

# Sterling Commerce at Impact 2011

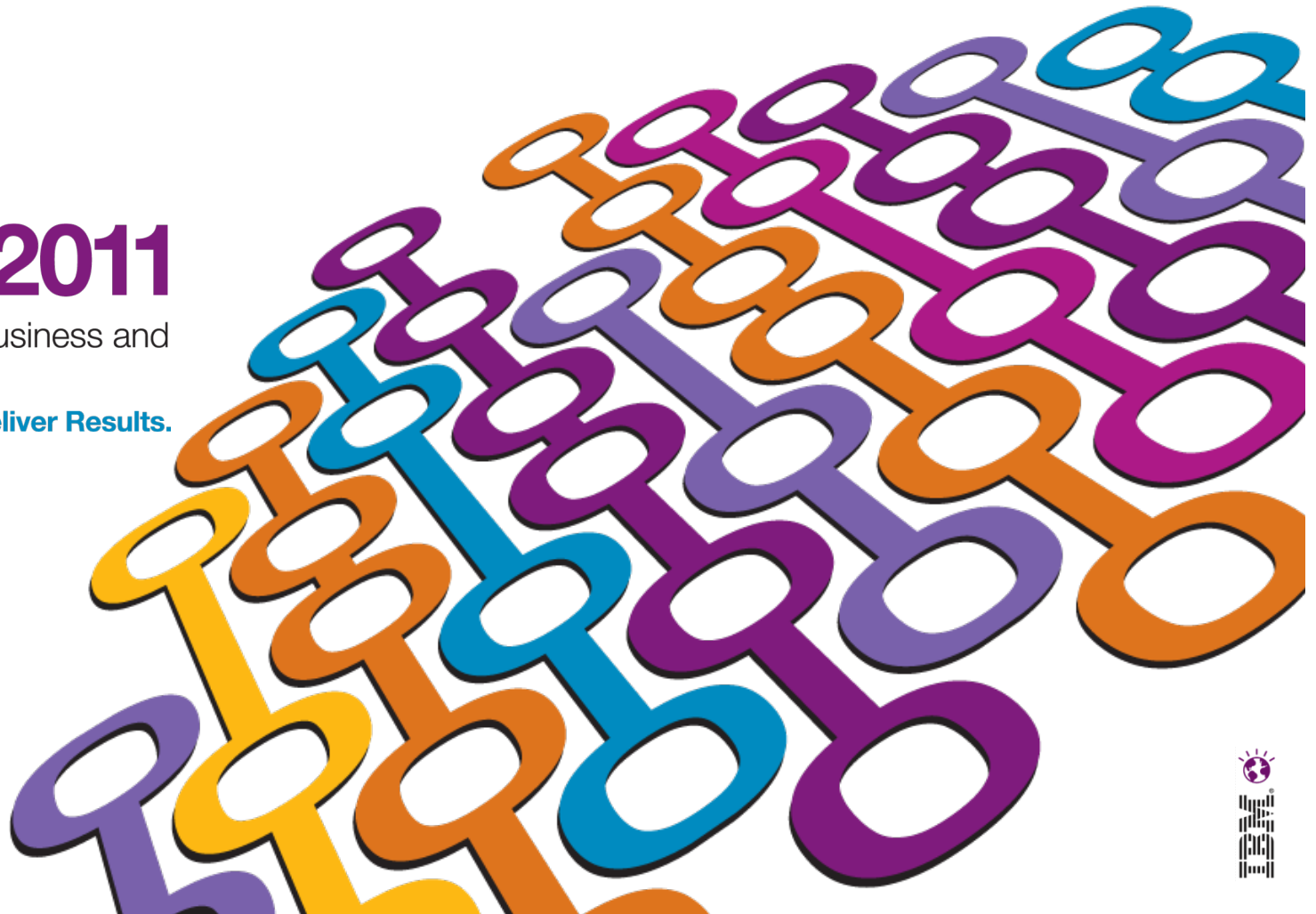
## Why You Should Attend

IBM Software

# Impact2011

Changing the Way Business and  
IT Leaders Work

**Optimize for Growth. Deliver Results.**

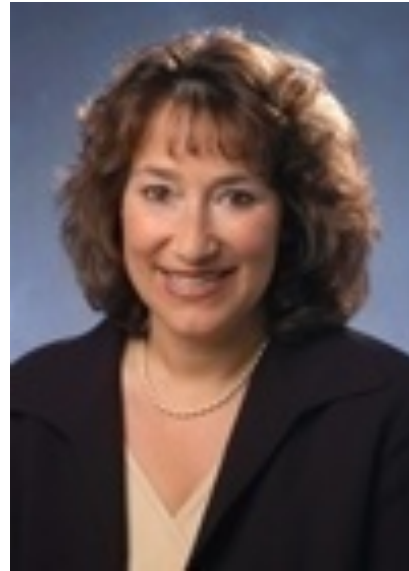


# Agenda



- Overview of Impact
- Sterling Commerce and IBM
- Q&A





Carolyn Layne

Corporate Marketing

Sterling Commerce

**IMPACT 2011 – PLEASE COME!**



# Impact2011

Changing the Way Business and IT Leaders Work

*April 10<sup>th</sup> – 15<sup>th</sup>  
Venetian Hotel, Las Vegas*

**Optimize for Growth. Deliver Results.**

- With over **6,600 attendees** expected – this is the all-in-one conference for Business and IT leaders to learn, network and get access to the best experts in the industry
- An extensive **Technology Program** offering over **500 sessions** that includes a wide array of implementation success stories, developer education, lectures, workshops, hands-on labs, and networking opportunities
- A **Forbes sponsored Business Leadership Forum** that will offer over 40 sessions focused on the business value and implications of new technology opportunities
- A state of the art **Product Technology Center** offering open labs, Meet the Experts sessions and product demos integrating networking, hands-on training, and other social learning into a single program
- A world class **Solution Showcase Center** featuring over 130 business partner and IBM exhibitors demoing the latest technology
- A **dedicated Industry Zone in the EXPO** plus targeted sessions by industry featuring best practices and specialized demos along with the collective experience of 300+ industry leading experts on site
- More than **300+ customer**, analyst, and thought leader speakers available to share their insights and experience





# Impact 2011 – Highlights

## Sterling Commerce Customer Highlights

- The **Sterling Commerce Solutions are** integrated into Impact's curriculum with over 30 Sterling Commerce sessions
- An exclusive **Sterling Commerce Networking Lounge, Mini Main Tent Session, and Luncheon** at Impact 2011
- A new dedicated **Marketing Track** in the Business Program for marketing executives and professionals who support marketing functions
- A new **Smarter Commerce & Exceptional Web Experience Track** featuring sessions on how IBM helps organizations deliver more personalized web experiences

## Comprehensive Solution Showcase

- A total of **29,000 sq ft** – with 79 Business Partner Sponsors and 45 IBM pedestals
- More **networking opportunities** with the Business Partner Café, Industry Lounge and Business Agility Lounge, and the Sterling Commerce Customer Networking Lounge





# Sterling Commerce at Impact 2011... Week-at-a-Glance

Sunday, April 10	Monday, April 11	Tuesday, April 12	Wednesday, April 13	Thursday, April 14	Friday, April 15
	<p><b>Opening Session</b> 8:15-10:15AM</p> <p><b>SOLUTION CENTER</b> 11:00-4:00PM</p>	<p><b>General Session</b> 8:30-10:00AM</p> <p><b>SOLUTION CENTER</b> 11:00-4:00PM</p>	<p><b>General Session</b> 8:30-10:00AM</p> <p><b>SOLUTION CENTER</b> 11:00-2:00PM</p>		<p><b>Product Tech Ctr.</b> 9:00-10:30AM</p>
	<b>Breakout Sessions and 1:1 Meetings</b>				
	<b>Analyst &amp; Press Events</b>				
	<p><b>Sterling Luncheon</b> 12:00-1:45PM</p>				<p><b>11:45AM Conference Ends</b></p>
	<b>Sterling Customer Networking Lounge</b>				
	<p><b>Smarter Commerce Mini Main Tent</b> 2:00-3:30PM</p>				
	<p><b>5:30 – 8:00PM Sol. Center Reception</b></p>	<p><b>7:00PM- 10PM Special Event</b></p>	<p><b>7:00PM-11PM Inner Circle Special Event</b></p>	<p><b>OPEN Evening</b></p>	
	<p><b>Product Tech Ctr.</b> 10:30-5:30PM</p>	<p><b>Product Tech Ctr.</b> 10:00-6:00PM</p>	<p><b>Product Tech Ctr.</b> 10:00-6:00PM</p>	<p><b>Product Tech Ctr.</b> 10:00-6:00PM</p>	
<p><b>Registration Opens</b></p> <p><b>Business Partner Summit</b> 10:30-5PM</p> <p><b>5:00 – 8:00PM Sol. Center Reception</b></p>					





# 5 The Top 5 Reasons To Attend Impact 2011

**1** **Sharpen your skills** in WebSphere®, BPM, SOA and Cloud technologies through hands-on labs, training and certifications

**2** **Boost business performance** by leveraging insights from industry experts and peers at the Forbes-sponsored business program

**3** **Network and meet** leading worldwide experts, from inventors to educators, industry analysts and senior IT and business executives.

**4** **Discover the latest demos and technologies** for working smarter at the state-of-the-art solution EXPO and ProductTechnology Center

**5** **Experience the all-in-one conference** where business and IT leaders can together optimize for growth and deliver results

Learn more at [ibm.com/impact](http://ibm.com/impact)

Five days focused on your success

570 technical and business sessions

More than 1,000 IBM business partners

Over 310 client speakers presenting their expertise

Build your agenda by role, industry or specialty area





# Forbes Business Leadership Forum at Impact 2011

For the second straight year, Forbes and IBM have partnered to bring two days of unmatched resources and innovative solutions on how organizations can transform their business

- The two-day Forbes Business Leadership Forum is for business leaders who understand the importance of technology in achieving business objectives
- The 40+ sessions in the program are designed for individuals looking for innovative ways to respond to the rapidly changing and increasingly complex business environment
- Key topics to be discussed at the conference are:
  - Business Innovation and Technology Outlook
  - Key Strategies for New Growth
  - Mastering the Art of Leadership: Skills to Get Ahead
  - Bringing Science to the Art of Marketing
  - Case Studies in Driving Business Agility for your Industry
- The most forward-thinking institutions and companies from around the world will participate, to bring an unmatched depth of resources with unparalleled expertise and experience

**Forbes Business Leadership Forum**  
at **Impact2011**

Optimize for Growth. Deliver Results.

April 11-12 The Venetian  
Las Vegas, NV

**Forbes Returns to IBM Impact**

For the second straight year, Forbes and IBM team up to bring two days of unmatched resources and innovative solutions on how to best transform your business. Join us in this single largest gathering of industry experts, business executives, global innovators, authors and thinkers to share best practices and discover new real-world solutions to bring your company to the next level.

	<b>Rich Karlgaard</b> Publisher Forbes Magazine		<b>Quentin Hardy</b> National Editor Forbes
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# Program Structure for Impact 2011

## Forbes Business Leadership Forum

### Tracks

- Business Innovation and Technology Outlook
- Key Strategies for New Growth:
  - Re-engineer the Customer Experience
  - Increase Operational Agility and Dexterity
- Mastering the Art of Leadership: Skills to get Ahead
- Bringing Science to the Art of Marketing
- Case Studies for driving Business Agility in your Industry

## Technology Program

### Tracks

- Application Infrastructure
- Application Development
- Connectivity and Integration
- Smart SOA
- BPM and Decision Management
- Smarter Commerce and Exceptional Web Experience
- Implementing Industry Solutions for Improved ROI

## Virtual Curriculum / Roadmaps

### Roadmaps

- Cloud
- Sterling Commerce
- Business & IT Alignment

### Roadmaps

- By Role
- Workload Optimization
- System z
- Appliances

### Roadmaps

- Industry Specific
- Product Specific
- Business Analytics

**Two Day Business Program & Two-Day Pass (\$950)**

**Sterling Commerce content in 35 dedicated sessions**

**World-class technology and business leaders**

**A new track targeting Marketing Professionals**

**Build your agenda by role, industry or specialty area**





# Forbes Business Leadership Forum

Forbes Business Leadership Forum				
Business Innovation and Technology Outlook	Key Strategies for New Growth	Mastering the Art of Leadership: Skills to Get Ahead	Grow your Business with Next Generation Marketing	Bringing Science to the Art of Marketing
<ul style="list-style-type: none"> <li>▪ “Top Tech-Enabled Business Trends &amp; Their Organizational Impacts”</li> <li>▪ “Trends That Increase Your Ability to Get and Keep More Customers”</li> <li>▪ “What Do Healthcare, Retail, Banking, Insurance, and Government Have to Look Forward to?”</li> <li>▪ “Extending Your Business Network Beyond the Enterprise”</li> <li>▪ “Four Insightful Visionaries Share How Complexity is the Mother of Innovation in Their Organizations”</li> </ul>	<ul style="list-style-type: none"> <li>▪ Re-engineer the Customer Experience</li> <li>▪ Understanding and Reaching Your Customers</li> <li>▪ Co-creating With Your Customers</li> <li>▪ Pleasantly Surprising Your Customers</li> <li>▪ Increase Operational Agility and Dexterity</li> <li>▪ Turn Your Organization into a Laboratory</li> <li>▪ Simplify Processes</li> <li>▪ Manage Complexity</li> <li>▪ Increase Decision-Making Speed and Flexibility</li> </ul>	<ul style="list-style-type: none"> <li>▪ Building Creative Leadership</li> <li>▪ Creativity In Leadership &amp; Partnerships</li> <li>▪ Inspiring Performance.</li> <li>▪ Managing in a Connected World</li> <li>▪ Understanding Success, Decision Making, &amp; Trends</li> <li>▪ Collaborating and Strategy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Transforming Business Through the Science of Smarter Marketing</li> <li>▪ Marketing Campaign Excellence</li> <li>▪ Next Gen Marketing Panel Discussion: Analyst led customer panel – Forrester, Stephen Gould</li> <li>▪ Marketing Analytics</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bringing Science to the Art of Marketing with Next Gen Marketing Panel</li> <li>▪ Marketing Campaign Excellence</li> <li>▪ Consistent brand &amp; customer experience</li> <li>▪ Optimized Marketing Processes</li> <li>▪ Deep Customer Insight</li> <li>▪ Market Relationships, Not Products</li> </ul>

- Pilot a Porous, Networked Organization
- Go “Global”





# Sterling Commerce Sessions in the Forbes Business Leadership Forum

Track	Product Area	Title
Key Strategies for New Growth - Increase Operational Agility and Dexterity	MFT	Why File Transfer is Back on the CIO Agenda
Key Strategies for New Growth - Increase Operational Agility and Dexterity	B2B Integration	Building a Comprehensive B2B Integration Strategy with On-Premise and Cloud Solutions
Key Strategies for New Growth - Increase Operational Agility and Dexterity	MCS	Grow Your Business by Reaching B2B and B2C Customers Through e-Commerce
Key Strategies for New Growth - Increase Operational Agility and Dexterity	OM	Increase Efficiency to Thrive in Difficult Times
Drive Business Growth and Optimize Results for Your Industry	MCS, B2B	Creating a Customer-Driven Buying Experience with New e-Commerce Solutions





# Technology Program

Technology Tracks				
	Application Development	Application Infrastructure	Business Process Management and Decision Management	Connectivity and Integration
Sub-tracks	<p><b>Development Tools</b></p> <ul style="list-style-type: none"> <li>Rational Tools for development and problem determination</li> <li>WebSphere sMash</li> <li>Eclipse</li> <li>Cloud development</li> </ul> <p><b>Java Development and Programming Models</b></p> <ul style="list-style-type: none"> <li>Java EE, including latest on JPA and EJB</li> <li>OSGi</li> <li>SCA</li> <li>Open Source</li> </ul> <p><b>Web 2.0</b></p> <ul style="list-style-type: none"> <li>Rich Internet Application Development</li> <li>Dojo, AJAX</li> <li>JAX-RS</li> <li>REST</li> </ul>	<p><b>WebSphere Application Server Infrastructure:</b></p> <ul style="list-style-type: none"> <li>Latest information on WAS</li> <li>Best practices</li> <li>Problem determination</li> <li>Migration</li> </ul> <p><b>Security &amp; Management</b></p> <ul style="list-style-type: none"> <li>WebSphere Security including SSO</li> <li>Infrastructure hardening</li> <li>Tivoli Security Software</li> </ul> <p><b>CICS</b></p> <ul style="list-style-type: none"> <li>CICS Tools</li> <li>Systems Management &amp; Administration</li> <li>Web 2.0 Support</li> </ul> <p><b>Cloud Computing, Virtualization, &amp; Performance</b></p> <ul style="list-style-type: none"> <li>Private or hybrid clouds</li> <li>Virtualization</li> <li>Extreme Transaction Processing (XTP)</li> <li>Performance tuning and best practices</li> </ul>	<p><b>BPM: From Projects to Programs</b></p> <ul style="list-style-type: none"> <li>How to model, simulate, execute, rapidly change, monitor, and optimize core business processes throughout the process lifecycle</li> </ul> <p><b>Decision Management</b></p> <ul style="list-style-type: none"> <li>BRMS</li> <li>Event Processing</li> <li>Analytics</li> </ul> <p><b>BPM Infrastructure</b></p> <ul style="list-style-type: none"> <li>Administration WPS, WLE</li> <li>Deployment, optimization, migration, WPS, WLE</li> <li>Security and Performance best practices, WPS, WLE</li> </ul>	<p><b>Messaging Infrastructure</b></p> <ul style="list-style-type: none"> <li>Universal Messaging administration, deployment, optimization, security, and problem determination</li> <li>Managed file transfer</li> <li>Pub/Sub</li> </ul> <p><b>Enterprise Integration</b></p> <ul style="list-style-type: none"> <li>ESB</li> <li>Service Federation</li> <li>Application integration</li> </ul> <p><b>B2B Integration</b></p> <ul style="list-style-type: none"> <li>Integration patterns</li> <li>Integration technology</li> <li>Security</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Application Programmers</li> <li>Software Engineers</li> <li>Web Designers</li> <li>Enterprise Architects</li> <li>System Integrators Server-side and Web</li> <li>Application Developers</li> <li>Software Developers</li> </ul>	<ul style="list-style-type: none"> <li>Software Engineers</li> <li>IT Project Managers</li> <li>Software Engineers</li> <li>Infrastructure Managers</li> <li>Operations Managers</li> <li>System Administrators</li> <li>IT Consultants</li> </ul>	<ul style="list-style-type: none"> <li>Business Analysts</li> <li>LOB Execs</li> <li>Architects</li> <li>System Integrators</li> <li>Infrastructure Managers</li> </ul>	<ul style="list-style-type: none"> <li>Architects</li> <li>IT Consultants</li> <li>Software Developers</li> <li>Infrastructure Managers</li> <li>IT Executives</li> <li>Systems Integrators</li> </ul>





# Technology Program (cont'd)

Technology Tracks (continued)			
	SOA and Governance	Smarter Commerce & Exceptional Web Experience	Implementing Industry Solutions for Improved ROI
Sub-tracks	<p><b>SOA Principles and Practices</b></p> <ul style="list-style-type: none"> <li>Methodologies and patterns in design and development of SOA</li> <li>Process Integrity</li> </ul> <p><b>SOA Governance</b></p> <ul style="list-style-type: none"> <li>IBM's SOA Governance strategy</li> <li>SOA Policy Management Capabilities</li> <li>Service -level management</li> <li>Managing complex organizational change</li> </ul> <p><b>SOA in Action</b></p> <ul style="list-style-type: none"> <li>Real-world examples from clients, business partners, and the IBM community</li> </ul>	<p><b>Smarter Commerce</b></p> <ul style="list-style-type: none"> <li>WebSphere Commerce</li> <li>Sterling Order Management and Fulfillment</li> <li>B2C, B2B and extended business models</li> <li>The latest in Web, mobile, and social technologies</li> </ul> <p><b>Delivering Exceptional Web Experiences</b></p> <ul style="list-style-type: none"> <li>WebSphere Portal and the IBM Customer Experience Suite</li> <li>Content management</li> <li>Cloud services</li> <li>Enterprise portal framework,</li> <li>Social and real-time communication</li> <li>Personalization and search</li> <li>Marketing tools</li> <li>Mobile device support</li> <li>Real-time analytics</li> </ul>	<p><b>Banking and Financial Markets</b></p> <p><b>Communications Service Providers</b></p> <p><b>Energy &amp; Utilities</b></p> <p><b>Government</b></p> <p><b>Healthcare &amp; Life Sciences</b></p> <p><b>High Tech &amp; Manufacturing Industries</b></p> <p><b>Insurance</b></p> <p><b>Retail, Consumer Products</b></p> <p><b>Travel &amp; Transportation</b></p> <ul style="list-style-type: none"> <li>Unique industry solutions for all the above</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>IT Executives</li> <li>Enterprise Architects</li> <li>IT Executives</li> <li>LOB Execs</li> <li>IT Consultants</li> <li>IT Project Manager</li> <li>System Integrators</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise Architects</li> <li>Architects</li> <li>IT Executives</li> <li>Web Designers</li> <li>Business Analysts</li> <li>LOB Execs</li> </ul>	<ul style="list-style-type: none"> <li>IT Executives</li> <li>Solution / Software Architects</li> <li>Software Designer &amp; Developers</li> <li>LOB Executives</li> </ul>





# Technical Track – B2B

Track	Product Area	Title
Implementing Industry Solutions for Improved ROI	B2B Software (Total Payments)	Architecting for the Future - Moving to a Payments Hub
Connectivity & Integration	B2B Software	B2B Integration - Critical Nerve Center for the Transportation Industry
Implementing Industry Solutions for Improved ROI	B2B Software	B2B Integration - Gateway for Retail Industry
Connectivity & Integration	B2B Software	B2B Portfolio Overview: Integrating with Customers, Partners, and Suppliers Outside the Enterprise
Connectivity & Integration	B2B Software	B2B Integrator: Issues Relevant to B2B Gateway Implementations
Connectivity & Integration	B2B Software (SI)	Understanding IBM's Strategic Directions on B2B and Transformation
Connectivity & Integration	MFT	Delivering Greater Business Value with Smarter Managed File Transfer
Connectivity & Integration	MFT	Consolidating and Modernizing Your File Transfer Infrastructure
Connectivity & Integration	MFT	Gaining End-to-End Visibility to Govern Data Movement





# Technical Track – B2B

Track	Product Area	Title
Connectivity & Integration	MFT	Implementing a Scaleable MFT Gateway
Implementing Industry Solutions for Improved ROI	B2B Software (Sterling Total Payments)	Getting a Handle on Payments Management
Connectivity & Integration	B2B Software	Quick Start and Document Manager Services for Sterling Integrator
Connectivity & Integration	B2B Services	Get the Most Out of Your B2B Community: B2B Services Overview
Connectivity & Integration	B2B Services	Effectively Expand Your Electronics B2B Community
Connectivity & Integration	B2B Services	B2B Collaboration Challenges in a Global Economy and How Cloud Services Can Help Companies Achieve Success
Implementing Industry Solutions for Improved ROI	B2B Services Network and Managed Services	How We Successfully Manage a Highly Diverse, Global B2B Community
Connectivity & Integration	E-Invoicing - B2B Services & Software	Simplify VAT Compliance in Europe by Using e-Invoicing





# Technical Track – Selling and Fulfillment Suite

Track	Product Area	Title
Smarter Commerce and Exceptional Web Experience	IBM Sterling CPQ (MCS)	Extend Your Existing Technology Investments with Sterling Commerce Selling Solutions
Smarter Commerce and Exceptional Web Experience	IBM Sterling Order Management (MCS)	Leverage Order Hub Technology & Methodology to Drive Profitability: Case Study
Implementing Industry Solutions for Improved ROI	IBM Sterling Order Management (MCS)	Critical Success Factors for Deploying IBM® Sterling Order Management
Smarter Commerce and Exceptional Web Experience	Selling & Fulfillment Suite PCI Compliance	PCI Compliance and Security - What You Need to Know
Smarter Commerce and Exceptional Web Experience	IBM Supply Chain (MCF)	Key to Success: Creating a Connected Supply Chain
Smarter Commerce and Exceptional Web Experience	IBM Sterling Selling Solutions	Integrating Cloud Investments with On-Premise to Drive Business Synergies
Smarter Commerce and Exceptional Web Experience	IBM Sterling Configurator (MCS)	IBM® Sterling Configurator: Maximize Advanced Configuration Modeling
Smarter Commerce and Exceptional Web Experience	IBM Sterling Order Management (MCS)	Optimizing Order Promising for Cross-Channel Demands in a Complex Supply Chain Network
Smarter Commerce and Exceptional Web Experience	IBM Sterling Selling Solutions	Scalability of Sterling Pricing and Promotion Engine







# Impact 2011 Summary

The Premier IBM Conference for Changing the Way Business & IT Leaders Work  
**Optimize for Growth. Deliver Results.**

- A compelling and insightful agenda for both the **Information Technology and Line of Business** attendees.
- **Forbes Business Leadership Forum** exclusively for Line of Business execs.
- Attendees can build their **customized agenda** and with several roadmap options by either technology suite, industry, product category or by role.
- Continued emphasis on **clients presenting to clients** - More than 300+ customer, analyst, and thought leader speakers available to share their insights and experience.
- Increased **focus on the Marketing Professional** and highlighting IBM's CMO Initiative at Impact.
- **Sterling Commerce** – event within the event!





# Sterling Commerce at Impact

- Sterling Commerce sessions in Forbes Business Forum
- Sterling Commerce sessions in Technology Program
- Sterling Commerce pedestals in Solutions Showcase Center
- Exclusive Sterling Commerce Luncheon
- Exclusive Sterling Commerce Customer Networking Lounge





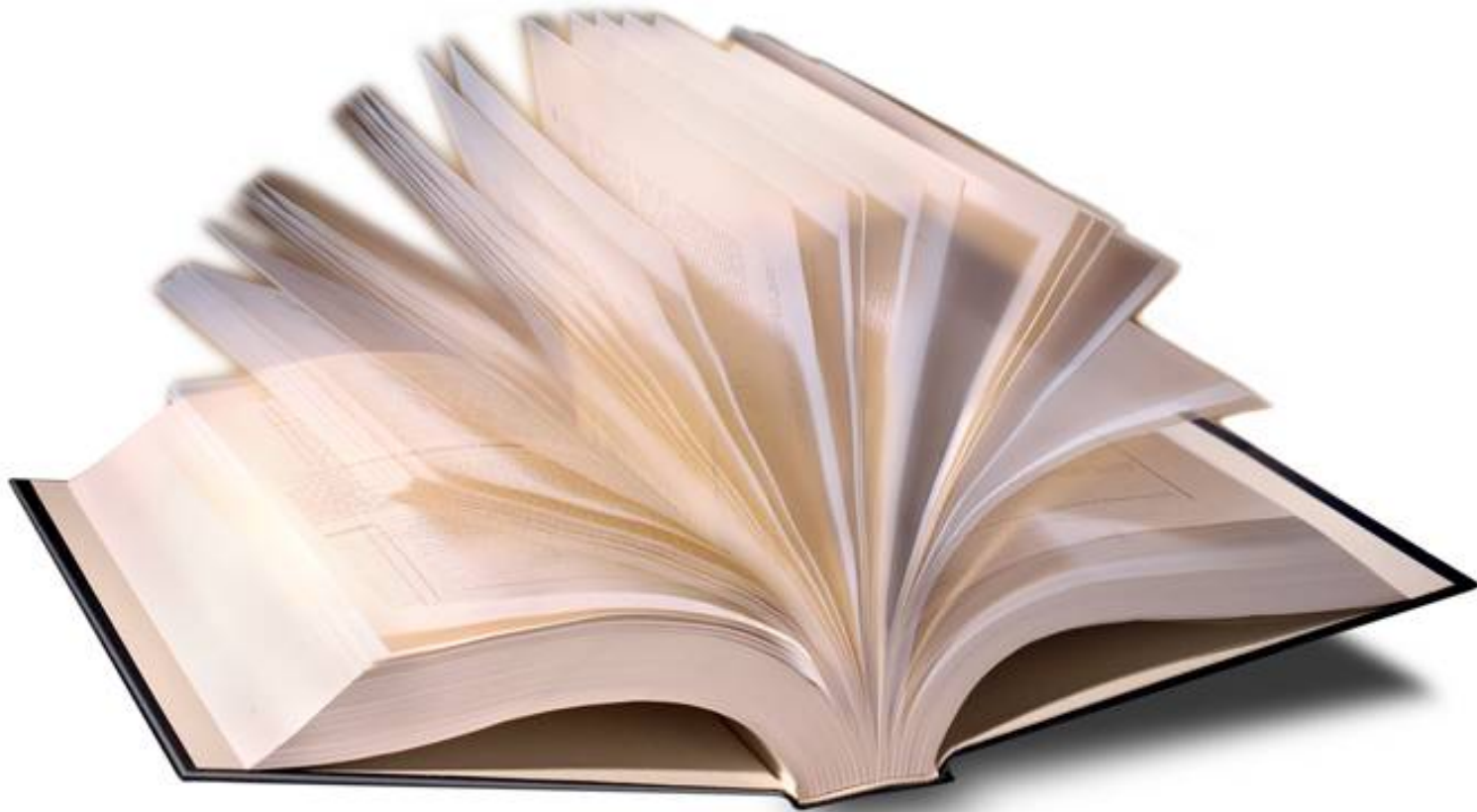
Joel Reed

Product Line Management Executive – B2B and Commerce

# STERLING COMMERCE AND IBM TOGETHER



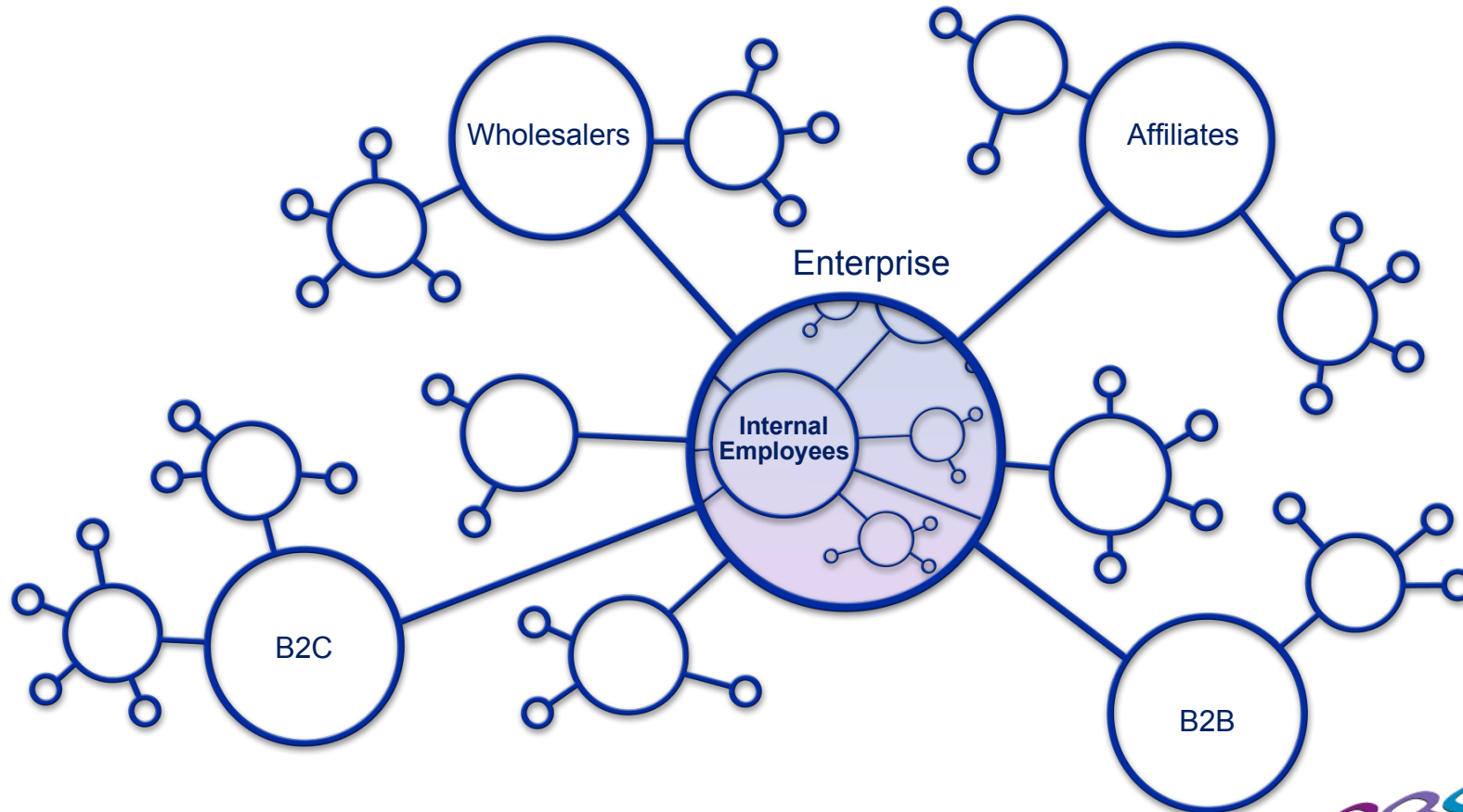
# A New Chapter, a New Beginning





# The Modern Enterprise is a Network of Complex Interactions

Together IBM and Sterling Commerce help clients manage complexity and improve agility with Industry leading technology and services for cross-channel commerce and integration across trading networks.



# IBM and Sterling Commerce Jointly Deliver Critical Integration Capabilities for Improving Business Agility



## ESB Messaging and Enrichment

delivers fast, flexible, and reliable access to business information



## B2B Integration and Community Management

enables seamless and secure integration of customers, partners, and suppliers



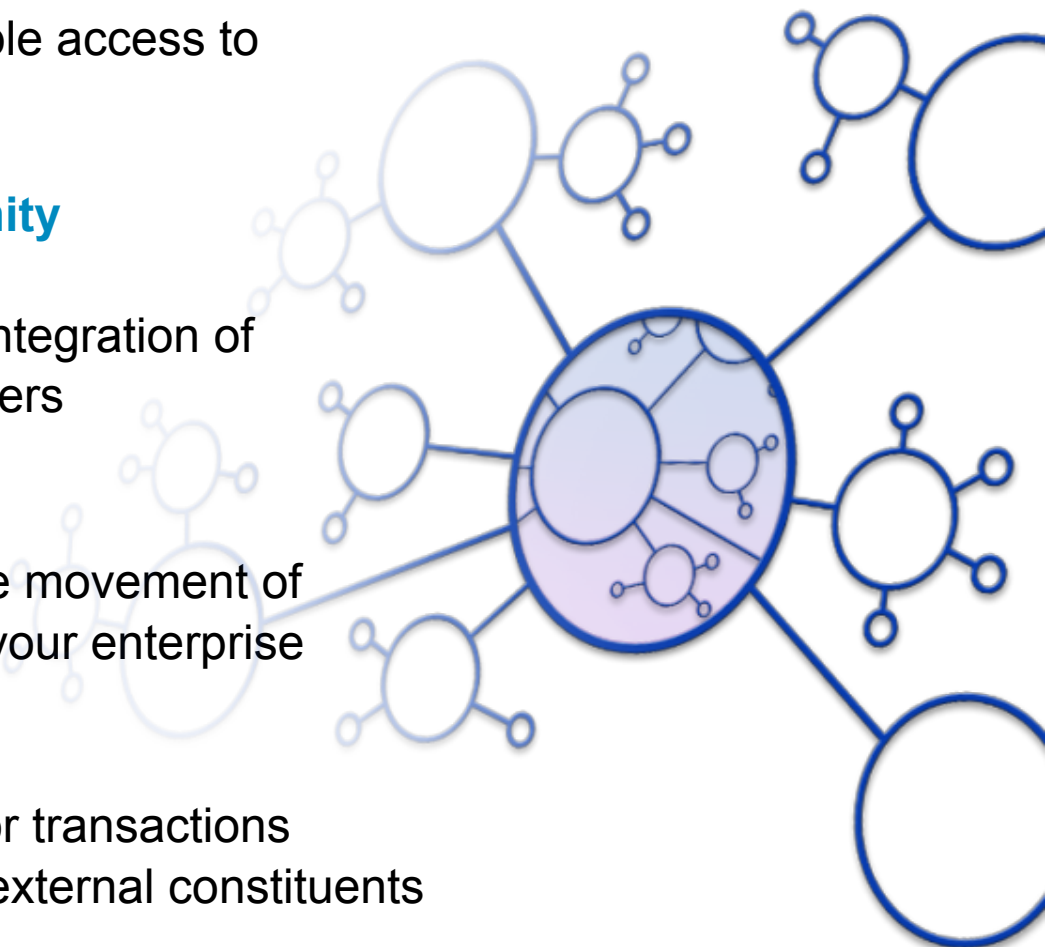
## Managed File Transfer

gain control and oversight of the movement of critical data within and beyond your enterprise



## Visibility & Governance

seamlessly manage and monitor transactions across internal operations and external constituents





# Sterling Commerce B2B Integration and MFT Solution Capabilities

- Collaboration Network of over 300,000 pre-connected trading entities supporting any data type, any data format
- Pre-defined process automation for critical business processes such as e-Invoicing and Payments
- Community management and self-service onboarding
- Secure, high volume file transfers and compliance
- Solutions for secure B2B communications and process automation





# With Sterling Commerce, IBM is Now the Leader in B2B Integration Solutions



*B2B Integration extends and compliments IBM's ESB portfolio for multi-enterprise integration*

**Sterling Integrator** will provide the foundation for IBM's B2B Integration Solutions

**The Sterling Collaboration Network** is strategic to IBM, leveraging the power of the network to provide differentiated B2B solutions

**Value-added Collaboration Network offerings** for trading partner community development, onboarding, and management







## With Sterling Commerce, IBM Now Offers Comprehensive Managed File Transfer Capabilities



*Addressing multiple use cases and scenarios for both internal and multi-enterprise file transfer*

**Sterling File Gateway** will continue to provide broad file transfer protocol support, management, and visibility

**Sterling Connect:Direct** provides peer-to-peer file transfer optimized for high-volume data delivery of files within and between enterprises

**WebSphere MQ FTE** delivers MQ-based file transfer, exploiting the underlying MQ transport protocol

**For comprehensive file transfer needs**, IBM intends to offer Sterling File Gateway as the central file transfer environment with “cartridges” for MQ FTE and Connect:Direct extensions





# IBM Provides Strong Visibility and Governance Capabilities



*Eliminate redundancies, promote reuse of existing services and ensure your services are secure, reliable and high quality*

**Manage** ESB and B2B messaging and services, no matter where

**Trust** existing services, accelerate reuse and cut costs

**Service** mission-critical services and documents with consistent policy enforcement

**Visibility** of transactions and key performance indicators (KPI's)





# Resulting in Business Value to Clients

IBM delivers agility by enabling dynamic business networks to integrate, interact, and execute across internal operations and extended value chains.

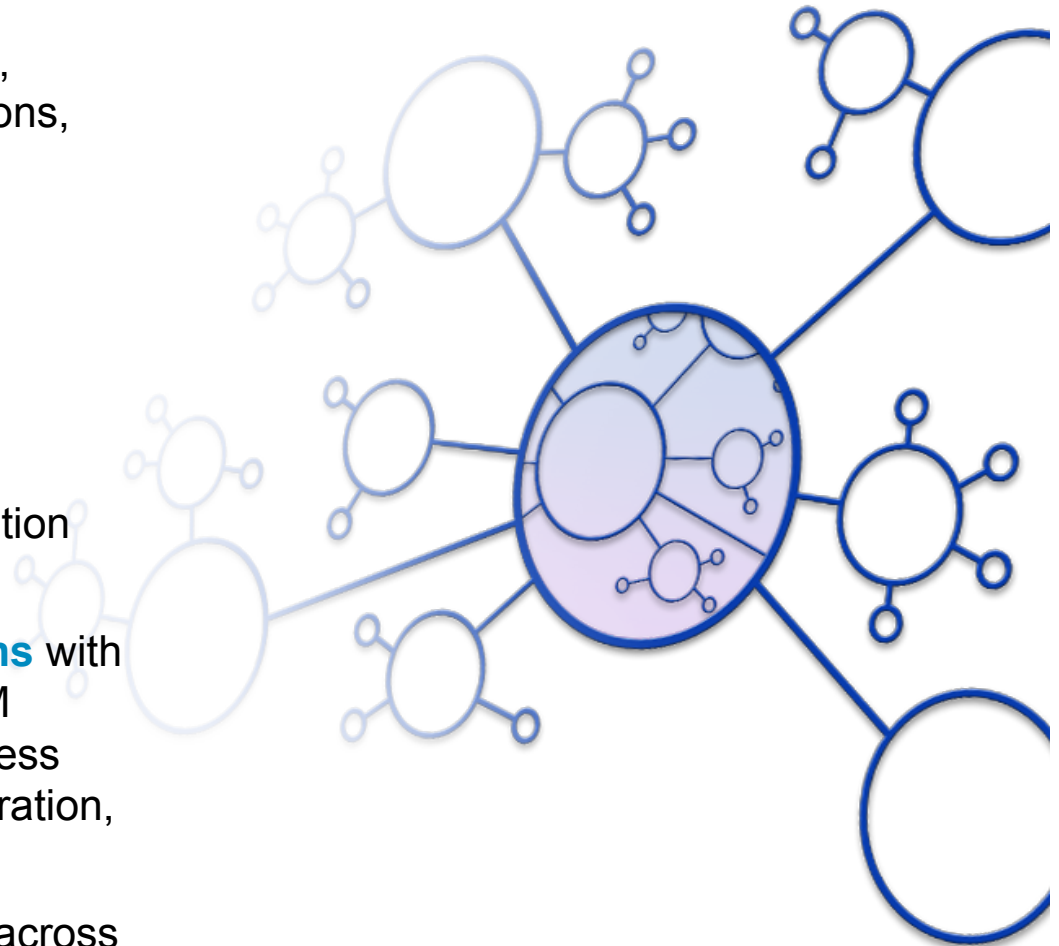
- ➔ ***Improve business agility*** through efficient communication across and extended management of trading partner communities
- ➔ ***Eliminate “blind spots” and improve business performance*** with real-time business transaction visibility and performance metrics
- ➔ ***Minimize business risk and protect your brand*** with consistent policy enforcement and compliance





# IBM and Sterling Commerce Connectivity and Integration Portfolio Opportunities

- **End-to-End Integration** with IBM ESB, Transformation and Governance solutions, and Sterling B2B Integration solutions
- **Multi-Enterprise Business Process Innovation & Visibility** with Sterling B2B Integration and IBM Business Process Management Solutions
- **Rapid integration with as-a-Service Applications** with Sterling B2B Integration solutions and IBM Cast Iron
- **Enhanced B2B as-a-Service Solutions** with Sterling Collaboration Network and IBM Business Process Management, Business Analytics, Social Networking & Collaboration, and Industry Solutions
- **Comprehensive MFT** with integration across IBM and Sterling Commerce File Transfer Solutions



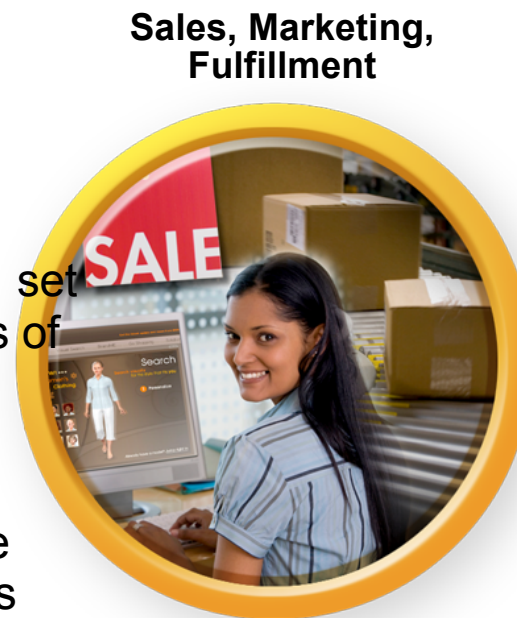


# Cross-Channel Commerce

**Improve** customer satisfaction and loyalty by enhancing the customer experience with seamless cross channel e-commerce

**Deliver** a rich customer and partner experience by extending a common set of business services across all points of interaction

**Effectively** manage orders across the extended enterprise and optimize complex order fulfillment and logistics processes



Sales, Marketing, Fulfillment

Supplier



Outlet

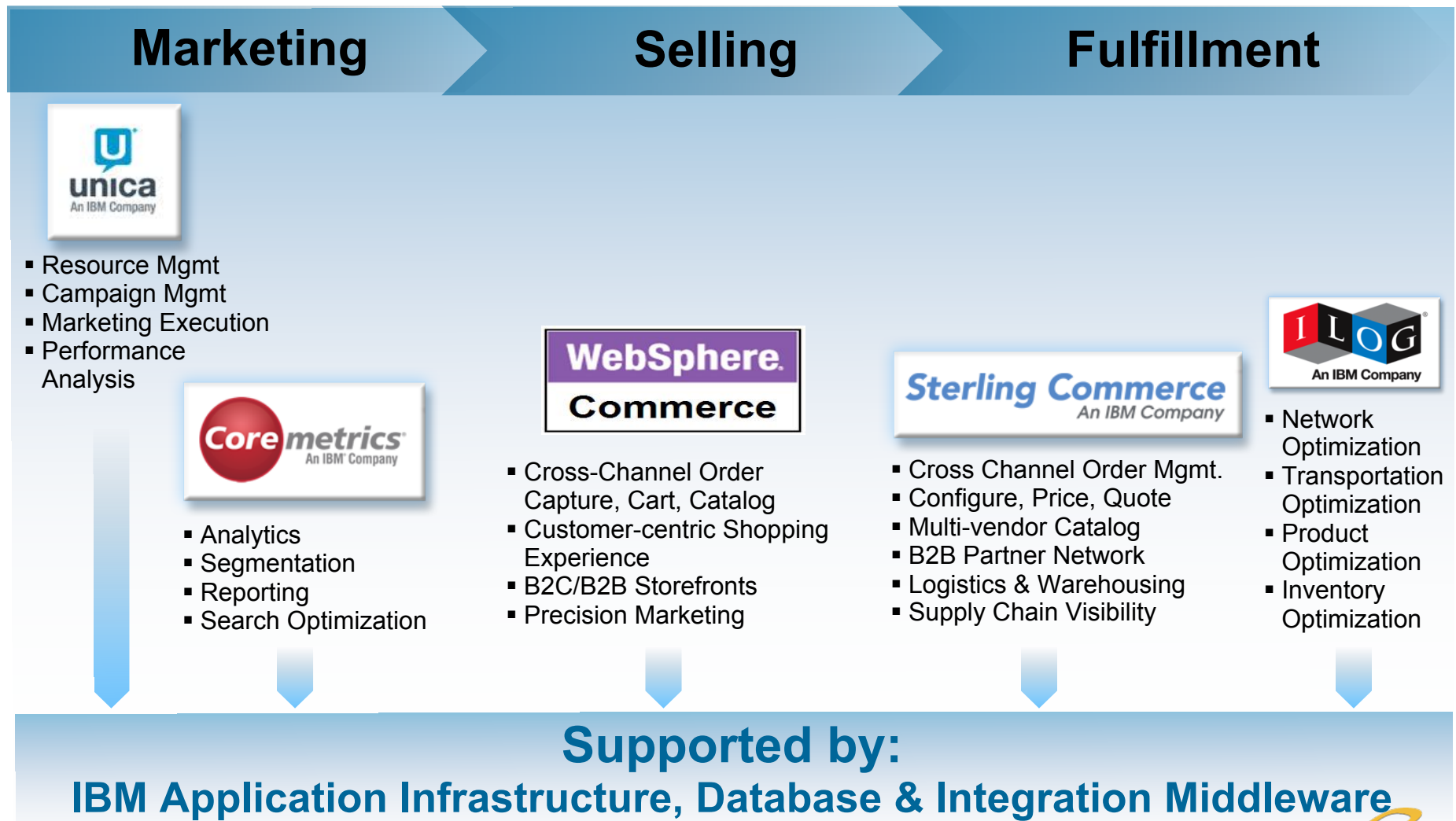


*Capabilities available in a variety of delivery models fit for purpose  
(on premises, as-a-service or hybrid)*





# IBM's Strategy is to Address Your Needs Across the Complete Marketing-to-Fulfillment Lifecycle





# Delivering a Best In Class Solution...

- True cross-channel customer enablement solution
- Market-leading distributed order management solution
- Market-leading e-commerce marketing and selling engine
- Market-leading web analytics and marketing optimization solution
- Leading end-to-end order visibility and execution across disparate systems, suppliers, and partners
- Targeted mobile extensions across the solution
- On-premise and as-a-Service software

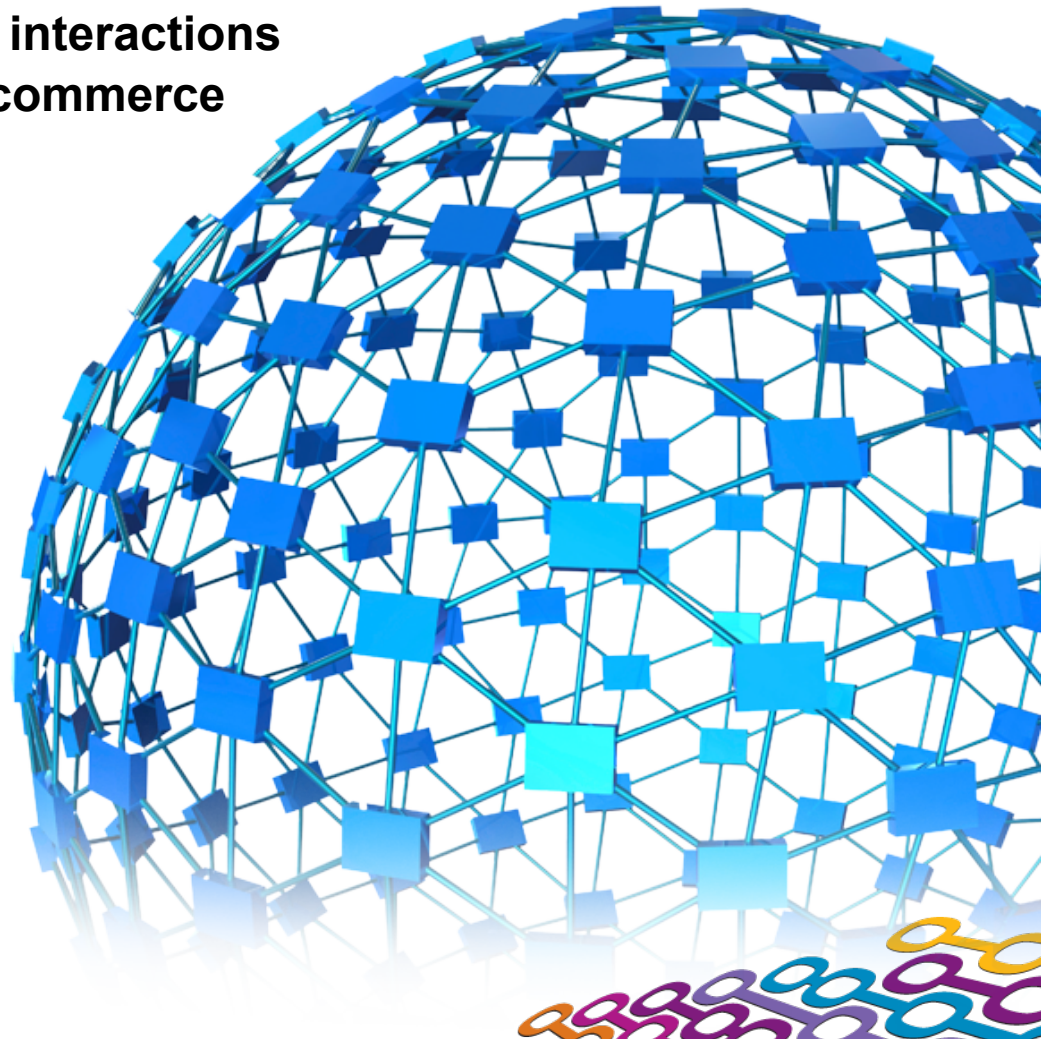
***All From IBM with Global Reach and Scale***





# Driving Customer Benefits

- ➔ **Improved Customer Experience**  
with more targeted marketing interactions  
and complete cross-channel commerce  
capabilities
- ➔ **Increased Supply Chain**  
Optimization fulfillment,  
greater visibility, and supply  
chain execution management
- ➔ **Faster Business Innovation**  
by leveraging an integrated  
SOA solution platform







## Come to Impact to...

- Become familiar with the broad B2B and Commerce portfolio
- Learn how Sterling fits within IBM's portfolio of software solutions
- Get updated on the Sterling product investments and direction
- Understand the opportunity to leverage other IBM solutions to gain more value from your Sterling investments
- Hear other customers like yourself describe how they are gaining real business value from solutions like yours
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