabilities to deliver true customer engagement, and continually make better predictive merchandising decisions that optimize your assortment, prices, promotions and markdowns.

Registration: ibm.com/software/commerce/summit