

# Smarter Commerce Global Summit 2011



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

## Market: Innovations in Marketing

Today's most effective marketers use technology to bring "science" to the "art" of marketing, and IBM is now the leading provider of marketing technology. Attendees of this track will be exposed to many of these cutting edge technologies, with a variety of sessions ranging from product-specific presentations to how-to sessions to insightful predictions of the future from IBM's brightest technology thought leaders.

### Solution Leadership Program

**Monday, 19 September 2:45 p.m. – 3:45 p.m.**

#### **Social Media Analytics – Why it's Not About How Often You Tweet**

The sheer volume of customer data collected today can pose challenges to organizations looking to understand key triggers of their customers' purchasing cycle. Learn how to apply critical business analytics to your customer data to derive insight about customer segments and behavior to fuel organic growth through improved retention and cross-sell and up-sell opportunities; create a single view of the customer to provide a smooth and relevant cross-channel customer experience; put trusted information in the hands of frontline employees to improve productivity and customer service; and, employ information to enhance the customer experience across channels. **Speaker: Mark Heid, IBM**

Level: Intermediate

**Location: Rancho Santa Fe 2**

**Monday, 19 September 2:45 p.m. – 3:45 p.m.**

#### **Beyond Buzzwords: Empowering Business to Create Exceptional Web Experiences**

NRF 2011 emphasized that the Customer Experience is no longer just a buzzword. It is fundamental to your success in today's retail environment. With multiple new and evolving technologies in the spotlight all focused on enhancing the customers' overall experience with your store and your brand, media teams and technology experts are no longer required to implement solutions. This session highlights new ways of combining WebSphere Commerce (WC) and IBM Web Content Manager (WCM). The core benefits of the combined solution equip you to streamline the ways that you promote products, offers, and marketing content through your Web site. This session shows how WCM allows business users to reap the benefits of rapid content creation through reusable components.

**Speaker: Brian L. Cheng, IBM**

Level: Beginner

**Location: Oceanside**

**Monday, 19 September 2:45 p.m. – 3:45 p.m.**

#### **See Enterprise Marketing Management (EMM) in Action**

You've heard all about Enterprise Marketing Management. Now come see it. In this session, attendees will see a live demo of IBM's EMM offerings.

**Speakers: Brian Tomz, IBM; Vanessa L. Melaragno, IBM**

Level: Beginner

**Location: Marriott 2**

Register: [www.ibm.com/events/commercesummit](http://www.ibm.com/events/commercesummit)

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## Market: Innovations in Marketing

**Monday, 19 September 4:15 p.m. – 5:15 p.m.**

### **How WebSphere Commerce Facilitates Social Commerce**

This session will cover key social commerce trends and how they impact the brand and the e-commerce landscape. Then we'll discuss IBM WebSphere Commerce's social strategy and product capabilities that help to extend the brand experience outside of your website and offer best practices to leverage social networks like Facebook to drive traffic and improve conversion. And we'll end with a look at how 1-800-Flowers leverages WebSphere Commerce's Social Commerce features. **Speakers: Srin Ranganwamy, IBM; Christopher Barca, 1-800-FLOWERS.COM**

Level: Beginner

**Location: Marriott 5**

**Monday, 19 September 4:15 p.m. – 5:15 p.m.**

### **Optimizing Online Marketing with Multichannel Analytics**

Do you believe your current approach to marketing is ineffective? Or that explosion of media and mobile channels has dissolved the mass media audience? We'll share with you how IBM Customer Experience Suite's Web Portal Services and Enterprise Marketing Management technologies from Coremetrics and Unica together help Marketing Organizations and Lines of Business deploy marketing initiatives, measure effectiveness, and achieve business goals utilizing the web, social, and mobile channels. How marketers are investing in IBM technologies to deliver Customer Experience Initiatives for both online and multichannels. You'll also get an insight to some of IBM's future plans of providing you a single Marketing Solution Platform with technologies from Coremetrics, Unica, and SPSS. **Speaker: Krishnan Hariharan, IBM**

Level: Intermediate

**Location: Pacific**

**Wednesday, 21 September 10:30 a.m. – 11:30 a.m.**

### **Where are IBM's Marketing Technology Solutions Headed?**

We're just at the beginning of exciting changes to come to the marketplace for marketing technologies. Today, these technologies focus on digital and cross-channel customer interaction management. Tomorrow, they will aid an enterprise's entire marketing program across all media. In this session, hear a view of the future from one of IBM's leading marketing technology thought leaders.

**Speaker: Elana Anderson, IBM**

Level: Beginner

**Location: Rancho Santa Fe 3**

**Wednesday, 21 September 11:45 a.m. – 12:45 p.m.**

### **Ten Ways Technology Can Improve Your Marketing Today**

Excited by the "big picture" and visionary depictions of the future, but uncertain about how to get started? Come hear how IBM's marketing technology offerings can improve your marketing efforts TODAY. In this session, one of IBM's key product leaders gives his top ten list of the most impactful capabilities in the IBM marketing technology product line, and how exactly they can make you a better marketer.

**Speaker: John Squire, IBM**

Level: Beginner

**Location: Oceanside**

**Wednesday, 21 September 3:00 p.m. – 4:00 p.m.**

### **Leveraging WebSphere Commerce for Search Engine Optimization (SEO)**

Are your products and site content scoring good grades from Search Engines? Come to this session to learn about the new SEO enhancements and tools in WebSphere Commerce that will help you to improve search engine rankings. We'll then share how Praxair has implemented SEO to improve site performance.

**Speakers: Srin Ranganwamy, IBM; Walfrey Ng, IBM Canada; Jakob Janzon, Praxair, Inc.**

Level: Beginner

**Location: Marriott 5**

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# Smarter Commerce Global Summit 2011

## Market: Innovations in Marketing

**Wednesday, 21 September 3:00 p.m. – 4:00 p.m.**

### **How Enterprise Marketing Management Fits into the Broader IBM Portfolio**

Marketing organizations can improve marketing effectiveness and profitability by combining Unica's marketing suite with other IBM technologies such as information management, ILOG, Lombardi, SPSS, Cognos, Netezza, Industry Data Models, ETL, data management, Northstar customer experience management, and others. This innovative approach helps better identify, attract and retain highly profitable customers, while streamlining and optimizing marketing efforts. In this session, hear how the entire IBM technology ecosystem can work together to help marketers. **Speaker: Jay Henderson, IBM**

Level: Beginner

**Location: Rancho Santa Fe 3**

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