



# **IBM Software Network 2013**

## **Fare partnership con il Software IBM**

Roma, 24 - 25 gennaio 2013

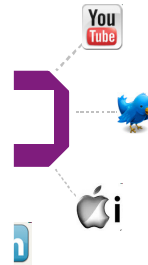
**Felice Petrignano**  
Smarter Commerce





# Deepen engagement with customers, partners and employees

## Customer Experience: Smarter Commerce + Social Business



### Web Experience

- Customer web experience
- Employee web experience
- Electronic forms
- Mobile

### Social Collaboration

- Social business applications
- Real-time collaboration
- Mobile collaboration
- Office productivity suites and web editors

### Unified Communications

- Unified communications middleware
- Real-time expertise communities

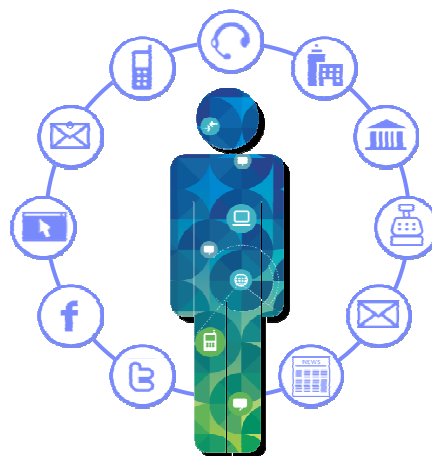
## **Smarter Commerce 1-2-3**

**1 - Why** it is relevant for our clients **today** \_it is all about business

**2 - How** Business Partner can play a key role with IBM \_and Clients

**3 – What** resources and competitive differentiators \_to a joint win

*Empowered customers are reshaping businesses across all industries – Companies face relevant transformation.*



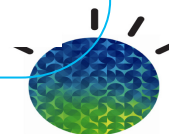
44% of companies use crowd sourcing  
4 in 10 smart phone users search for an item in a store  
80% of CEOs think they deliver a superior customer experience,  
8% of their customers agree

86% use multiple channels  
spend 4 to 5 times more than average  
45% check with a friend before buying  
78% of consumers trust peer recommendations

## *Clients are asking us – IBM and Business Partners our experiences and recommendations for a Smarter Commerce.*

### *How could you help me to...?*

- measure and act upon **consumer sentiment** captured through **social media**...and decide new **advertisement funds (traditional vs new medias)**
- generate **actionable customer insights, know the client 360° (behaviors)**
- use predictive capabilities to drive **campaigns and micro-targeting**
- offer a **personalized and consistent experience (includes social information and collaboration, and self-configurable products)**
- improve **conversion rates (on line sales)**
- **measure contribution of new channels to traditional sales (off line sales)**
- optimize **purchases** and all the **supply chain** to keep my promises with clients **(on time) and minimize costs (on budget) -> defend eroding margins**





*The **IBM Smarter Commerce** initiative has established **the most complete portfolio of commerce technology in the industry***

CORE BUSINESS SOLUTIONS AND PROCESSES

**BUY**

Intelligent and optimized supply chain strategies in anticipation of demand

**MARKET**

Personalized and relevant messages, promotions and pricing with unified multi-channel marketing

**SELL**

Customers and partners buy what they want, when and where

**SERVICE**

Anticipates behavior and delivers flawless customer service

Advanced Analytics  
IBM SmartCloud and Workload Optimized Systems



*A portfolio growing with new capabilities to further transform the commerce cycle. In 2012 IBM acquired 3 new leading solutions.*

**LEADER** in procurement



Buy



Leaders execute over 30,000 eAuctions a year and drive bottom line efficiencies and results in procurement for \$4.2B in spend.

**LEADER** in customer experience management



Market • Sell • Service



Leaders truly understand their customer experience and find the problem areas and fix them. Taking out a single field from checkout, they were able to realize \$1M in profits a month.

**LEADER** in merchandising



Market • Sell



Leaders improve trade promotion economics significantly, retailers tell them "You are changing the game as a Partner...bringing growth ideas never heard or seen."

## **Smarter Commerce 1-2-3**

**1 - Why** it is relevant for our clients **today** \_it is all about business

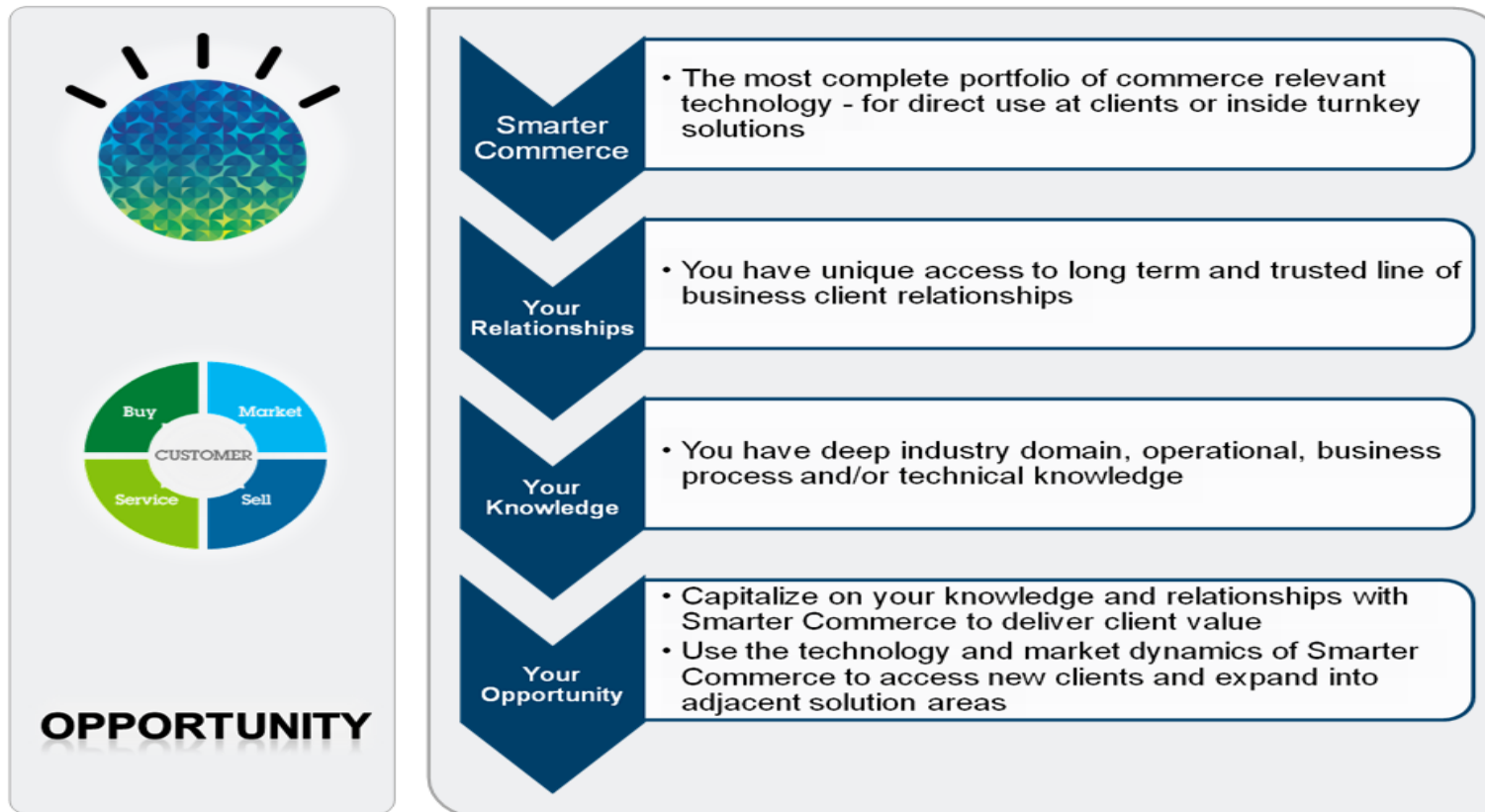
**2 - How** Business Partner can play a key role with IBM \_and Clients

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## Smarter Commerce: Partner's Role and Opportunity





## Market

### MARKET

*Targeted and personalized marketing across all customer interactions*

**MARKET :**  
Chief  
Marketing  
Officer



### Core Business Solutions

- Social business - customer engagement and data collection
- Customer Awareness & Analytics
- Social Media Marketing
- Cross-channel Campaign Management
- Digital Marketing Optimization
- Pricing, Promotion and Assortment Optimization

### Business Value

**Deep awareness and 360- degree insights about customers**, to drive targeted marketing programs that improve conversions and ROI

**Centralized decisioning** to allow marketers to generate the best marketing mix to improve marketing ROI

**Streamlined marketing operations** and resource management

# Market

## Examples - Cases

### Partner Entry Points

#### Reseller/SI

**Focus** enables organizations to implement marketing technologies

**Client** Associations and Non-Profit specialization

**Products** Unica Campaign, Interact, emessage, Optimize, IBM Customer Experience Suite

**Role** SVP reseller

**Value** innovative services enable clients to effectively align IT initiatives with strategic business objectives,

**Focus** World's largest permission-based email marketer

**Client** Enterprise and Mid-market B2C and B2B Marketing departments

**Products** Unica Campaign

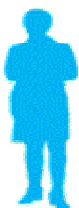
**Role** Marketing Service Provider

**Value** Database design and implementation, Multi-channel program integration



**MARKET**  
*Targeted and personalized marketing across all customer interactions*

**MARKET :**  
Chief Marketing Officer



# Sell

## SELL

*Enables selling and fulfillment of products and services across all channels*

## SELL:

VP of Commerce,  
Sales and  
Operations



## Core Business Solutions

- Cross-channel Selling
- Order Management & Fulfillment
- Store Solutions
- Payments & Settlements
- Social Business – Multichannel Customer Experience

## Business Value

**Increase revenue and profit by** delivering an intimate buying experience across all channels

**Ensure system accessibility and** flexibility to enable secure, reliable delivery and real-time insight

**Speed time to market for new offerings and next generation** commerce

Sell

Examples - Cases

Partner Entry Points

Solution Provider

<b>Focus</b>	B2B & B2C Commerce Storefront
<b>Client</b>	A national autoparts dealer
<b>Products</b>	WebSphere Commerce, Coremetrics, Social Business
<b>Role</b>	ISV, Consulting & Services
<b>Value</b>	Value Add Solution resell, consulting & services

Solution Provider

<b>Focus</b>	Web Shopping Experience
<b>Client</b>	Major non-profit US museum
<b>Products</b>	WebSphere Commerce, Coremetrics
<b>Role</b>	Consulting Services
<b>Value</b>	Initial implementation services fees Long term client relationship



**SELL**

*Enables selling and fulfillment of products and services across all channels*

**SELL:**  
VP of Commerce,  
Sales and  
Operations



## Service

### SERVICE

*Servicing customer needs across all interaction channels*

**SERVICE:**  
VP of  
Customer  
Loyalty



### Core Business Solutions

- Delivery, Service, & Support
- Customer Self-Service
- Case Management
- Social Business - Collaboration

### Business Value

**Increase revenue and improve customer satisfaction by providing** relevant, value-added services that nurture customer relationship and loyalty

**Provide differentiated, customer-centric post-sales support (on-line or call center)** to improve revenue and customer loyalty while **reducing care costs**

# Service

## Examples - Cases

### Partner Entry Points

#### Solution Provider

<b>Focus</b>	Customer call center & case management
<b>Client</b>	ISV
<b>Products</b>	Unica Interact & Coremetrics Marketing Analysis
<b>Role</b>	Solution Provider
<b>Value</b>	Integrated solution, faster time to market

#### Solution Provider

<b>Focus</b>	Loan processing
<b>Client</b>	Retail mortgage lending firm
<b>Products</b>	Case manager
<b>Role</b>	Consulting Services and reseller
<b>Value</b>	Implementation services fees & software resell



**SERVICE**  
*Servicing customer needs across all interaction channels*

**SERVICE :**  
VP of Customer Loyalty



Buy

**BUY**

*Sourcing,  
controlling and  
procurement of  
goods and  
services*

**BUY :**  
Chief Sourcing  
and Procurement  
Officer



### Core Business Solutions

- Supplier Integration & Management
- Supply Chain Optimization
- Payments and Settlements
- Strategic Supply Chain Management

### Business Value

**Drives business growth** by optimizing supplier relationships

**Reduce costs & improve supplier performance** through B2B integration, collaboration & visibility

**Optimize the supply chain**, reduce costs, improve visibility around movement of goods to meet demand





**BUY**  
*Sourcing, controlling and procurement of goods and services*

**BUY:**  
**Chief Sourcing and Procurement Officer**



## Partner Entry Points

Examples - Cases

### Solution Provider

<b>Focus</b>	FTP Remediation
<b>Client</b>	Regional Bank
<b>Products</b>	IBM Sterling Connect:Direct & Sterling Control Center
<b>Role</b>	Solution Provider
<b>Value</b>	Strategy & implementation services to client Resale of IBM Software to client

### Partner Consulting Engagement

<b>Focus</b>	Supply Chain Optimization
<b>Client</b>	Large grocery store chain
<b>Products</b>	ILOG ODM Enterprise & CPLEX
<b>Role</b>	Consulting Services & Reseller
<b>Value</b>	Strategy & implementation services to client Resale of IBM Software to client



## ***Smarter Commerce 1-2-3***

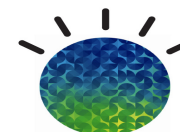
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## *Partner with IBM as a leading reality for Smarter Commerce*

- Industry leading portfolio for Buy, Market, Sell and Service
- Flexible, modular, open, integrated, optimized
- Real-time social, mobile and analytics capabilities driven by IBM leading research and proven through Watson
- Dedicated experts to access success models
- Over 2,000 of the world's top brands rely on IBM to improve their business insight and execution



*The proof: analysts named IBM the leader in ...*



Ecommerce solutions and commerce consulting



Five major analyst reports on marketing solutions



Operationalizing the voice of the customer



Strategic sourcing and procurement services (Emptoris\*)



Market Star Performer for procurement outsourcing



Mobile collaboration software



Enterprise social platform software and horizontal portals



Dynamic case management and capture software



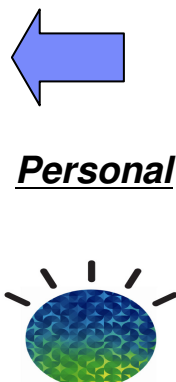


Conclusions: Smarter Commerce represents a win win value propositions with a new role and new opportunities for IBM Business Partners.

**Clients**



New IT decision makers in business lines are aware they need new solutions in commerce. They want **packaged and proofed solutions – no time for custom** analysis and development – solutions designed to evolve over time – and still, **able to differentiate them in the market.**



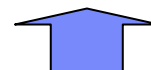
**IBM Business Partner**



**Expand their role** within clients from IT to new relevant IT decision makers (CMOs, eCommerce, Purchase, Logistics...).  
**Sell** consulting, integratrion services & owned specific assets.  
**Re-sell** IBM software - other incentives for specific offers.



Solutions, Best Practices, Time To Market



Incentives, Learning, Support.

**IBM's** uniques global investments in an industrialized intgrated portfolio evolving with market trends. Leadership recognized by Market Analysts. Resouces to support Business Partners in the salec cycle (demo centers, innovation labs, references).