

SmarterCommerce
Global Summit 2014 Tampa
May 12-15, 2014 | Tampa Convention Center



Smarter Commerce: Moments Matter

Top **5** reasons to attend

AT A GLANCE

What: IBM Smarter Commerce Global Summit 2014

Where: Tampa, Tampa Convention Center

When: May 12-15, 2014

Topics areas:

- Optimize procurement and your supply chain
- Execute targeted and personalized marketing across all channels
- Deliver seamless cross-channel commerce
- Anticipate behavior and deliver flawless customer service
- Capitalize on opportunities with mobile, social, cloud and big data and analytics

- 1. Apply the vision.** You've seen the pace of change in the market. Customers are moving at the speed of life and rewriting the rules as they go. Embrace this new reality and apply the strategies and solutions that are driving customer value today.
- 2. Make an industry impact.** When you gain an edge in the latest industry knowledge and best practices, you can transform your business. And when your business transforms, your competitors are forced to play catch up.
- 3. Plug into the network.** The brightest technical and business minds from around the world like to share. Hear what your peers are saying, and then 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 solutions through in-depth technical and business sessions.
- 5. See it first.** Get a glimpse into the future and learn about the latest trends in Enterprise Marketing Management, B2B, Commerce Customer Experience Management, Enterprise Content Management and Procurement.

Registration: ibm.com/software/commerce/summit