

SmarterCommerce Global Summit 2011

September 19–21 San Diego, CA
Redefining commerce in the age of the customer.



Buy: Innovations in Supply Chain Strategy

Business Leadership

Solution Leadership

Executive Education: Leading & Innovating a Social & Digital Frontier

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Sell & Service: Innovations in Customer Centric Selling and Service

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Buy: Innovations in Supply Chain Strategy

Business Leadership

Track Title	Speaker	Session Number
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Supply Chain Collaboration: SunTrust's Experience With IBM

John Thompson, SunTrust Inc.; Patricia M. Spugani, IBM

2942

SunTrust and IBM will describe how they collaborated to create a smarter commerce relationship through B2B Integration of the bank's "Source to Pay" processes, focusing on the contract management of goods and complex services purchased from IBM. Taking an innovative approach to online commerce led to increased efficiencies in SunTrust's purchasing process, improved responsiveness of the delivery of IBM services, and created a stronger buyer/supplier relationship. As a supply chain executive, you will gain insight on the challenges, opportunities, and benefits from transforming your Source to Pay processes with strategic suppliers.

Supply Chain Strategies: Focusing on Risk Management and Sustainability

Dr. Simon Croom, University of San Diego

2953

Major pressures from across the global business environment are increasing input costs and raising concerns for supply continuity and security. In response, companies must realign their supply chain operations, which include restructuring the supply chain network and working closer with suppliers and third parties. Hear Dr. Croom, Supply Chain Professor at University of San Diego, discuss how these changes will improve the efficiency, resiliency, and sustainability of your supply chain operations.

Improve Innovation and Profitability with Supply Chain Segmentation

Simon Ellis, IDC Manufacturing Insights

2954

Globalization, Internet direct sales, and new technologies have opened a whole new world of possibilities for consumers and businesses in their purchase decisions. These complexities challenge the "one-size-fits-all" supply chain philosophy for companies. In this session, better understand how aligning your supply chain to customer characteristics enhances how you meet the requirements of all your customers.

Driving Successful Customer-Centric Commerce

Jeff Woods, Gartner Research

2956

Learn more about an emerging approach that transforms the speed in which enterprises manage and adapt their value chain processes, putting the customer at the center of decisions and actions. It doesn't mean you have to rip and replace your systems. Instead, you need layers of systems that respond to change at different paces, what Gartner calls Pace Layering. It drives new levels of company differentiation leading to greater customer loyalty, revenue / margin growth, and agility.

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Buy: Innovations in Supply Chain Strategy

Business Leadership (Continued)

Track Title	Speaker	Session Number
Using Optimization to Close the Gap Between Planning and Execution	Michael Watson, IBM	2958
<p>In today's world of instant business and connected customers, companies need a strategy that allows them to optimize the complete commerce lifecycle across both the buy side and sell side of their business while collaborating with suppliers, partners, and customers. We will discuss how companies are using technologies like S&OP in conjunction with Distributed Commerce Hubs to optimize supply chain performance in the face of volatility.</p>		
Harnessing Disruptive Technologies for Supply Chain Excellence	Ray Wang, Constellation Research	2955
<p>Hear the latest developments in new technologies and practices impacting and benefiting supply chain operations. Gain a broader understanding of cloud computing, mobility, social supply chains, optimization and where to focus to better support your total supply chain.</p>		
Global Visibility: Better Tracking of Shipments, Orders and Inventory	Gregory A. Linder, True Value Co.	3014
<p>A wide range of visibility issues will be examined—from creating better visibility among trading partners to implementing state-of-the-art approaches that incorporate best practices with leading-edge technology. Hear how True Value transformed its supply chain organization by using enhanced visibility to closely track inbound and outbound supply chain processes. This resulted in reduced lead times, increased fill rates and fewer backorders.</p>		

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Buy: Innovations in Supply Chain Strategy

Solution Leadership

Track Title	Speaker	Session Number
<p>B2B Services and the Cloud: Where does it Fit?</p> <p>How will the B2B Services platform evolve in light of the emergence of cloud computing? Is a B2B Service a Cloud? In this session, we address the evolving platform capabilities of a B2B Services environment and specifically address how this evolution affects Smarter Commerce.</p>	Jim Hendrickson, IBM	2864
<p>Tailoring Process Solutions with Web Services</p> <p>Leveraging the network effect of B2B Services, clients can now tailor process solutions with web services to enhance their ability to coordinate their business. Join us as we provide several client scenarios where the combination of traditional transaction services and web services have enabled process coordination.</p>	Jim Hendrickson, IBM	2865
<p>Building a Community of Suppliers and Carriers to Collaborate in the Cloud</p> <p>Suppliers play a key role in your supply chain. Suppliers that don't follow your vendor compliance guidelines can increase your shipping and handling costs and delay the movement of goods in your supply chain. Join us as we discuss best practices for communicating and collaborating with your suppliers and learn how the data you communicate can help improve vendor compliance and performance.</p>	Ronan O'Donovan, IBM	2851
<p>The Revitalization of Cloud-Based Vendor Managed Inventory</p> <p>Over the past 15 years, Vendor Managed Inventory has evolved to become the most reliable, successful and highly adopted collaborative business process in the consumer products and grocery industries. Supply chain benefits include inventory reductions, enhanced promotions management, improved service levels and increased sales. Join this session to hear more about how IBM clients are benefiting from VMI in the cloud.</p>	Scott Neufarth, IBM	2857
<p>Inventory Target Setting in a Multi-echelon/Enterprise Supply Chain</p> <p>Closed-Loop Dynamic Inventory Optimization is a core process that regularly tunes policies across the supply chain to keep inventory closely aligned with changing conditions. Join us to understand how IBM customers are using ILOG Inventory and Product Flow Analyst (IPFA) to ensure that the right products are positioned in front of the right customers at the right time. Understand how IPFA has been easily integrated with internal ERP data and planning workflows.</p>	Ronan O'Donovan, IBM	2859

Buy: Innovations in Supply Chain Strategy

Solution Leadership (Continued)

Track Title	Speaker	Session Number
<p>How a Major Retailer Solved the Replenishment Challenge</p> <p>Does your warehouse replenishment process still suffer out-of-stock situations, or have you solved the problem by carrying more inventory than is optimal? Learn how a major retailer implemented a new warehouse replenishment system which reduced out-of-stocks and reduced safety stock. It does so by taking demand signals and global inventory visibility, calculating optimal order dates for products and creating a replenishment plan that responds to real-time market pressures. Hear from industry experts how you can take these optimization capabilities and apply them to your inventory and replenishment strategies.</p>	Alain Chabrier, IBM	2861
<p>Dynamically Manage Store Level Inventory</p> <p>Seventy percent of buying decisions are still made in the store. So, it's critical to manage store inventory balances to ensure products, especially promotional items, are available when and where customers want them. Learn how IBM's Dynamic Store Merchandising system matches supply and demand within the store to increase store profitability.</p>	Jeff Hawkins, IBM	2858
<p>How One Aerospace Manufacturer Solved the Production Scheduling Problem</p> <p>Every company believes they face complex problems – but some are more complex than others! Learn about the extremely complex world of coordinating aircraft assembly to meet customer delivery dates, while managing constraints of capital costs, sub-contractor deliveries and skilled resources.</p>	Claude Fornarino, IBM	2863
<p>Automate Trade Fund Processes to Increase Revenues and Cut Costs 25%</p> <p>Learn how IBM is helping retailers automate core business processes including those around the planning and reconciliation of trade agreements, rebates and allowances. We'll demonstrate a solution that enables seamless interaction with your numerous vendors to automate this process allowing retailers to gain visibility into required information, track and analyze program effectiveness and position for improved success in future trade fund negotiations. Learn how you can cut costs by up to 25% through automation of this complex and important business process.</p>	Joanne MacDonald, IBM; Bruno Trimouille, IBM	2785
<p>Optimized Production Capacity Planning in S&OP</p> <p>The efficient utilization of the manufacturing resources in S&OP has a direct impact on the sales targets and service levels. However, this task can be challenging in a complex manufacturing environment. In this session we will talk about how IBM ILOG LogicNet Plus XE can periodically develop the manufacturing and supply plan while taking into account the financial aspects and resource restrictions.</p>	Orkan Akcan, IBM	2853

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Buy: Innovations in Supply Chain Strategy

Solution Leadership (Continued)

Track Title	Speaker	Session Number
<p>Network Inventory Management</p> <p>As supply chains grow in complexity with more stocking locations, the need to have visibility in order to optimize inventory across the network becomes important. You could be losing sales in one region due to stock-outs while the same inventory is in surplus in another region. How would your fulfillment process improve if you had visibility to inventory across your entire network – from your supplier to the store?</p>	Anand Kaddi, IBM	2855
<p>Managing International Shipping Execution and Compliance in a Global Supply</p> <p>Join the global trade experts from Management Dynamics as they discuss the best practices for reducing international freight costs, export management, import management, and trade compliance.</p>	Ty Bordner, Management Dynamics	2854
<p>Unique Roles of Transportation Optimization in Strategic Network Design</p> <p>Transportation optimization can be a vital aspect of long-term strategic supply chain design as well as operational transportation management decisions. IBM ILOG Transportation Analyst (TA) can support supply chain professionals in making the right moves in both of these areas. In this session, we will talk about how the optimization technology and ease-of-use of TA could be used for route optimization, milk-run design, mode selection, and fleet sizing.</p>	Janet Guinn, IBM; Orkan Akcan, IBM	2856
<p>Delivering the Green: Optimizing Transportation; Plant to DC to Customer</p> <p>With intense pressures from both ends of the transportation management equation, this industry leader in seeds and lawn-care products was able to reduce freight costs, improve customer service and shipment visibility while simultaneously reducing the work content related to transportation management. Even more importantly, the team responsible for selecting and deploying this solution is able to reliably demonstrate and validate their business case to their management team.</p>	Doug Heaster, The Scotts Miracle-Gro Company	3013

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Executive Education: Leading & Innovating a Social & Digital Frontier

Business Leadership

Track Title	Speaker	Session Number
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Building Online Business Together with Social Communities

Miika Malinen, Hong Kong Express, Customer

2836

Finnish company Hong Kong Express recently launched a fishing online store. Fishers are passionate and want to share their opinion about their needs and product desires. In the company's concept store, experienced fishers help ordinary fishers and beginners. Before launching the store, Hong Kong Express built its concept together with fishing social online communities. When it opened the store, it already had 3000 ratings and reviews submitted by active fishers. The company's online store concept is unique in Finland. By 2012 the Hong Kong Express fishing online store will expand to other European countries.

Leveraging Mobile Selling

Julie Ask, Forrester, Analyst

2975

Consumers' spending on products and services via mobile devices, as well as their increasing reliance on them for product research, is intensifying the mobile imperative for sellers. Mobile phones have unique attributes that can be combined and leveraged to generate new mobile experiences that may not even be digital today. This session explores multi-channel, cross-channel, and mobile-only opportunities to use the mobile channel to enhance existing offerings while creating new ones that eliminate customer pain points.

Developing a Social Enterprise Strategy

Barry Libert, OpenMatters, Customer

2981

A new type of leader is emerging—one who embraces change, attacks age-old challenges with bold new solutions, and recognizes that leadership is as much about listening and collaborating with people as it is about making hard decisions. The overwhelmingly positive response to this leadership style is also a reflection of our increasingly social world. Companies such as Nike, Procter & Gamble, ABC, and Prudential are using social software and online communities to listen, collaborate, enhance their training, and develop new marketing communications to attract and retain their customers. Barry Libert helps audiences from all types of companies evaluate their organization's social readiness by examining winning companies who are using today's social software and online communities to achieve their goals.

Driving eCommerce Growth Through the Use of Social Media

Ray Wang, Constellation Research, Analyst

2988

This session will provide practical applications and use cases of companies that have incorporated social media into their organization to establish a growth stream in the eCommerce market. Analyst Ray Wang of Constellation will draw upon these examples as well as his expertise in the social media space and elaborate on recent successes by companies in driving traffic through social media approaches.

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Executive Education: Leading & Innovating a Social & Digital Frontier

Business Leadership (Continued)

Track Title	Speaker	Session Number
Going Green: A Use Case On Organizational Transformation	Heidi Henderson, HP Hood, Customer	2989
<p>The transportation industry went through considerable change during the last economic downturn. Many companies adopted a “going-green” policy in applying tighter measures to manage costs as well as address environmental concerns. HP Hood will demonstrate how they adopted innovative processes to transform their organization in an effort toward “going green.”</p>		
Social Collaboration To Improve Customer Experience and Satisfaction	Scott Schrader, SXC Health Solutions Corp., Customer	2990
<p>In this session, you will learn how SXC Health Solutions put their customers at the center of their business and improved customer satisfaction using social media techniques. Using social collaboration, SXC provides transparency of information to their customers and employees. They provide access to subject matter experts for their clients. They strengthen collaboration between their clients and account teams to encourage the sharing of ideas and document exchanges—always keeping their customers at the center of their business.</p>		

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Industry Exchanges

Business Leadership

Track Title	Speaker	Session Number
<p>Financial Services Trends in the Age of the Empowered Customer</p> <p>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.</p>	<p>Rodney Nelsestuen, TowerGroup; Barry Powers, IBM</p>	<p>2997</p>
<p>Promoting the Right Services to the Right Customers</p> <p>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.</p>		<p>2998</p>
<p>Smarter Commerce in Financial Services</p> <p>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.</p>	<p>Barry Powers, IBM; John C. Armstrong, IBM</p>	<p>2999</p>
<p>Financial Services: Customer Industry Forum on Smarter Commerce Challenges</p> <p>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.</p>	<p>Rodney Nelsestuen, TowerGroup; Barry Powers, IBM</p>	<p>3000</p>
<p>Major Trends and priorities in the Retail Industry</p> <p>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.</p>	<p>Brian Kilcourse, Retail Systems Research</p>	<p>3001</p>

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Industry Exchanges

Business Leadership (Continued)

Track Title	Speaker	Session Number
Delivering a Competitively Differentiated Brand Experience in Retail	Joe Skroupa, RIS News; Jay Henderson, IBM; Brian Kilcourse, Retail Systems Research	3002
<p>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.</p>		
Smarter Commerce in Retail		3003
<p>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.</p>		
Retail Customer Industry Forum		3004
<p>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.</p>		
Major Commercial Trends and Priorities in the Communications Industry		3005
<p>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.</p>		
Strategies and Approaches to Drive Market Differentiation in Communications	Przemek Czarnecki, T-Mobile USA, Customer	3006
<p>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.</p>		

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Industry Exchanges

Business Leadership (Continued)

Track Title	Speaker	Session Number
<p>Smarter Commerce in Communications</p> <p>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.</p>		3007
<p>Communications Customer Industry Forum</p> <p>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 advantage of key opportunities, and take home creative approaches for addressing some of your most vexing challenges.</p>		3008
<p>Major Commercial Trends and Priorities in the Manufacturing Industry</p> <p>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.</p>	Simon Ellis, IDC Manufacturing Insights	3009
<p>How Consumer-Centric Manufacturers are Delivering Better Brand Experiences</p> <p>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 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.</p>	Scott Burnett, IBM; Richard Douglass, IBM	3010
<p>Smarter Commerce in Manufacturing</p> <p>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.</p>	Remzi Ural, IBM	3011
<p>Manufacturing Customer Industry Forum</p> <p>Interactive sessions for attendees to discuss the hottest issues and challenges facing the Manufacturing industry.</p>	Remzi Ural, IBM	3012

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Market: Innovations in Marketing

Business Leadership

Track Title	Speaker	Session Number
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Distilled Insights from Hundreds of Marketing Technology Projects	Yuchun Lee, IBM	3019
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To some marketers, using technology to improve results and lower costs seems like a new concept. In fact, hundreds of the world's best marketers are already doing it. Yuchun Lee worked with many of them, first as founder and CEO of Unica Corporation (recently acquired by IBM) and now as general manager of IBM's Enterprise Marketing Management (EMM) group. Hear Yuchun's views on the keys to success for marketers undertaking a technology initiative.

Unlocking the Full Value of Customers	Brian Fetherstonhaugh, OgilvyOne Worldwide	3020
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In this world of the ever empowered consumer it is increasingly important to understand the value of different behaviors. To determine which customers you should listen to most and to leverage customer insight to drive your company in the right direction, you need to be able to ascribe a value to your customers and to consumers. Many companies focus on valuing customers based solely on transactions. In this day and age, that undervalues some segments. It fails to value the amplification effect some customers have through their influence over other customers (the classic word of mouth). The value of customers willing to post a positive review is greater than the silent happy majority. And, there is an emerging new "value," called active collaboration, marked by customers who willing to help design products or provide customer service. So, measuring Total Customer Value is the first step; unlocking it is the next.

Privacy in a Digital World: Facts, Myths and What the Future Holds	Doug Wood, Reed Smith LLP	3021
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Online behavioral advertising (OBA) seems like the Holy Grail for marketers: the chance to present personalized, relevant and timely marketing communications driven by analysis of customer behavior, But, not everybody agrees that OBA is good for consumers, and some want more government regulation and control. Many marketers are struggling to keep current with, much less anticipate, changes in the relevant privacy laws in the Unites States, Europe and elsewhere that can make or break their digital marketing efforts.

Learn in this session:

- Facts vs. myth on regulations to which marketers need to adhere across web, mobile, and social
- A practical checklist for developing your digital marketing programs with privacy best practices in mind
- How to respond when your program is a social media disaster.

Bringing Science to the Art of Marketing at IBM	Matthias Preschem, IBM	3022
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Marketers at IBM are facing the same challenges as marketers around the world. We all live, work and play in a world dramatically different than a decade ago. Today, our customers are infinitely more sophisticated: they buy through multiple channels, they use mobile devices, they connect with colleagues and competitors over social networks to inform & influence purchasing decisions. Marketing efforts need to be more agile and innovative in order to adapt to changing media trends and client behavior. Technology has helped IBM transform its own marketing into a driving force behind tangible business outcomes by applying science to the art of marketing, and you can accomplish the same thing. In this session, learn how IBM has transformed its approach to marketing and how you can apply the general principles to your organization.

Market: Innovations in Marketing

Business Leadership (Continued)

Track Title	Speaker	Session Number
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Making the Transition from Mass Marketer to Digital & Direct Marketer

Martin L. Fracker, IBM

3023

If you're still doing mostly mass marketing, you know you'll soon be a dinosaur. But, making the transition to digital and direct relationship marketing responsibly, while maintaining results, is easier said than done. Hear about work IBM GBS did with marketing organizations to help them make the shift.

The Rise of the Chief Marketing Technologist

Rob Brosnan, Forrester

3025

Marketers are shifting budget from traditional to interactive channels. They are also dedicating budget to operate marketing technology, from campaign management to web analytics to inbound interaction optimization. Consequently, the marketing technologist has emerged as a new role within the marketing organization, focused on strategy, management, and creative uses of technology. In this session, we'll look at the trends underlying the rise of marketing technologists, models for organizing marketing technology resources, and the role and responsibilities of the Chief Marketing Technologist.

Off the Hook Marketing: How to Make Social Media Sell for Your Business

Jeff Molander, Molander & Associates Inc.

3038

The opportunity is clear: Use social media in ways that solve problems for empowered customers and create profit for your business. But where to begin with tools like Facebook, Twitter, blogs and LinkedIn? And how can you make the most of your time? Come learn a system to converse with clients in ways that generate more leads, referrals and sales, starting tomorrow. You will also learn:

- How to turn Friends, followers & evangelists into paying customers
- Three things you don't know about social media that will multiply returns
- How to reduce advertising cost & increase customer loyalty using social media
- Two common social marketing best practices that often do more harm than good

Town Hall on Digital Marketing -- Bring Your Questions and Concerns!

Erik Qualman, Socialnomics

3039

Bring all your questions and concerns about digital marketing, including search, organizational leadership, eBusiness, collaboration, privacy, mobile and much more. This session will provide a deeper look into what it means truly to engage with customers, employees and business partners through digital communication channels. Insights will come from Erik Qualman's work on topics such as the habits of effective digital leaders, mobile marketing trends, macro shifts as a result of the digital revolution, recruiting & retention strategies, ePublishing trends, Generation Y & Z, online voting, and his work trying to answer questions such as: "Multitasking -- good, bad, or evil?" "Where does privacy end and your legacy begin?" and "Is the middleman dead?"

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Market: Innovations in Marketing

Business Leadership (Continued)

Track Title	Speaker	Session Number
Going “All In” on Digital	Ewald Hoppen, Wehkamp.nl	3040
<p>What do you do if you’re an old-line, print-based cataloguer? Either change or die. In this session, hear how wehkamp.nl metamorphosed almost overnight into a digital marketing powerhouse, becoming the largest online retailer in the Netherlands and the 8th largest web only online retailer in Europe. Today, wehkamp.nl uses relevant, modern and engaging digital marketing to “surprise” and “involve” its customers every day.</p>		
Anticipate How Mobile Will Put Social into Overdrive	Erik van Ommeren, Sogeti USA LLC	3033
<p>You’ve barely come to grips with Social Media as we know it, and now there is mobile. Mobile technology will bring a new wave of changes in customer behavior and demands, changes that will especially be visible in retail and online commerce. You will be challenged to engage the even more empowered and socially connected customers who are online almost 24x7. In this talk we’ll discuss ‘the App effect’ on commerce, how to prepare and what to avoid. We’ll cover the 5 WORST practices and share a checklist for mobile commerce that will help you create an engaging, addictive and profitable relation with your customer.</p>		

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How WebSphere Commerce Facilitates Social Commerce	Srini Rangaswamy, IBM; Christopher Barca, 1-800-FLOWERS.COM	2793
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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.

Leveraging WebSphere Commerce for Search Engine Optimization (SEO)	Srini Rangaswamy, IBM; Jakob Janzon, Praxair, Inc.; Walfrey Ng, IBM Canada	2792
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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.

Where are IBM's Marketing Technology Solutions Headed?	Elana Anderson, IBM	3015
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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.

Ten Ways Technology Can Improve Your Marketing Today	John Squire, IBM	3016
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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.

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Market: Innovations in Marketing

Solution Leadership (Continued)

Track Title	Speaker	Session Number
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.	Vanessa L. Melaragno, IBM	3017
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.	Jay Henderson, IBM	3018

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Post Conference Education and Labs

Solution Leadership

Track Title	Speaker	Session Number
Advanced WebSphere Commerce Tuning	Mikhail Genkin, IBM Canada; Ali Asghar, IBM Canada	2891
<p>During this workshop we will demonstrate the latest insights in tuning WebSphere Commerce in advanced configurations.</p>		
Smarter Sourcing with IBM Sterling Order Management	Tom Burns, IBM	3028
<p>This lab will demonstrate strategies and techniques in IBM Sterling Order Management to fulfill your promise of a perfect order. You will have an opportunity to create sourcing rules across products, logistics and services availability, and see IBM Sterling intelligently source lines of an order from the optimal location.</p>		
Inventory Availability and ATP in IBM Sterling	Tom Burns, IBM	3029
<p>Real time inventory information can be harnessed effectively to increase customer satisfaction and reduce inventory stock outs. In this lab session, you can see the effect of changes to incoming supply on the availability picture and on the choices it presents you while creating an order.</p>		
IBM Sterling Intelligent Alerts	Doug Magie, IBM	3030
<p>The alert framework in the IBM Sterling suite lets you manage commitments with proactive alerts, as well as stay on top of exceptions in the supply chain. In this hands-on session, you will be able to view the lifecycle of a business alert and the steps that your enterprise can take to proactively respond to such situations.</p>		
Wizard-based Navigation in IBM Sterling Call Center	Doug Magie, IBM	3031
<p>Experience hands-on the intuitive wizard-based flow to create an Order in IBM Sterling Call Center. In this session, you will see how Call Center logically steps you through key screens while presenting you with only relevant tasks.</p>		
IBM Sterling Business Process Pipelines	Doug Magie, IBM	3032
<p>This session is for business analysts and architects who are looking for ways to define a business process workflow, and have the ability to direct the flow of an order in a manner that reflects their business.</p>		
Managing Site Search with WebSphere Commerce Search	Daniel Dunn, IBM Canada; Marco Martinez, IBM	2890
<p>This lab will demonstrate strategies and techniques to optimize WebSphere Commerce for site search & navigation, and how to leverage precision marketing tools to manage the search experience and influence search results.</p>		

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Post Conference Education and Labs

Solution Leadership (Continued)

Track Title	Speaker	Session Number
Test Drive IBM Sterling Configurator with WebSphere Commerce	Christina Li, IBM Canada; Matthew van der Heijden, IBM	2889
<p>Thinking about implementing a sales configurator for your web page or your sales people to ensure correct orders for complex products? Test drive the IBM Sterling Configurator and see for yourself how simply and efficiently the modeling application lets you build complex configurable products. In a series of simple steps, you will create a configurable model including various types of rules and make UI changes to make it easy to use by novice users or experts alike. Then, take a look at it in the WebSphere Commerce-powered storefront as shoppers or buyers would see it.</p>		
Building Services for Cross-Channel WebSphere Commerce Solutions	Scott Guminy, IBM Canada, IBM; KRISHNAN N, IBM India Private Limited, IBM	2884
<p>This lab session is for architects, consultants and developers who will be implementing WebSphere Commerce solutions. Hands-on training will be provided on how to develop services which will be consumed by various touch points, e.g. web, mobile, gift registry applications. The session also covers the WebSphere Commerce SOA-based programming model and how to build business logic that can be re-used across different channels.</p>		
Test Drive WebSphere Commerce Social Commerce Features	Brett King, IBM; KRISHNAN N, IBM India Private Limited	2886
<p>Take this opportunity to try out, first-hand, WebSphere Commerce's social commerce capabilities such as rating and reviews, remote widgets, social bridging, and co-shopping.</p>		
How to Reduce TCO with WebSphere Commerce Store Test Automation	Steve McDuff, IBM Canada, IBM	2887
<p>The lab will start with a review of the Test assets as part of the Starter Store Companion Assets – the test plans, test cases, and automated test scripts. Lab attendees will then have the opportunity to modify existing test cases and scripts based on changes made to the starter store.</p>		
Deploy Your Mobile Store with WebSphere Commerce	Michael Au, IBM Canada, IBM; Nicolai Nielsen, IBM Canada, IBM	2946
<p>See how you can control the content of your mobile channel and how you can market specifically to mobile shoppers. You will get a first-hand opportunity to define catalog content for the WebSphere Commerce-powered mobile channel, target promotions at mobile shoppers, and preview the store before it is deployed to production.</p>		
WebSphere Commerce Management Center Usability Lab	Mike Zacheja, IBM Canada; Irina Tyshkevich, IBM	2888

The usability of WebSphere Commerce Management Center is central to creating an efficient business tool. In this usability session, you will be able to see new functionality and comment on the progress of the tooling development. Try new features and have your say on how these features work.

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Sell & Service: Innovations in Customer Centric Selling and Service

Business Leadership

Track Title	Speaker	Session Number
Online Strategies for Manufacturers: A Case Study by Elkay Manufacturing	Todd Simon, Elkay Manufacturing Company	2790
<p>Increasingly, manufacturers are embracing online strategies to enable downstream partners, including retailers, to connect with customers and take control of brand image. Join this session to learn about emerging eCommerce trends and strategies for manufacturers. Hear from Elkay Manufacturing how it is leveraging the online channel to strengthen relationships with home improvement retailers and consumers. You will also hear how Elkay improved speed-to-market by launching its first site in only four months. They leveraged WebSphere Commerce's Extended Sites capability to create microsites to serve their B2B and B2C customer groups from a single platform.</p>		
Growing a Business in China's eRetail Market	Chun Jing Mao, IBM; Jun (Justin) Chen, Taobao	2800
<p>Taobao has captured 85% of China's online business. With China on target to be the second largest retail market in 2012, more and more international retailers and brands are considering business in China. In this session, Taobao will provide strategies for entering the China marketplace with an online market as the start-up.</p>		
Using eCommerce to Boost Cross-Channel Buying	Gene Alvarez, Gartner	2973
<p>Once customers have sampled the cross-channel buying experience their expectations are forever elevated. And, statistics show that cross-channel consumers are 2-4 times more valuable than their single-channel counterparts. Learn what happens when you marry best-in-class eCommerce, cross-channel order management, and mobile solutions to redefine the customer experience while driving increased operational efficiency.</p>		
Intelligent Sourcing to Meet Customer Expectations with Real-Time Inventory	Rick Odorico, Dal Tile	2974
<p>Can your inventory system fulfill orders based on optimal service and efficiency requirements? Instead of taking markdowns, intelligent sourcing creates efficiency that prioritizes order fulfillment to better serve customers and safeguard profit margins. Learn how to carry as little inventory as possible while still meeting the promise to the customers.</p>		
Maintaining Customer Loyalty in the World of Smarter Commerce	Joe Skroupa, RIS News; John Stelzer, IBM	2976
<p>Today's consumers can tout or trash a brand with a mouse click, they make decisions faster, they research thoroughly, and their shopping expectations are much higher. They know they have a lot of choice regarding when and where to purchase. And, they are increasingly technology savvy and demanding. In this session, you will discover how to satisfy the smarter consumer by providing a seamless customer experience that 1) reaches across all touch points (spanning human, digital, social, and mobile access modes optimized according to customer preferences), and 2) delivers products and services flawlessly to keep customers coming back for more.</p>		

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Sell & Service: Innovations in Customer Centric Selling and Service

Business Leadership (Continued)

Track Title	Speaker	Session Number
<p>Product & Service Integration: A Holistic Approach To Satisfying Customers</p> <p>The customer experience does not stop at a completed sale - it continues through installation and post sale support. For Best Buy, the ability to seamlessly integrate the product buying experience with post-sales services and support is essential to delivering a superior customer experience and drive greater brand loyalty. Fail to execute on post-sales promises and brand loyalty becomes damaged. It is important when designing customer sales and support processes and selecting business applications that consideration is given to the end-to-end process that must executed to support the customer. Learn what considerations and challenges should be addressed to deliver this holistic approach, how Best Buy tackled these issues, and how to use order management capabilities to ensure an exceptional end-to-end customer experience.</p>	<p>Chap Achen, Best Buy Co.</p>	<p>2977</p>
<p>Catalog and Content Management for Cross-Channel Selling Success</p> <p>Combine the Internet, social media and mobility, and you get consumers who have access to content anytime, anywhere. But, are you offering the accurate information across channels that customers need to make an informed decision? Does the product's online price conflict with the in-store price? The fact is, purchase decisions are made by the information that is or isn't provided on the product page. And, when a purchase is made without the proper information, the likelihood of a return increases. Both situations impact revenues. With this session you will learn how catalog and content management can help you increase conversion rates and decrease product returns.</p>	<p>Michael Jacobs, Virtucom Group</p>	<p>2979</p>
<p>Streamlining the Sales of Configurable Products and Services</p> <p>Companies that thrive bring simplicity, not complexity, to their customer's world. In many sectors, the technical complexity in selling products and services continues to increase, which can increase the complexity of the sales process and degrade the customer experience – resulting in lost sales. This session will discuss strategies and solutions for helping businesses simplify and optimize configure-to-order sales environments and process to ensure customer ordering is simple, fast, and accurate.</p>	<p>Joseph Pine, Strategic Horizons</p>	<p>2980</p>
<p>Welcome to the Era of Agile Commerce</p> <p>Multichannel commerce is being reborn. Traditional ways of describing multichannel commerce no longer work because customers don't interact with companies from a "channel" perspective. Customers are empowered with more information than ever before. As businesses still struggle to deliver cross-channel experiences, the stream of innovation and market transformation continues to flow unchecked. In response, businesses must transform how they market, transact, serve, and organize around changing customer experiences. These changes are not an incremental evolution, they are a metamorphosis. Welcome to the era of agile commerce.</p>	<p>Brian Walker, Forrester, Analyst</p>	<p>2992</p>

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Sell & Service: Innovations in Customer Centric Selling and Service

Business Leadership (Continued)

Track Title	Speaker	Session Number
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Selling & Fulfillment Solves xpedx's Complex Business Needs

Steve Bugher, xpedx

2805

Distributors face increasing and complex businesses requirements. Growing the business requires flexible selling models; leveraging branded storefronts and sales experiences to establish new business relationships while not adding more complexity to a single fulfillment model often based on geography. xpedx, International Paper's distribution business, is achieving growth by providing services and products its customers demand, expanding its product catalog and providing consistent product delivery. Join this session to learn of the demands on distributors in a modern and increasingly complex world, and leave with a clear understanding of how IBM partnership positions xpedx to meet these demands.

Transforming After Market Sales and Service with Web-Centered Thinking

Rudy Chang, Pitney Bowes

2905

Web capabilities can enable B2B organizations in transforming their customer experience, business process, and business models, resulting in higher retention, profitability, and productivity savings. However, needed to accompany the technologies are critical cultural and process elements to drive successful innovation and outcomes for your web investments. Learn the importance of user-centered thinking, agile processes and next generation tool sets in customer experience management, and getting the organizational mindset around end-to-end customer experience cross-channel design. We will share examples of how Pitney Bowes is leveraging both web technologies and cultural changes to drive transformation in its aftermarket sales and service model.

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Solution Leadership

Track Title	Speaker	Session Number
Performance Tuning for Your WebSphere Commerce Deployment	Stacy Joines, IBM; Mikhail Genkin, IBM Canada	2797
<p>When did you start thinking about the Performance of your last set of updates to your e-Commerce site? To save time in the long run, performance needs to be designed and planned into site improvements and new features. See how Performance Architecture Reviews and Caching Strategy Reviews can help turn Performance Tests into Performance Validation. We'll also cover the latest strategies and technologies that can help improve your site's performance.</p>		
Monitoring the Health and Performance of Your WebSphere Commerce Site	Ali Asghar, IBM Canada	2798
<p>It's 10 a.m. – do you know how well your WebSphere Commerce-powered site is performing? Hear best practices in monitoring your production site so you know when issues arise and when you're getting close to operational limits.</p>		
Migrating to WebSphere Commerce V7	David Yuan, IBM Canada; Brenda Lam, IBM Canada	2799
<p>Are you eager to take advantage of the new capabilities in V7 and the follow-on Feature Packs? Looking forward to benefiting from V7's updated software stack? Come to this session to learn the prescribed process of migrating from a previous version of WebSphere Commerce. We'll end with a case study of how one customer made the upgrade to WebSphere Commerce V7.</p>		
Strategies for Entering the Chinese Market	Chun Jing Mao, IBM; Jia Lin Li, IBM; Ren Jun, Suning	2815
<p>China is a unique market with a specific eCommerce ecosystem including marketplace platforms like Taobao to Social Networking Services like Sina WeBao. Chinese retailers have now made it a priority to better compete with their western counterparts and are looking for end-to-end IT and business solutions to aid in branding, analysis, and optimization. Now is the time for western brands to consider selling direct to the Chinese population. Learn how one particular Chinese business, Suning -- a leader in China's consumer appliances, computers, and communication products, successfully leveraged WebSphere Commerce in the Chinese marketplace, and take away some best practices that any business can use for entering the Chinese market.</p>		
The Latest in B2B Selling Techniques: Lessons from B2C Companies	Manfred M. Hettenkofer, IBM	2816
<p>B2B companies want to attract and entice buyers with the same finesse as many B2C companies do today. While there is a wide range of complexity in B2B, there are areas in marketing and selling where even hard core manufacturers can learn from techniques used by successful B2C companies. In this session, you will be introduced to a variety B2C functionality that will work in typical B2B environments.</p>		

Sell & Service: Innovations in Customer Centric Selling and Service

Solution Leadership (Continued)

Track Title	Speaker	Session Number
0 - 2 Million Lines Per Hour - Scaling Selling and Fulfillment Applications	Bernie Wong, IBM; Michael Yesudas, IBM	2875
<p>Most people think of tuning when they think of performance, which is unfortunate because there are many critical steps ranging from gathering requirements definition, analyzing and mitigating performance risks, estimating resource requirements, designing and developing performance tests, creating a monitoring capability, to tuning. This session will provide you with a systematic approach to address performance and, more importantly, scalability throughout your project's lifecycle.</p>		
Case Study: Kramp - Improving Service Through Operational Automation	Srini Rangaswamy, IBM; Thomas Weidemann, KRAMP	2945
<p>B2B companies are increasingly focused on self-service to reduce operational costs and to improve customer responsiveness. Achieving end-to-end automation starting from product interest through fulfillment is critical for the enterprise to react quickly to the ever-changing needs of customers. Hear directly from Kramp Group, a leader in spare parts distribution for the agriculture and forestry industry, on automating operations to reduce transaction costs and to allow staff to focus on delivering superior customer service.</p>		
Case Study: Office Brands - Leveraging the Web to Build Brand Equity	Srini Rangaswamy, IBM; Ritesh Patel, Office Brands	2948
<p>Brand and consumer recognition is becoming critical for B2B companies to accelerate growth. Office Brands, Australia's largest independent office products group with over 170 outlets, will discuss how they are complementing physical store outlets with online storefronts to build brand, deliver superior experience, and drive revenue growth. They are doing it by offering individual online stores integrated with more than 50 back-end ERP systems while delivering a consistent look and feel for the 150 individual businesses.</p>		
New Strategies to Engage Customers Regarding B2B Integration	Brian Gibb, IBM	2849
<p>This session will highlight how several companies employed new capabilities to move beyond basic EDI integration to better collaborate with their transactional B2B customers. You will be introduced to a new capability map from IBM that will reveal where your company stands today in terms of B2B integration capabilities, then identify next steps to consider that can deliver new value and efficiencies in the future.</p>		

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Sell & Service: Innovations in Customer Centric Selling and Service

Solution Leadership (Continued)

Track Title	Speaker	Session Number
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Leveraging Coremetrics with WebSphere Commerce	Luis E. Rodriguez, IBM; Brian Tomz, IBM; Kris Aldridge, Lee Jeans	2788
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You will learn how to leverage customer information collected through Coremetrics web analytics and how to translate this knowledge into increased order size and number of orders in WebSphere Commerce through a Case Study from Lee Jeans. We will discuss the latest integrations with Coremetrics for WebSphere Commerce available out-of-the-box; as well as best practices to analyze customer behavior through customer segmentation, product recommendations using social merchandising and “wisdom of the crowds.” Lee Jeans has been on the WebSphere Commerce platform since 2009. Besides engaging consumers in social media to truly understand their needs and desires, this popular jeanswear company is reaching out to web analytics and social media sentiments to carefully merchandise its products to meet consumers’ expectation at every interaction. The session will end with a look at how Lee Jeans uses technology to power its merchandising strategy.

Apply In-Store Insights to Build Integrated Cross-Channel Capabilities	Tadd Wilson, IBM	2950
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Despite the rapid proliferation of smartphones, tablet PCs and a myriad of other consumer devices, 92% of purchases still occur in the brick-and-mortar store. This session offers insights into the Smarter Stores portfolio of in-store retail solutions, focused on enhanced point-of-sale (POS) capabilities. These solutions allow retailers to extend the value of existing store investments to drive down costs, increase revenue and tie new eCommerce, mCommerce, self-service and other channels back to the store POS by creating communication capabilities between the store and enterprise. They include in-store customer touch points as well as integration of and two-way communication between enterprise operations and the store.

Case Study: Wholesaler – Implementing an Order Management Solution	James Brochu, Bridge Solutions; Jim Stagg, S.P. Richards Co.; Susann Arrington, S.P. Richards	2919
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A leading wholesaler shares why they moved off of a custom-built order management system to a packaged solution, including what their goals and objectives were for making the move. They could not risk a big-bang approach to replacing their solution, so they took a phased approach. Hear about the challenges they faced in running parts of both solutions to provide an ongoing order management functionality.

Optimizing Cross-Channel Order Promising in a Complex Supply Chain	Sarah Wu, IBM; Kristy Fernandez, J. C. Penney Company, Inc.	2820
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In the world of ever-higher customer expectations and increasing fulfillment complexity, companies struggle to balance customer satisfaction with fulfillment costs. How can you be as aggressive as possible in promising to the customer while making intelligent decisions about the optimal way to fulfill an order across a complex supply chain that spans internal and external supply sources? Join this session to learn how customers leverage IBM Sterling Order Management to gain global inventory visibility, and make optimal sourcing decisions based on business rules, cost, and customer profile.

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Sell & Service: Innovations in Customer Centric Selling and Service

Solution Leadership (Continued)

Track Title	Speaker	Session Number
<p>Commerce-as-a-Service: A Closer Look at Configure Price Quote on Cloud</p> <p>IBM intends to support Smarter Commerce in the “cloud” by making our applications available “as-a-Service.” In addition to discussing a closer look at Configure Price Quote (CPQ) on Cloud and the option of using the Salesforce.com integration for Field Sales, this session will provide an overview of Commerce as a Service (CaaS), a high-level look at the current strategy, and indicate which companies can benefit from the deployment of Field Sales in the IBM Cloud.</p>	Vikram Balasubramanian, IBM; Eric Marotta, IBM	2808
<p>The Journey from eCommerce to Cross-Channel Commerce</p> <p>Moving from eCommerce to cross-channel commerce requires more than just enabling store pick-up on your website. To deliver on the cross-channel commerce promise, retailers must execute on the promise of buy anywhere, fulfill anywhere, return anywhere – both with cross-channel selling, and cross-channel fulfillment. Learn how retailers leveraging the IBM portfolio combined the power of WebSphere Commerce with IBM Sterling Order Management to enable cross-channel selling and fulfillment, and are delivering on the cross-channel commerce vision.</p>	Sarah Wu, IBM; James Fong, IBM Canada	2819
<p>Extending Cross-Channel Commerce to the Retail Store</p> <p>Want to eliminate lost sales from stockouts, increase inventory turns, and reduce markdowns? Aiming to expand assortment without increasing store footprint? Planning to expand fulfillment options and sales of higher margin services in the store? Learn how IBM customers are extending a seamless cross-channel selling and fulfillment experience in the retail store environment with IBM Sterling Order Management and WebSphere Commerce, resulting in increased store revenues and cost reductions.</p>	Anne Marie Lafond, IBM; Sudhir Balebail, IBM	2821
<p>Call Center in the World of Cross-Channel Commerce</p> <p>To achieve cross-channel commerce excellence, the call center needs to provide more than just case management, email management, and chat. Enabling cross-channel selling and transactions is a key factor of success. Learn how IBM is combining the power of Order Management and WebSphere Commerce to empower customer service representatives to deliver on cross-channel commerce in the Call Center today, and the vision for the future.</p>	Sudhir Balebail, IBM	2822
<p>Creating a Differentiated In-Store Shopper Experience with Mobility</p> <p>Mobility enables retailers to create collaborative retailing experiences for in-store shoppers. Retailer interactions with shoppers must be in context, based on what they are doing at the moment, where they are in their buying process, and how they shop. Customers must receive product level information and content across channels, and specific to their physical location. The mobile in-store experience includes enabling customers to check-in at a store to receive store-based offers and coupons, locate product quickly, get product advice, and self-checkout, and also enables store employees to better serve customers. Find out how you can partner with IBM to create a differentiated in-store experience.</p>	Sarah Wu, IBM; LUIS E. RODRIGUEZ, IBM	2823

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Sell & Service: Innovations in Customer Centric Selling and Service

Solution Leadership (Continued)

Track Title	Speaker	Session Number
<p>Managing a Multi-Enterprise Order Management Deployment</p> <p>Do you have multiple brands, divisions, or business units to serve in your commerce systems? Looking to reduce TCO by managing them in one order management deployment? Learn how to create an environment where you can leverage what is common and still provide for differences, and how you can upgrade individual brands or divisions at different times. You'll learn how IBM Sterling Order Management was designed from the start to support multi-enterprise deployment, and about new capabilities added to support multi-enterprise upgrades.</p>	<p>Bhuvan Ananthanarayanan, IBM; Eugene Amigud, IBM</p>	<p>2824</p>
<p>What's New in IBM Selling & Fulfillment?</p> <p>Hear what was recently released to the marketplace for WebSphere Commerce and the Sterling Selling & Fulfillment Suite. We'll cover WebSphere Commerce V7 Feature Packs 2 and 3, and Sterling Selling & Fulfillment Suite 9.1 and more.</p>	<p>Luis E. Rodriguez, IBM; Sarah Wu, IBM</p>	<p>2825</p>
<p>Case Study: David's Bridal - Making Cross-Channel Shopping a Reality</p> <p>David's Bridal is the largest retailer specializing in bridal gowns; with over 300 stores across the United States and Canada. They also sell invitations, gifts, bridal accessories, and apparel for formal occasions. Besides its brick-and-mortar stores, David's Bridal operates an online store, a mobile store, and spotlights latest trends through blogs and podcasts and other social outlets such as Facebook and Twitter. In this session, Jerry Baklycki, Director, Interactive Technology, David's Bridal, will share how they are delivering a seamless cross-shopping experience leveraging the mobile, web, and brick-and-mortar channels; the technical challenges they have encountered, and the corporate shift during their cross-channel journey.</p>	<p>Luis E. Rodriguez, IBM; Jerry Baklycki, David's Bridal Corp,</p>	<p>2869</p>
<p>WebSphere Commerce Cross-Channel Search</p> <p>Ninety percent of online shopping begins with search. Is your site ready to display the products your shoppers are seeking and equipped to make recommendations to increase conversion? This session will cover cross-channel site search strategies and enhancements to the IBM WebSphere Commerce Search solution. We'll conclude with a look at how Dahl Sweden is using the Solr-based search in their B2B site.</p>	<p>Srini Rangaswamy, IBM; Jonas Widegren, Dahl, IBM; Daniel Dunn, IBM Canada</p>	<p>2791</p>
<p>Selling Configurable Products and Services with Sterling Configurator</p> <p>See the out-of-the-box storefront integration between WebSphere Commerce and Sterling Configurator. Afterward, we'll review modeling best practices for maintainability and performance. We'll then cover how to model subscription-based product offerings and close with a Case Study of a telecommunications service provider.</p>	<p>Pat Willard, IBM; Matthew van der Heijden, IBM</p>	<p>2807</p>