



Smarter Commerce

Creating Opportunities from Customer Experience

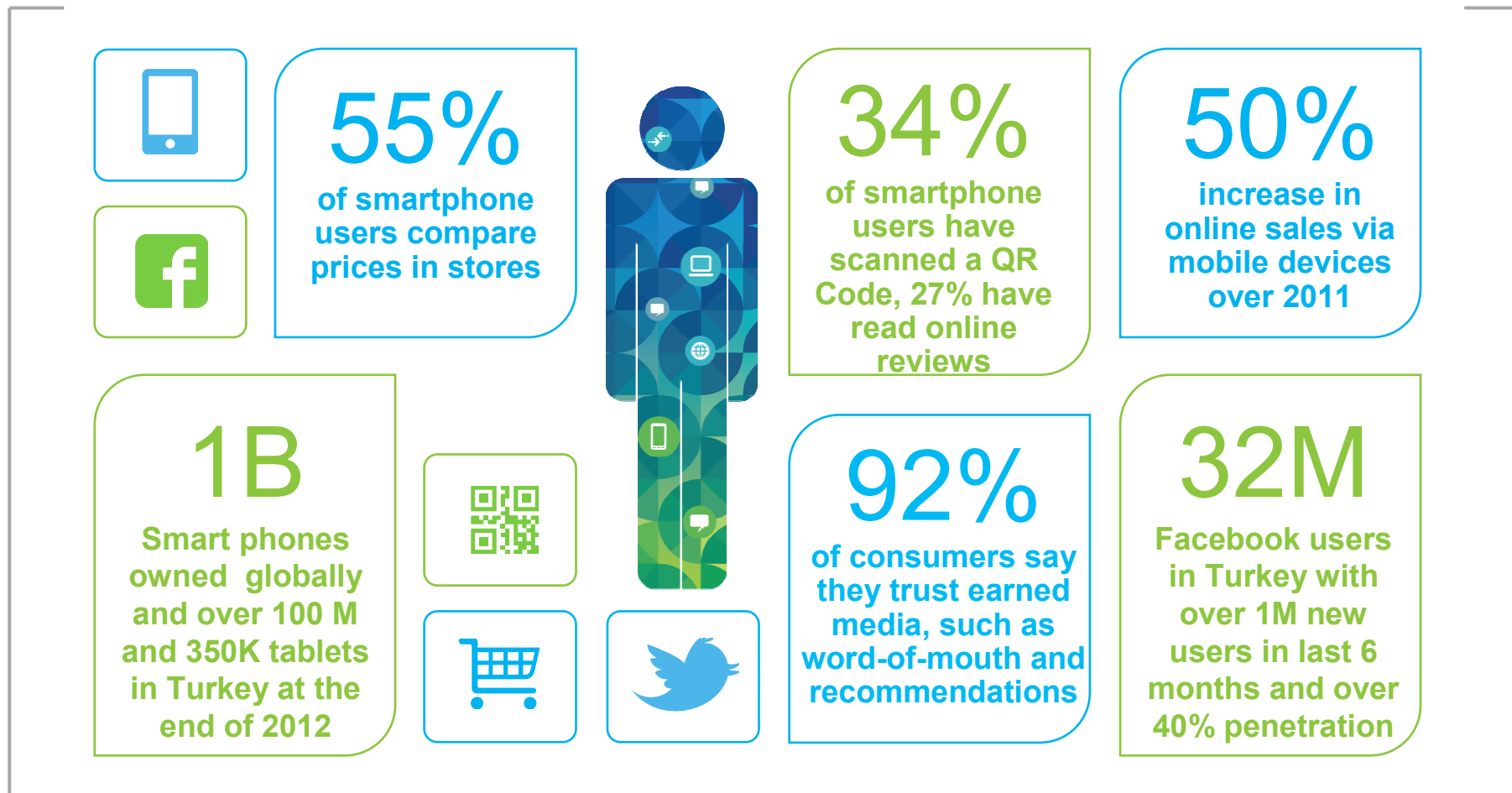
Jeff Paul

Vice President, Worldwide Smarter Commerce and Enterprise Marketing Solution Sales






Mobile and social are reshaping business





The State of Marketing 2013, IBM's Global Survey of Marketers



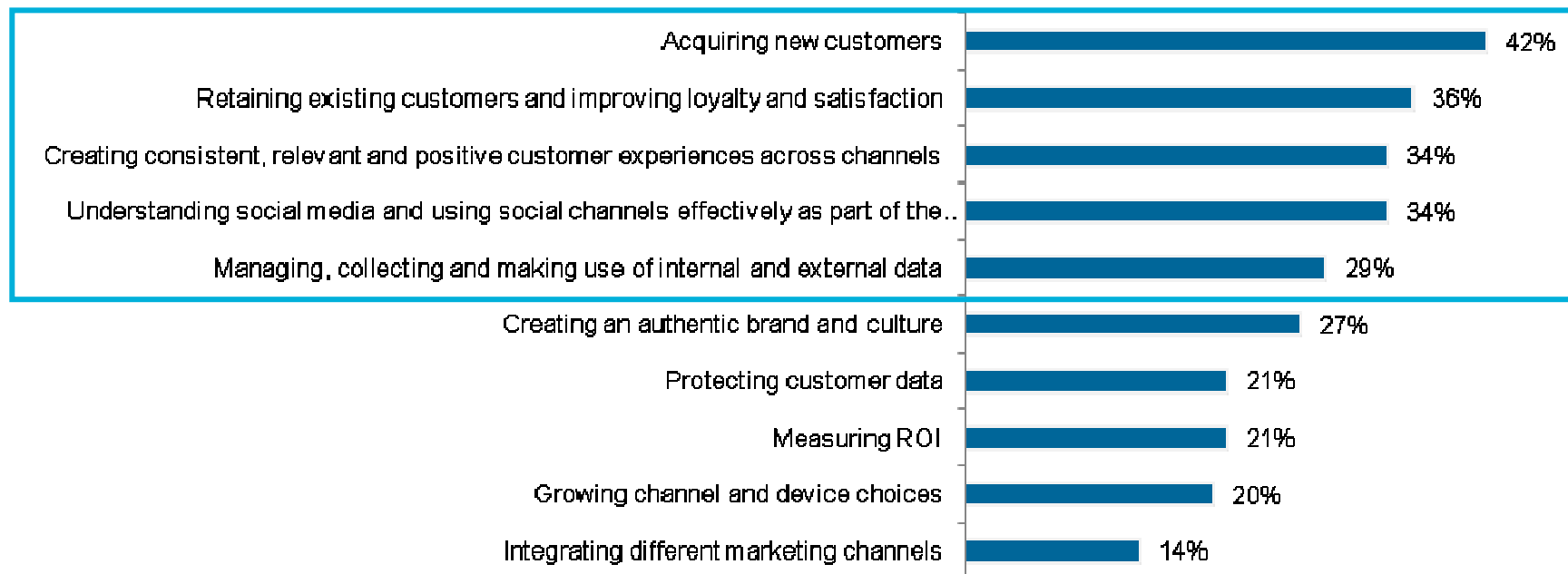
To learn more, we surveyed more than 500 marketing professionals worldwide, across more than fifteen industries, and found that...



Customer management and customer experience informed by and delivered through technology were top challenges

Figure: Top Three Marketing Challenges

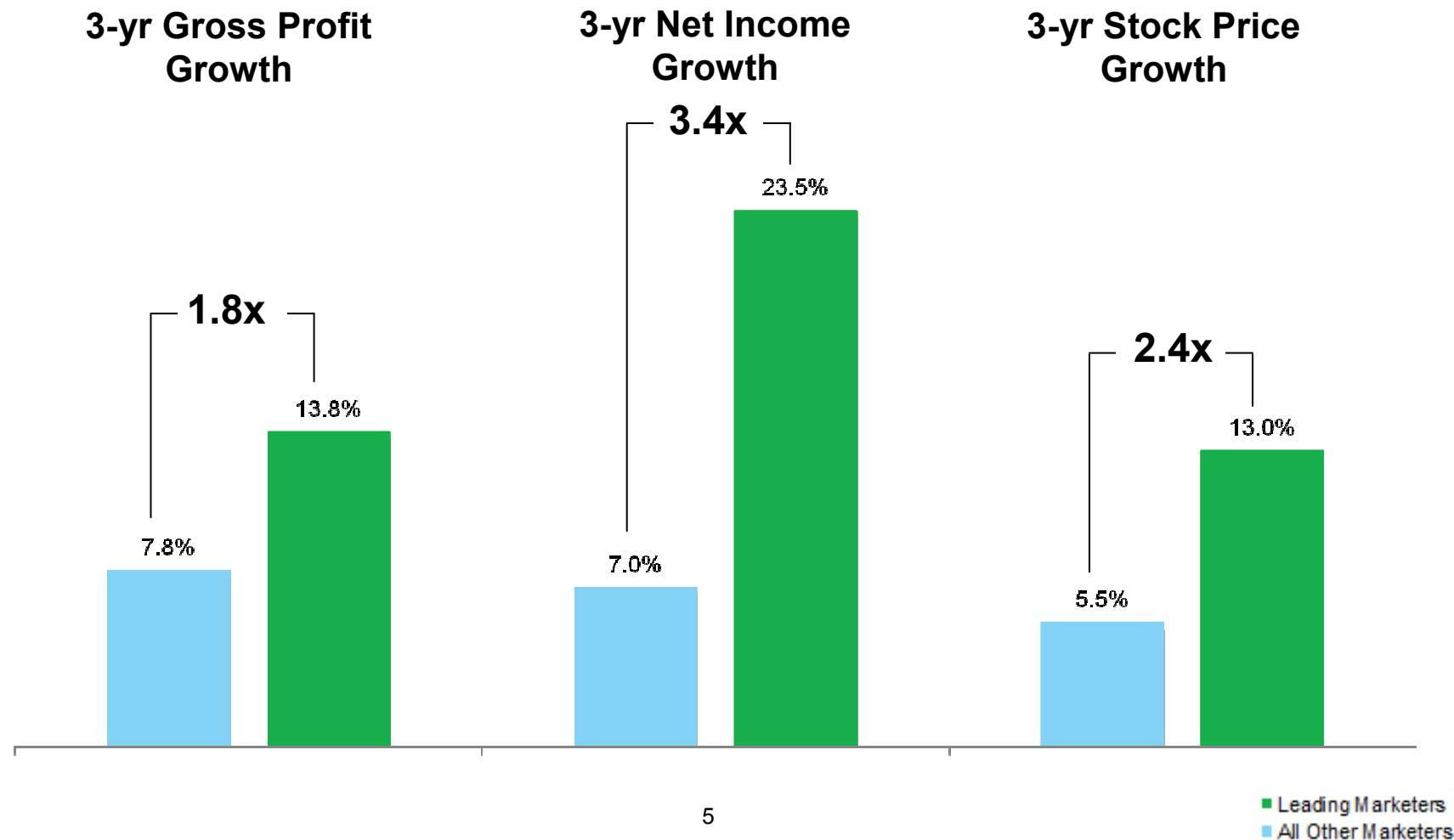
Q. What are the top marketing challenges your organizations faces? Please select three factors.

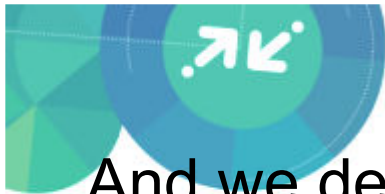


Base: All Marketers (n=512)

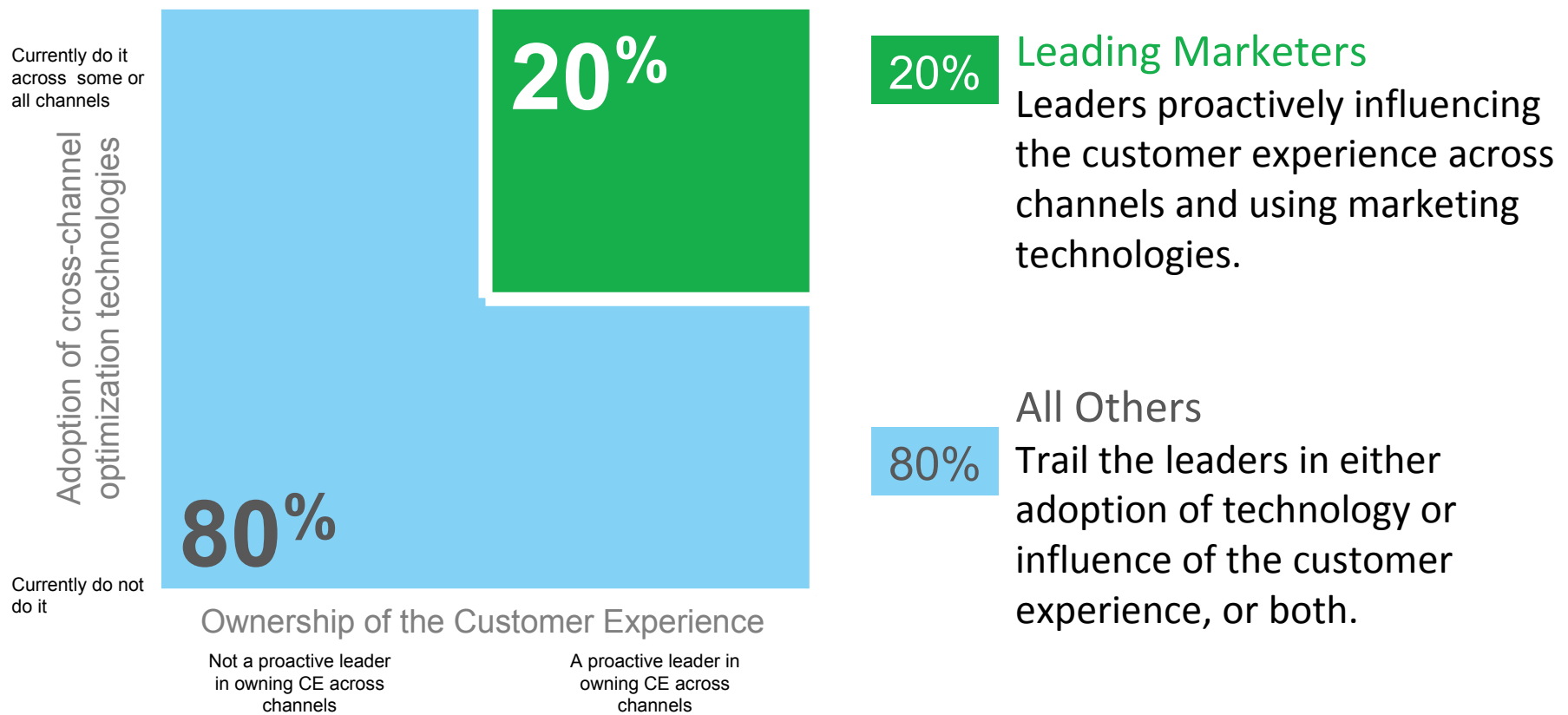


But there is a group of marketers who are doing better than others and belong to companies that financially outperform ...





And we define leading marketers by their influence of the customer experience and use of marketing technologies





Leaders are taking an integrated approach

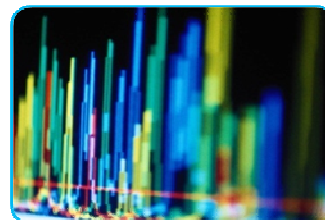
Puts the customer at the **center** of your commerce processes



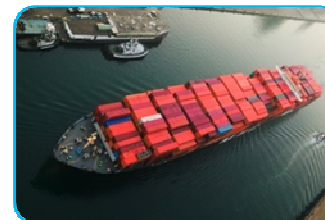
Anticipates and delivers across mobile and social



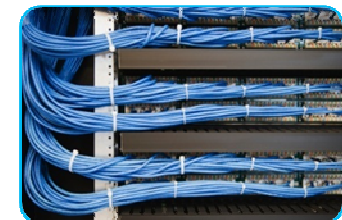
Applies deep insights to take **action** in real time



Optimizes purchasing based on demand



Extends core systems to **synchronize** your value chain





Engaged companies create systems of satisfaction with customers, partners and suppliers

Understand

Understand your customer and their intentions



Engage

Engage at the right time and place with the best action

Connect

Connect with your customers and your value chain



Are you ready?

Learn more about Smarter Commerce
www.ibm.com/smarterplanet/commerce

Learn more about [IBM Consulting and Services](#) to help you
get started on your Smarter Commerce journey

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TEŞEKKÜRLER

THANK YOU

