

Smarter Commerce Global Summit 2011



Redefining commerce in the age of the customer
September 19–21, 2011 | San Diego Marriott Marquis & Marina

Industry Exchanges: How Industries are Innovating to Meet Customer Expectations

Join the Industry Exchanges where we will highlight future and current commercial trends, priorities and topical issues impacting business today. This track will connect the Smarter Commerce pillars of Buy, Market and Sell/Service in the context of the **Communications, Financial Services, Manufacturing, and Retail** industries. Each industry will also have an interactive forum for attendees to discuss the hottest issues and challenges facing their industry.

Business Leadership Program

Communications Industry

Tuesday, 20 September 10:00 a.m. – 11:00 a.m.

Major Commercial Trends and Priorities in the Communications Industry

This session provides the “state of the union” for the communications industry, highlighting the latest trends, innovations, challenges, and opportunities facing service providers today. In addition, it provides insights into what’s ahead for service providers. Get a clear understanding of where focus should be directed to respond to today’s demands and prepare for tomorrow’s competitive requirements. **Speaker: Rob Rich, Telemanagement Forum Insights Research**
Location: Oceanside

Tuesday, 20 September 11:15 a.m. – 12:15 p.m.

Strategies and Approaches to Drive Market Differentiation in Communications

Customer experience within the Internet ecosystem is driving new expectations for access to information and buying processes anytime, anywhere. Modernizing the e-commerce experience is often the first step to providing a consistent buying experience to reach a cross-channel goal. Learn how T-Mobile USA invested in a modern e-commerce experience, what strategies were used, and what results were achieved. Walk away with understanding how this investment better positions T-Mobile to realize its cross-channel strategy and create an enhanced customer experience. **Speaker: Przemek Czarnecki, T-Mobile USA**
Location: Oceanside

Tuesday, 20 September 2:45 p.m. – 3:45 p.m.

Smarter Commerce in Communications

Learn how Smarter Commerce applies to the global communications industry and how Smarter Commerce solutions provide a holistic response to industry conditions that brings maximum advantage for service providers. This session looks at some of the key opportunities and at the advantages and benefits that can be gained from Smarter Commerce. **Speakers: John Konczal, IBM; Larry Hargrove, IBM**
Location: Oceanside

Tuesday, 20 September 4:15 p.m. – 5:15 p.m.

Communications Customer Industry Forum

An interactive forum for service providers to discuss the hottest issues and challenges facing them today and those that can be expected in the future. Learn the strategies that others are deploying to remove impediments and take

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advantage of key opportunities, and take home creative approaches for addressing some of your most vexing challenges. **Speaker: Rob Rich, Telemangement Forum**

Insights Research

Location: Oceanside

Financial Services Industry

Tuesday, 20 September 11:15 a.m. – 12:15 p.m.

Promoting the Right Services to the Right Customers

Marketing today requires a better understanding of customers' behaviors. For financial services organizations, having more ways to communicate with customers is a good thing. The social media explosion, however, makes it harder for them to figure out where and how to most profitably commit their marketing resources. Leading organizations are combining a granular understanding of the needs of customer segments with real P&L data to optimize their marketing spend. In this session, learn how financial services companies are maximizing their return on marketing investment, through new market analysis techniques.

Location: Pacific

Tuesday, 20 September 1:30 p.m. – 2:30 p.m.

Financial Services Trends in the Age of the Empowered Customer

Financial services organizations are facing the challenge of evolving their commercial practices and capabilities to live up to customer demands while meeting regulatory and industry mandates. They need to optimize internal processes throughout their enterprise to reduce cost, improve operations, and deliver on emerging internal stakeholder expectations. But they must also optimize the e-commerce inter-operability of those processes with the diverse and evolving channel preferences of millions of customers. This session will illuminate key trends and customer priorities, firstly from the industry perspective and secondly from the IBM perspective gained through customer engagements. **Speakers: Rodney Nelsestuen,**

TowerGroup; Barry Powers, IBM

Location: Pacific

Tuesday, 20 September 2:45 p.m. – 3:45 p.m.

Smarter Commerce in Financial Services

How do the 'pillars' of Buy, Market, Sell and Service apply to the global financial services industry? And, how do those pillars connect to provide a holistic response that brings maximum advantage from Smarter Commerce –

both within financial enterprises and in the relationships between financial enterprises and their diverse customer communities? This session looks at some of the key opportunities, and at the advantages and benefits that can be gained. **Speakers: John C. Armstrong, IBM; Barry Powers, IBM**

Location: Pacific

Tuesday, 20 September 4:15 p.m. – 5:15 p.m.

Financial Services: Customer Industry Forum on Smarter Commerce Challenges

Given the challenges facing every facet of the financial services industry, and recognizing the interactions of the presenters and delegates at this conference, this will be an interactive session for Summit attendees to discuss the hottest "Smarter Commerce" issues and challenges facing their institutions. **Speakers: Barry Powers, IBM; Rodney Nelsestuen, TowerGroup**

Location: Pacific

Manufacturing Industry

Tuesday, 20 September 10:00 a.m. – 11:00 a.m.

Major Commercial Trends and Priorities in the Manufacturing Industry

This session looks at how the landscape of commerce is changing for manufacturers. These changes are being driven largely by end consumers, but the impact is being felt upstream by all manufacturers. You will hear the perspective of a respected third-party analyst on key trends and challenges, as well as IBM's perspective on how these trends have engendered the need for what we call Smarter Commerce. **Speakers: Karen Butner, IBM; Simon Ellis,**

IDC Manufacturing Insights

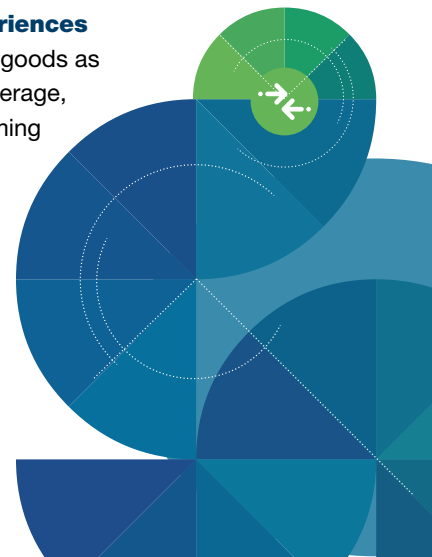
Location: Rancho Santa Fe 3

Tuesday, 20 September 11:15 a.m. – 12:15 p.m.

How Consumer-Centric Manufacturers are Delivering Better Brand Experiences

Manufacturers of such consumer goods as consumer electronics, food & beverage, appliances, etc. are rapidly becoming aware that they need to forge a much deeper connection with their end customers – not the retailers or distributors, but the end consumer. In this session, you will learn what leading consumer-based

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manufacturers are doing to gain deeper insights into their customers behaviors – what they are looking for, where they are looking, what they are saying, etc. You will hear how they are turning these insights into highly personalized online ads, offers and follow-on interactions that translate into higher conversion rates and more loyal customers.

Speakers: Richard Douglass, IBM; Todd Simon, ElKay Manufacturing Company; Rajesh Rao, IBM
Location: Marriott 2

Tuesday, 20 September 2:45 p.m. – 3:45 p.m. **Smarter Commerce in Manufacturing**

How do the ‘pillars’ of Buy, Market, Sell and Service apply to the global manufacturing industry? And, how do these pillars connect to provide a holistic response that brings maximum advantage from Smarter Commerce – both inside sector enterprises and outside in the relationships between those enterprises and their supply chains and distribution channels? This session looks at some of the key opportunities, and at the advantages and benefits that can be gained. **Speakers: Richard Douglass, IBM; Tom Osterday, IBM; Remzi Ural, IBM**

Location: Rancho Santa Fe 2

Tuesday, 20 September 4:15 p.m. – 5:15 p.m. **Manufacturing Customer Industry Forum**

Interactive sessions for attendees to discuss the hottest issues and challenges facing the Manufacturing industry. **Speakers: Tom Osterday, IBM; Remzi Ural, IBM; Richard Douglass, IBM**

Location: Marriott 6

Retail Industry

Tuesday, 20 September 10:00 a.m. – 11:00 a.m. **Major Trends and priorities in the Retail Industry**

This session provides the “state of the union” for Retail, highlighting the latest trends, innovations, challenges, and opportunities facing retailers today. In addition, it provides insights into what’s ahead for retailers. Get a clear understanding of where focus should be directed to respond to today’s demands and prepare for tomorrow’s competitive requirements. **Speakers: Brian Kilcourse, Retail Systems Research; Jill Puleri, IBM**

Location: Torrey Pines 2

Tuesday, 20 September 11:15 a.m. – 12:15 p.m. **Delivering a Competitively Differentiated Brand Experience in Retail**

Consumer expectations for a differentiated retail experience are escalating. Innovations in store, Web, mobile, call center, and other sales channels are redefining the game. Meanwhile, social media, channel-within-a-channel, and other dynamics are changing the rules almost daily. Interactions and communication with customers must be timely, contextual, and pertinent to the customer’s world in order to create a more personal brand experience across all touch points. The meaning of the phrase “differentiated brand experience” is evolving at an ever-increasing rate. Those retailers who are unaware of where it will likely go and how they will respond to it are in danger of being left on the sidelines watching the parade go by. Join us for a lively discussion of evolving consumer expectations, retailer innovations, and the future of the shopping experience.

Speakers: Craig Stevenson, IBM; Joe Skroupa, RIS News; Tadd Wilson, IBM; Jay Henderson, IBM; Brian Kilcourse, Retail Systems Research

Location: Rancho Santa Fe 3

Tuesday, 20 September 2:45 p.m. – 3:45 p.m. **Smarter Commerce in Retail**

How do the Smarter Commerce “pillars” of Buy, Market, Sell and Service apply to the global retail industry? And, how do they connect to provide a holistic response that delivers maximum advantage from Smarter Commerce – whether customer facing, supply facing, or internal operations? How can Smarter Commerce elevate customer centricity to “brand intimacy” and apply technology to operationalize it and drive increased efficiencies? This session highlights key opportunities and the positive impact that can be realized by seizing them. **Speaker: Craig Stevenson, IBM**

Location: Torrey Pines 2

Tuesday, 20 September 4:15 p.m. – 5:15 p.m. **Retail Customer Industry Forum**

An interactive forum for retailers to discuss the hottest issues and challenges facing them today and those that can be expected in the future. Learn the strategies that others are deploying to remove impediments and take advantage of key opportunities, and take home creative approaches for addressing some of your most vexing challenges. **Speaker: John Stelzer, IBM**

Location: Marriott 2

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