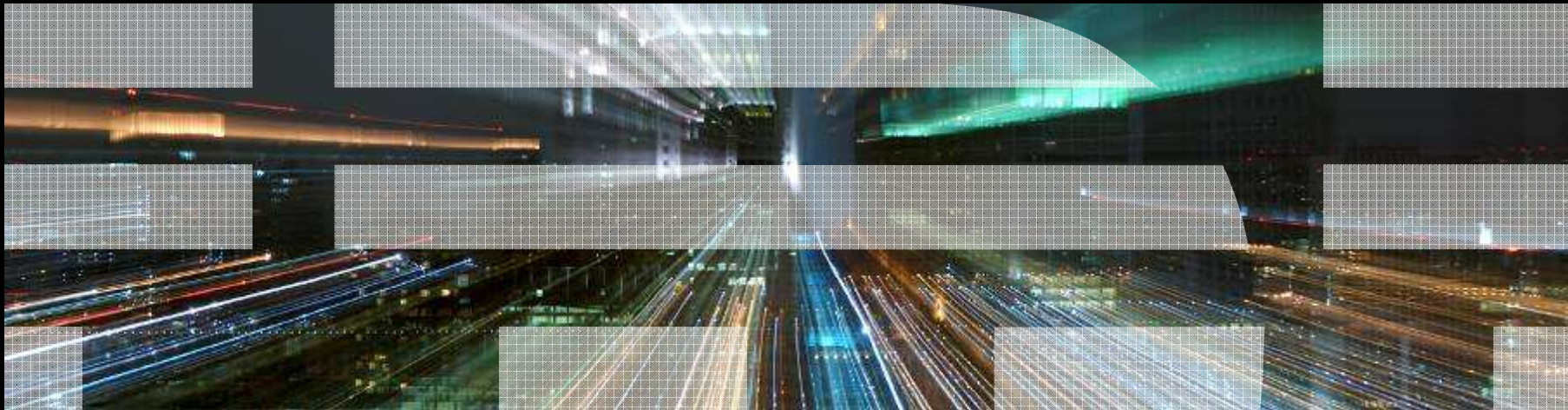


Smarter Commerce

Building a customer-centric business

Ruben BRU



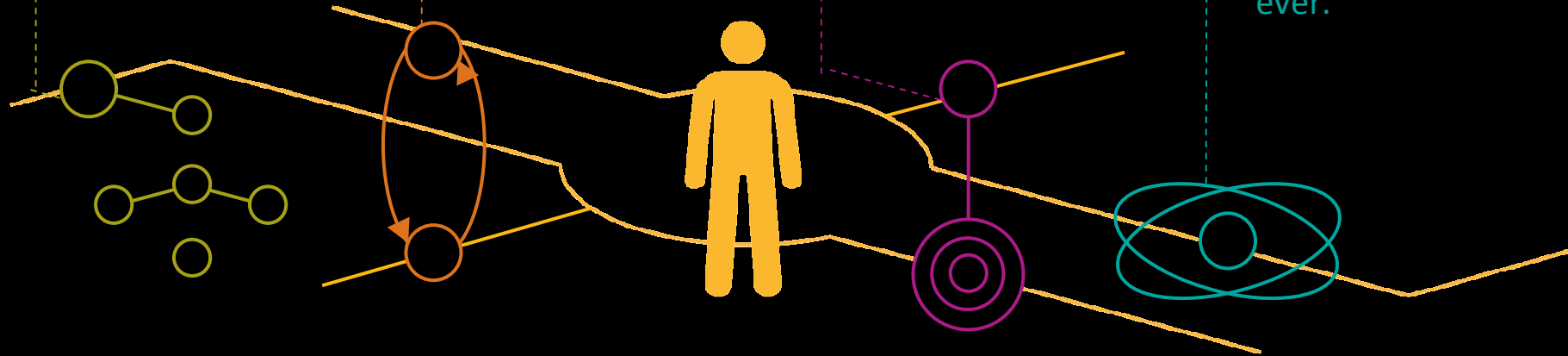
We have entered the age of the new customer

Customers now have unlimited access to information and can **instantly share** it with the world

Social networking and mobile commerce have dramatically changed **the dynamic between buyer and seller.**

Customer **expectations** of service, price and delivery is soaring.

This is changing the entire way products are sourced, manufactured and distributed—and making business **more complex than ever.**



"Social networking and the Internet will allow us to drive more new ways of interacting with consumers than we have ever had before."
Consumer Products CEO, United States

"Worldwide economic change now occurs simultaneously and instantly."
CEO, Telecom Industry

"When the business model is innovative, operations and the product will follow automatically."
Ronald de Jong, CEO Philips CL, Germany

These disruptive forces ripple from the customer through the enterprise and across whole industries



Individuals

- The connected consumer
- The networked workforce
- The empowered citizen



- ### Business Challenges
- Increased customer expectations
 - Accelerated speed of change
 - Different ways to engage digitally



Enterprises

- Evolved business models
- Optimized digital operations
- Connected enterprise



- Redefined customer value
- Managing across digital and physical
- Significant risk, security, compliance and privacy concerns



Industries

- Value migration
- Value chain redefinition
- Fragmentation



- Industry disruption from new competitors
- Value migration creates winners and losers
- New types of collaboration

Enterprises need to address these challenges across three dimensions

Customer Insight

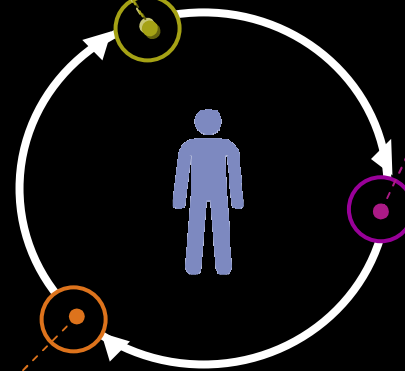
In today's world of instant business, you need **deep insights, in real-time** that you can turn into immediate action

Customer & Partner Engagement

You need an approach that allows you to more effectively **Connect, Collaborate, Conduct Commerce and Create** a differentiated customer experience.

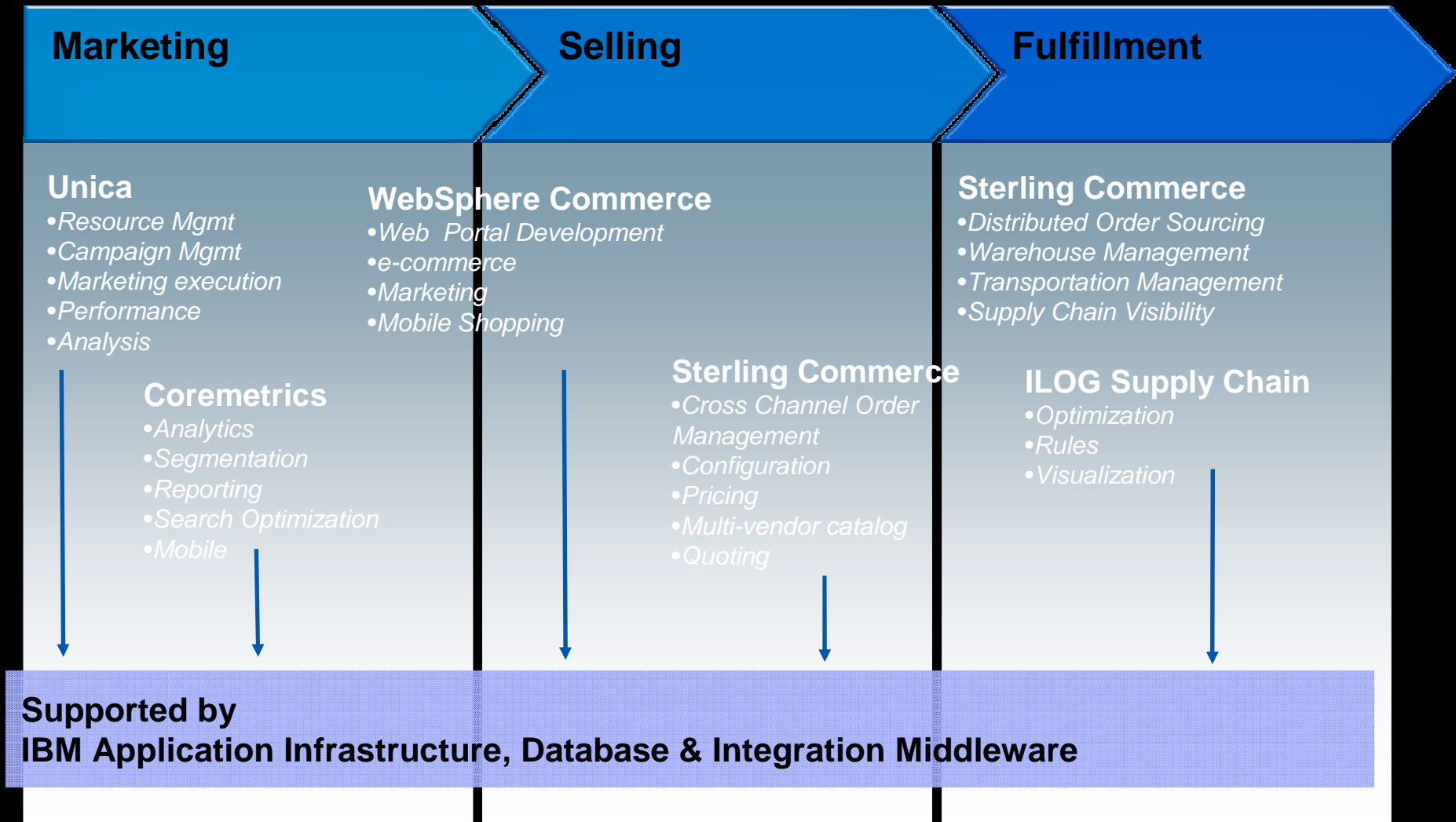
Customer Value Strategy

In turn, you must **re-think how your customers define value, and the changes you must make to your value chain** so you can deliver exactly what your customers want - profitably



...increasing the value companies generate for their customers and partners in a rapidly changing digital world

IBM's Smarter Commerce Portfolio Addresses Our Clients' End-to-end Opportunity to Fulfillment Needs



Integration across best-of-breed products to deliver industry focused solutions

VALUE CHAIN STRATEGY AND SERVICES

CORE BUSINESS SOLUTIONS

Core business processes

Buy

Sourcing and procuring goods and materials required to deliver products and services to meet customer demand



Sterling Commerce

- Warehouse Management
- Transportation Management
- Supply Chain Visibility
- Sterling Collaboration Network/B2B Services

Market

Developing, delivering, and measuring relevant and consistent messages across multiple channels to drive demand



- Cross-Channel Order Capture, Cart and Catalog
- Customer-centric Shopping Experience
- B2C/B2B Storefronts
- Precision Marketing

Sell

Selling and fulfillment of products and services across multiple channels to drive sales



Sterling Commerce

- Distributed Order Management
- Warehouse Management
- Transportation Management
- Supply Chain Visibility Sterling Collaboration Network/B2B Services

Service

Servicing customer needs across all interaction channels to drive repeat sales and enhance lifetime value of a customer



Sterling Commerce

- Delivery & service Scheduling
- Reverse Logistics

IBM Case Manager

- Case Design, Run-time, Analytics
- Collaboration
- Rules & Events



ILOG Supply Chain

- Product Optimization
- Inventory Optimization



Coremetrics

- Analytics
- Segmentation
- Reporting
- Search Optimization
- Mobile



Retail Store Solutions

- Retail POS Solutions
- Self-Service Portal/Kiosk
- POS Applications



Sterling Commerce

- Cross Channel Order Management
- Configuration
- Pricing
- Multi-vendor catalog
- Quoting



Unica

- Resource Mgmt
- Campaign Mgmt
- Marketing execution
- Performance
- Analysis



ILOG Supply Chain

- Network Optimization
- Transportation Optimization



Unica

- Service messaging
- Notifications

Advanced analytics



Store analytics | Purchase analytics | Consumer loyalty | Predictive and prescriptive | Social Analytics | Master data management

Workload Optimized Systems

(Z-Enterprise, Power, X, Storage and Systems Software)

focused on agility, integration and automation to drive relevant business outcomes



PureScale Application Systems



Smart Analytics System



BPM Suite