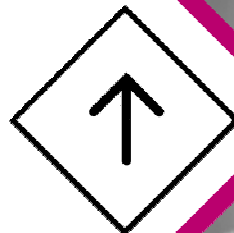


IBM **Commerce**

The *power* of
Cognitive Commerce



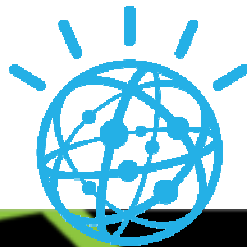
Ebru Binboğa
Commerce Country Leader
IBM Turkey



When digital intelligence
meets digital business.

The Cognitive Era...

A new era in technology, a new era in business



Driven by the
power of Watson

Helping enterprises become Cognitive Businesses
through the *power* of Cognitive Commerce.

Cognitive systems can:

Understand

the world through
sensing and interaction.

Reason

using hypotheses
and arguments.

Learn

from experts and
through data.

IBM Commerce

IBM

For leaders and practitioners
to master the art of the
possible...

*...Deeper human
engagement*



Embracing the power of Cognitive Commerce



For Marketers &
Merchandisers

Analyze Trends

For Marketers

Real-time
Personalization

For eCommerce &
Merchandisers

Commerce Insights

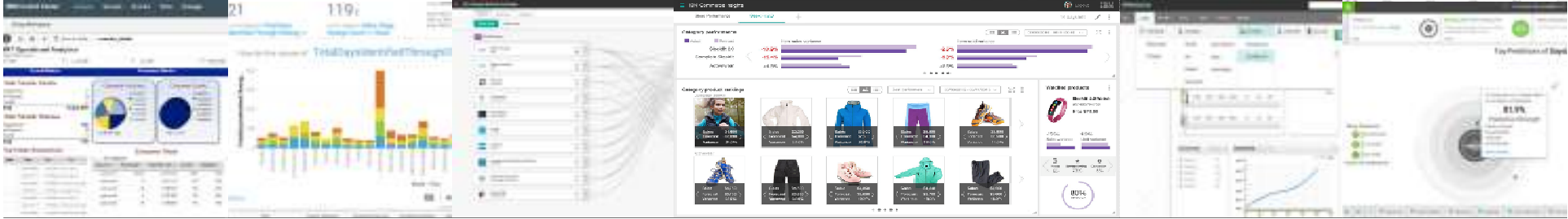


A vertical sidebar or panel. At the top is a search bar with the IBM logo. Below is a navigation menu with various links. A prominent advertisement for 'Jump' is visible, featuring a person's face.

The *power* of Cognitive Commerce

A mobile app interface. It displays a grid of clothing items, including shirts and jackets, with their respective prices. A 'Shop Now' button is visible at the bottom.

A mobile app interface showing a person's profile or a specific product page. It includes a 'Jump' advertisement and other product recommendations.





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