

Top 5



reasons to attend

FOR CIO AND IT EXECUTIVES HELPING TO TRANSFORM THEIR BUSINESSES

While at the **Smarter Commerce Global Summit 2013 Monaco**, you can enhance your skills as an innovative leader in your company. Here you will learn how IBM cloud solutions can help your business to:

- **Accelerate** business process innovation
- **Deliver** business analytics at the point of impact
- **Connect** people with collaborative business networks

- 1 Be a change agent.** Discover how to focus on business innovation and outcomes, not IT deployment.
- 2 Rub elbows with the best.** Network and share best practices with peers, SaaS and cloud thought leaders, and trend spotters.
- 3 Leverage the cloud.** Learn how to rapidly transform the entire customer experience with software-as-a-service.
- 4 Get smarter.** Hear the latest case studies where cloud solutions delivered transformational value.
- 5 Roll up your sleeves and dig in.** Gain a thorough view of where IBM SaaS solutions apply to your business today.

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SmarterCommerce

Global Summit 2013 Monaco

June 18-20, 2013 | Grimaldi Forum

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Sessions will help you:

- Discover how cloud-based business solutions can help reshape your IT strategy and drive innovation, making your business more agile and customer-centric
- Accelerate business process innovation by mitigating budget challenges and reducing time to benefit
- Deliver business analytics at the point of impact with faster time to insight, leveraging big data and analytical horsepower
- Enable collaboration within and across companies by creating and linking business networks
- Leverage Marketing operations and analytics through the cloud. Learn what a modern cloud-based marketing dashboard looks like, including the human resource capabilities available on-demand to ensure success

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