

SmarterCommerce
Global Summit 2012 Madrid

22–24 May, 2012 | Hotel Auditorium Madrid

Redefining business in the age of the customer.

Summit Guide



#IBMSCGS

www.ibm.com/commercesummit-madrid

General Sessions

TUESDAY, 22 MAY, 13:00 – 14:15

The Era of the Empowered Customer



Smarter Commerce Engaging The Empowered Customer

Craig Hayman, General Manager, IBM Software Industry Solutions

Today's customers are empowered by technology and transparency. They've mastered the use of mobile devices and have formed powerful social networks. They can go anywhere to find anything at anytime and are loyal only to those providing a great customer experience and excellent services. Learn how taking a Smarter Commerce approach operationalizes customer centricity throughout your business. When customer interests drive business activity, customers and businesses both win.



Changing The Way Companies Interact With Customers Based On Mobile And Social Media

Ron van Kemenade, Chief Information Officer, ING Netherlands

In an era where customers give direct feedback through mobile apps and influence others through social media, dramatic changes are effecting the marketing effectiveness of companies. CIO of ING Netherlands, Ron van Kemenade, explains how Information Technology and marketing analytics are shaping the way ING interacts with its customers in new ways.



Ron van Kemenade

Member of the ING Domestic Bank Management Team and the ING Ops and IT (OIB) Banking Management Team. He is the Head of CIO NL, reporting directly to CEO NL Nick Jue and functional to CIO Steve Van Wyk. He is responsible for delivering the IT for the ING Domestic Bank NL. The aim of CIO NL is to optimally facilitate the Domestic Banking activities and the development and delivery of programs and projects for ING's business partners.

Before Ron joined ING, he had a successful career at the Dutch telecommunications company KPN. He held various positions, including Director Consumer Internet and Media Services, Director International Business Development for Internet Service Providers and Director Finance KPN Telecommerce (including Internet Services).

What Ron enjoys most is figuring out better ways to serve the customer and to optimize processes to make sure that the systems deliver what our customers would expect and more. Ron constantly emphasizes the customer interest and given his business background, has a firm grasp that it is the customer who pays the bill, hence to create a value added predictable effective service is paramount.

Ron is fascinated by technology, particularly the internet and web-based technology. In his current role, his passion for technology and customer service is optimized. Ron is a great team player and is results driven. Ron is recognized for his authentic, open, approachable leadership style.



Driving Customer Loyalty Across All Channels

Ruth Spencer, Director of Insight, Loyalty and Multi-Channel, Boots UK



Engaging with our customers across all channels is key, even if a customer is using their mobile phone while shopping in the store. To keep our customers loyal and coming back for more, we segment and target them based on deep insights and engage with them through personalized messages across all channels. And, we ensure our brand values are consistent across all channels, while embracing our empowered customers and driving loyalty with them.

Ruth joined Boots UK in 2007, with responsibility for the delivery and development of the Boots Advantage Card - one of the UK's largest loyalty card schemes. She is also responsible for all UK customer insight work undertaken within the business and its multi-channel offering.

Ruth is passionate about providing customers with a rewarding and seamless experience as they interact across Boots UK channels, by recognizing their complete relationship with the brand, making rich content available both on and offline and targeting offers consistently across channels.

Prior to joining the business, Ruth worked in a number of senior customer loyalty management positions for Shell, NatWest, The Co-operative Group and as a consultant with Accenture.



General Session Host

Jon Briggs

Jon Briggs has been a broadcast journalist for the BBC and ITN since the early 1980's. His live on air work has seen him anchoring a variety of BBC Radio Programs. His TV work for CNBC, Star, and EuroNews includes Business Profiles of some of the world's fastest growing companies.

Jon is a highly experienced conference moderator, having hosted over 300 international events for many of the world's largest companies. His work is in demand worldwide. On a conference stage he's grilled everyone from Jack Welch and John Major to Buzz Aldrin, Sir Richard Branson and Alan Greenspan.

Jon is also one of the best-known commercial voices in the UK. Last year he became the English Voice of Apple's new iPhone and its built in assistant Siri. He is also the owner of his own agency - Excellent Talent - representing 200 of the UK's top artists.



Transform Your Business Around the Customer

Mike Rhodin, Senior Vice President, IBM Software Solutions

The voice of the customer is everywhere. Analyzing and transforming raw information from mobile, social and digital channels into business insight is exactly what leaders today are doing. From sentiment, content, sales and spend analytics, you can truly gain insights into your market, suppliers and customers. Learn how IBM enables organizations today with robust analytics to transform their business by actively incorporating insights gained into the underlying business of their organization, helping them be more responsive, precise and agile to market demands.



Accelerating Business Transformation Through Process Innovation

Lori Steele, General Manager, IBM Global Process Services

Businesses are increasingly under pressure to move faster, work smarter, and to better understand their customers. They must transform themselves by using insight gained through analytics to bring innovation to their customer-facing and back office business processes. Learn how IBM helps organizations accelerate these needed changes in their operations allowing them to compete more effectively in the global marketplace.



Mastering Cross-Channel Commerce

Peter Connor, Group Information Systems Director, Home Retail Group

Whether your customers are coming to your website, calling your company or visiting your stores, providing them a seamless experience and making it easy for them to do business with you is key to success. At Argos, we believe that mastering Cross-Channel commerce and providing a great customer experience will keep our customers coming back for more. Learn more about Argos and Home Retail Group and our best practices in shaping the future of shopping.



Pete Connor started his career with CAP (UK) Limited, a leading software house, where he trained in information systems. He then spent five years with Mars Group Services before joining Coca-Cola & Schweppes Beverages Ltd in 1987 where he held a variety of senior systems roles.

Pete joined Argos in 1997 and shortly after was appointed Information Systems Director. In October 2006 he became Group IS Director of Home Retail Group.



Accelerating Your Smarter Commerce Journey

Paul Papas, Global Leader, Smarter Commerce, IBM Global Business Services

Smarter Commerce can accelerate transformation across your enterprise where it matters most for an optimized customer experience. But how do you get started and where do you focus, given the investments you've already made? Learn how to evaluate your enterprise value delivery across buy, market, sell and service processes to uncover the optimal way to accelerate your Smarter Commerce journey.



Smarter Commerce Awards

John Mesberg, Vice President, B2B and Commerce, IBM Software Group

Yuchun Lee, Vice President and General Manager, Enterprise Marketing Management Group

John Mesberg



Yuchun Lee

In the closing general session, the Smarter Commerce Awards will be presented by John Mesberg and Yuchun Lee. These prestigious awards recognize leading companies who are at the forefront of using Smarter Commerce to generate value for their customers, partners and shareholders.



When The Future Begins: Getting your Company in Gear for Tomorrow's World

Magnus Lindkvist, Trendspotter and Futurologist

A recent academic study showed that companies worldwide have an average lifespan of 12.5 years. How do companies ensure longevity? How do you survive - even thrive - when shifts happen? What has made successful companies live through and excel in times of turbulent change? This session will give you the insights needed to manage and lead the company of the future.

Magnus weaves together the most important and exciting current trends to forecast what life, society and business might look like in the future. His talks are a multimedia-infused boost of intellectual inspiration about topics ranging from trendspotting and innovation to future-living and the business world of tomorrow.

Business Leadership Program

In today's business world, leaders know they need new concepts and techniques to drive deeper customer insight, greater partner and customer engagement, and develop stronger value chain strategies for their business. Attendees to the Business Leadership Program will discover new ways to transform their business to meet the demands of the empowered customer and gain a true competitive advantage in a rapidly changing digital world. They will learn about innovative strategies across a spectrum of topics such as customer centricity, strategic supply management, marketing innovation, supply chain, business management, and cloud. Industry sessions will focus on sharing best practices with thought leaders and peers, while panel discussions will provide insights and points of view on topics critical to meet the demands of today's "empowered customers."

Practitioner Program

Effectively identifying and leveraging relevant innovations is the key to moving ahead of the competition and driving value. Attendees to the Practitioner Program will expand their knowledge of the IBM Smarter Commerce solution portfolio and operating practices to maximize their technology investment and transform every facet of their business. In sessions with IBM's product professionals and customers, attendees will gain an understanding of the most recent product capabilities as well as implementation best practices. Attendees will also discover how to influence and improve operations through best practices presented by thought leaders, and through Birds of a Feather sessions with their peers.

ALIGNING YOUR ROLE WITH THE PROGRAM TRACKS

We understand that your role may span many of the sessions and tracks at the Summit. To help you navigate the sessions to find those that will be most valuable, please refer to the information below.

Buy

Smarter Commerce optimizes sourcing and procurement supplier and partner interactions based on changes in demand and reconsiders partner roles and relationships to generate new and differentiating customer value with key solutions in Supplier Integration and Management, Strategic Supply Management, Supply Chain Management and Accounts Payable.

This track is targeted for Executives and IT Leaders in Supply Chain, Procurement, Inventory Management, Logistics and B2B Integration Roles.

Market

Smarter Commerce uses customer insight - deep insights about customers and prospects - gleaned from a combination of implied and explicit behaviors across offline and online channels - to deliver timely and personalized engagements across multiple channels and touch points with key solutions in Customer Awareness and Analytics, Social Media Marketing, Cross-Channel Campaign Management, Digital Marketing Optimization, Marketing Performance Management and Pricing, Promotion and Product Mix Optimization.

These sessions are targeted for Executives and Leaders in Marketing roles such as CMO, VP/Director of Marketing, Web Marketing as well as Sales, Merchandising and e-Commerce roles. Sessions in the Business and Practitioner Programs that are applicable to marketers are indicated with an (M). For all marketing sessions, please review the Marketing Innovation Summit portion of this guide.

Sell

Smarter Commerce enables customers and partners' engagement so they can shop, exchange information, and collaborate across all touch points, spanning human, digital, social, and mobile modes of access that are optimized according to their preferences with key solutions in Cross-Channel Selling; Order Management and Fulfillment; Customer Integration Collaboration; Store Solutions and Payments and Settlements.

This track is targeted for Executives and IT Leaders in Sales, e-Commerce, Distribution, Supply Chain Fulfillment and Customer Service functions.

Service

Smarter Commerce enables flawless customer service across all customer interactions and anticipates their behavior and actions to keep them loyal with key solutions focused on Delivery, Service, and Support; Customer Self-Service and Case Management.

This track is for Executives and Management in Sales, Operations, IT and Logistics roles.

Buy: **Innovations in Supply Chain and Sourcing Strategies**

Today's supply chains and sourcing strategies must innovate and transform constantly, adopting new processes and practices that consistently remove costs, drive operational excellence, and adapt to demand/supply volatility. Learn how your supply chain and sourcing strategies can benefit from new concepts and technologies such as cloud collaboration, inventory visibility transformation, complex spend category management, analytics and optimization. Session leaders will share best practices and lessons learned from studies and personal experience, inspiring you to transform your own supply chain.

Sell & Service: **Innovations in Customer Centric Selling and Service**

This Business Leadership track will focus on the benefits achieved by both B2B and B2C companies from Cross-Channel, multi-tier selling and fulfillment initiatives that integrate precision marketing, merchandising, order management, content management and the overall customer experience across web, mobile, social, call center, TV, direct mail, catalog, POS, kiosk, retail, dealer, and/or distributor touch points.

Industry Exchanges

The Industry Track will feature discussions and presentations on the impact that the empowered customer has on four specific industry groups – consumer products, electronics, financial services and retail – and on the ways in which customers in those industries respond effectively to those demands. Industry-specific track sessions will include analysis of commercial trends, key consumer challenges and, most importantly, guidance and thought leadership on the imperative strategies and solutions that should be considered. In a number of sessions, IBM customers will explain where and how they applied innovative strategies to their businesses.

Buy: **Innovations in Supply Chain and Sourcing Strategies**

Are you getting the most out of your supply chain software and services? How effectively are you synchronizing interactions across your extended value chain? Join seasoned IBM and industry experts to discuss best practices for integrating, optimizing, analyzing and managing your supply chain and fully synchronizing your extended value chain. This track focuses on getting more from your existing solutions as well as from new technologies like cloud computing. There will also be dynamic demos and opportunities to meet with product and software development experts.

Sell & Service: **Innovations in Customer Centric Selling and Service**

Knowing your customer is a basic expectation in today's world. Consistently exceeding that expectation and delivering experiences that are personalized, integrated and rewarding will define market leaders. Discover how to accomplish this by leveraging the latest solutions offered by IBM. Explore the latest in B2C and B2B selling, personalization, mobile and social commerce, site performance, search-driven commerce, call center interaction tools and so much more, all to ensure your business consistently exceeds expectations with every customer, for every transaction.

Tuesday, 22 May

Session 1 - 14:30 - 15:30

Business Leadership Program

Munich BB-305	The Supply Chain Revolution: Learn How Bayer Technology Uses Optimization to Manage & Leverage Information Dr. Georg Mogk, Bayer Technology Services
Frankfurt BSS-311	How VistaLogix Transforms Global Transportation Management with Cloud-Based Technology Mike Skinner, VistaLogix Global
Dusseldorf BI-324 (M)	Consumer Product Manufacturers Build Life-Long Relationships with Consumers Vivian Braun and David McCarty, IBM
Colonia BI-321	How Siemens AG Reduces Supplier Risk and Manages Spend Rainer Gerl, Siemens AG; Richard Douglass, IBM
Bonn BI-322 (M)	Responding to Industry Imperatives to Drive Financial Services Growth and Differentiation Chris Streete and Jim Gahagan, IBM
Stuttgart BI-323 (M)	The Five Most Important Actions For Retailers To Survive The Consumer-Driven Industry Transformation Ivano Ortis, Retail Industry Insights/IDC

Practitioner Program

Baden Baden PB-202	Trend Study: Irish Dairy Board Enables Smarter Commerce with B2B John Nugent, Irish Dairy Board and George Middlebrook, IBM
Dresden PB-201	Join the Conversation: Best Practices for Managed File Transfer Dirk Maney and Russell Efird, IBM
Potsdam PB-203	Transform Transportation Execution and Carrier Performance with SaaS TMS Jeffrey Kingsley, IBM
Toulouse PSS-228 (M)	What's New in IBM WebSphere Commerce Eric Marotta and Bill Holtshouser, IBM
Oxford PSS-229 (M)	Life on the Tracks: Optimization Methods at Netherland Railways to Improve Profitability and Customer Satisfaction Dr. Gábor Mároti, Netherland Railways; Fabio Tiozzo, IBM
Bristol PSS-230 (M)	How to Tame Correspondence Costs and Improve Customer Service Neil Parrott, IBM

Tuesday, 22 May

Session 2 - 16:00 - 17:00

Business Leadership Program

Frankfurt BB-301	CPO Challenge: Manage and Measure Edwin Stokkermans, Thomson Reuters
Toulouse BSS-319 (M)	Making Smarter Commerce Mobile: Strategy and Trends of Mobile Commerce Tim Francis, IBM
Dusseldorf BI-320	Leveraging Smarter Commerce to Reduce Supply Chain Risk: Successes from Irish Dairy Board and Bayer John Nugent, Irish Dairy Board; Dr. Georg Mogk, Bayer Technology Services; David McCarty, IBM
Colonia BI-325 (M)	Social Media and Digital Marketing: Three Reasons Electronic Manufacturers Should Pay Attention Jochen Dybus, Panasonic; Tom Osterday and Martin Doettling, IBM
Bonn BI-330	Personalized Marketing and Service: Next Best Action in Sales and Marketing in Financial Services Anna-Maria Herfeld and Jim Gahagan, IBM
Stuttgart BI-327 (M)	What Consumers Want: Game-Changing Insights From the IBV 2012 Consumer Study Roy Cornick, IBM

Practitioner Program

Munich PB-204	Understanding IBM's Strategic Directions on B2B and Transformation Matt Demmler and Mike Maxwell, IBM
Dresden PB-205	IBM Managed File Transfer Provides Barclays a Solid Foundation to Grow On Peter McHugh, Barclays Bank; Dirk Maney, IBM
Baden Baden PSS-231	Empower Direct Sellers' Performance through Sterling CPQ Peter Zimmerman and Eric Marotta, IBM
Marsella PSS-233	What's New in IBM Sterling Order Management Allison Manetakis, IBM
Potsdam PSS-232	Multi-Channel Marketing Mix Optimization You can Bank On Ferenc Katai, IBM

Tuesday, 22 May

Session 3 - 17:10 - 18:10

Business Leadership Program

Frankfurt BB-302	How Smarter Commerce Source to Pay Pays Off William Schaefer, IBM
Dusseldorf BSS-313 (M)	Resolving Complex Customer Service Requests with IBM Case Manager David Yockelson, IBM
Bonn BI-326	Innovate Mobile Banking Danny Tang, IBM
Munich BI-328	The Dannon Company Delivers Five Tips to Improve Your Competitive Edge with Smarter Trade Promotions Jeremie Davis, The Dannon Company; Rob Culin, IBM
Colonia BI-329	Industry Study: Transforming Sales and Service to Increase Revenue and Customer Loyalty Werner B�ker, SMA Solar; Thorsten Schroerer, IBM
Stuttgart BI-331	Smarter Commerce in Action: A Proactive Retail Perspective John Stelzer, IBM

Practitioner Program

Toulouse PB-207	IBM Managed File Transfer Strategy: The Answer to Digital Universe Challenges Dirk Maney, IBM
Dresden PB-210	Supplier and Risk Management at ABB. Global Roll-out of an Integrated Supply Management Solution with Supplier Lifecycle Management, eSourcing and Cognos Dashboards Oliver Lawrenz and Amit Bhatt, ABB
Marsella PSS-234	EU Privacy Guidelines for Online Commerce: An Interactive Discussion on Compliance Lawrence Shaw, Cookie Reports; Steve Wood and Richard Littlewood, IBM
Baden Baden PSS-245	Increasing Traffic from Search Engines Through SEO Walfrey Ng and Brenda Lam, IBM
Potsdam PSS-246	World-Class Customer Service in the World of Cross-Channel Commerce Eric Tamblyn, Genesys Telecommunications Lab; Anand Narayanaswami, IBM

Wednesday, 23 May

Session 4 - 10:45 - 11:45

Business Leadership Program

Frankfurt BB-303	Danone Uses Value Chain Synchronization on the Cloud to Accelerate Supplier & Partner Engagement Hans Vollebregt, Danone; Chris Hayes, IBM
Munich BSS-314 (M)	Developing Strong Customer Engagement through Effective Cross-Channel Customer Experience: Lessons from Bouygues Telecom Pierre Schaller, Bouygues Telecom
Baden Baden BI-333	How Lenovo is Reducing Supply Chain Spend and Cycle Times by Creating A World Class Supply Chain Commerce Platform David Gillon, Lenovo; Richard Douglass, IBM

Practitioner Program

Bonn PB-209	Closing the Loop on Transportation Strategy, Spend Management, and Execution Kim Reheiser, IBM
Stuttgart PB-219	Global End-to-End Sourcing and Contract Management Process. How Deutsche Telekom Successfully Managed the Transition Gwendolin Garbe and Frank Wierdemann, Deutsche Telekom AG
Marsella PB-223	Small Partner Integration: The Last Mile of Integration with Powerful Business Upside Mark Roper, IBM
Dusseldorf PB-208	B2B Integration Portfolio Strategy and Directions Brian Gibb, IBM
Dresden PSS-238 (M)	Successfully Selling Configurable Products/Services through WebSphere Commerce Peter Zimmerman and Eric Marotta, IBM
Burdeos PSS-239 (M)	From e-Commerce to Cross-Channel Commerce: A Journey to Success Jan Hedges and Sudhir Balebail, IBM
Potsdam PSS-250	Order Management and PCI Compliance: What You Don't Know Can Hurt You Bernie Wong, IBM
Colonia PSS-253	Optimizing Employee Schedules to Boost Customer Service Bernard Jimenez, Carrefour Turkey; Jesselyn Mah, Knowledge Touch; Ferenc Katai, IBM
Estrasburgo PSS-261	Build, Connect, Manage and Secure Your Mobile Business Paul Brunet, Miku Jha, and Jeroen Reizevoort, IBM

Wednesday, 23 May

Session 5 - 12:00 - 13:00

Business Leadership Program

Frankfurt BB-304	Smarter Solutions at Agenor to Manage Multicultural Allies with Complex Tenders in Purchasing Nick Jones, Agenor SARL
Munich BSS-318 (M)	Forrester Research: Accelerating Customer Value with the Cloud Stefan Ried, Forrester Research
Baden Baden BI-332	The Path to Automotive Retail Transformation Kal Gyimesi, IBM

Practitioner Program

Stuttgart PB-213	Universal Transformation: WebSphere TX with Sterling B2B Integrator Michael Hudson, Mike Ingardia and Mike Maxwell, IBM
Colonia PB-211	Improving Yield in the High-Tech Supply Chain with Managed File Transfer Russel Efird, IBM
Dresden PB-214	Next Level Sourcing. How Best in Class Organizations Achieve the Next Level of Savings and Efficiency Karen Merrill, IBM
Bonn PB-228	Collaboration in the Cloud for Better Customer Service Mark Roper, IBM
Burdeos PSS-240 (M)	From Trend to Profit Center: Monetizing Social Commerce Marco Martinez and Jan Hedges, IBM
Potsdam PSS-244	Keeping Your Promises: Optimizing Cross-Channel Orders in a Complex Supply Chain Allison Manetakis and Eugene Amigud, IBM
Dusseldorf PSS-251	Making Your Business Work Smarter with Optimization Jan Browder, IBM
Lyon PSS-260	PC vs. Tablet - How Multi Channel / Omni Channel Retailers Like DFS Respond to the Differences Between the Devices and Their Usage by Consumers Tim Stacey and Russell Harte, DFS

Wednesday, 23 May

Session 6 - 14:30 - 15:30

Business Leadership Program

Frankfurt BB-300	Controlling the Contract Process - Hear from Anglo American on 5 Strategies to Minimize Your Organization's Risk Profile Lance Mackridge, Anglo American plc
Munich BSS-316 (M)	By the Book: KNV Delivers a Successful Cross-Channel B2B Customer Experience for Retail Channels Jochen Walter and Daniel Malhotra, Koch, Neff & Volckmar GmbH; Hansjörg Allstädt, Sapient
Baden Baden BSS-321	Whirlpool - A New Approach to Retail Marketing in Europe Enabled by e-Commerce Jacques Leroy, Whirlpool

Practitioner Program

Bonn PB-216	How KBC Simplified Large-Scale File Transfer Deployments Jan Van Gemert, KBC; Dirk Maney, IBM
Colonia PB-215	Electricity Market Modeling at Red Eléctrica Mustafa Pezic and Javier Revuelta, Red Eléctrica de España
Stuttgart PB-217	Adapting a B2B Hybrid Model to Achieve Business Differentiation Brian Gibb and Mark Roper, IBM
Estrasburgo PSS-243 (M)	Understanding and Implementing Search-Driven Commerce (with Dahl Case Study) Jonas Widegren, Dahl; Michael Au and Nicolai Nielsen, IBM
Potsdam PSS-247	Home Retail Group: A Look at Redefining Home Delivery with Order Management Garry Tierney and Adrienne Smith, Home Retail Group; Sudhir Balebail, IBM
Lyon PSS-262	Leveraging WebSphere Commerce & Coremetrics to Achieve Successful e-Commerce Business at Office Brands Ritesh Patel, Office Brands



Buy



Sell/Service



Industry



Relevant to Marketers



Buy



Sell/Service



Industry



Relevant to Marketers

Wednesday, 23 May

Session 7 - 16:00 - 17:00

Business Leadership Program

Frankfurt BB-306	Roundtable: Building Your Business Case for Smarter Commerce Supply Chain Initiatives Panel Discussion with John Nugent, Irish Dairy Board; Eelco van den Akker, Philips Consumer Lifestyle; Ken Ramoutar and Theresa Dirker, IBM
Munich BSS-317 (M)	El Corte Ingles: Creating Happy Customers with Positive Cross-Channel Retail Experience Jesús Rodríguez Soriano, El Corte Ingles; Joan Ramon Mallart Coch, IBM
Baden Baden BSS-323	Driving Value Across the Mobile Business Paul Brunet, IBM

Practitioner Program

Colonia PB-218	On the Same Page: Using IBM B2B to Unify Partners and Processes Matt Demmler, IBM
Potsdam PB-220	Enabling Inventory Target Setting Across a Multi-Echelon/Enterprise Supply Chain Network Filippo Focacci, IBM
Bonn PB-206	Taming Mobile Expenses Christopher Corr, IBM
Stuttgart PSS-235 (M)	Does Your Cross-Channel Selling Solution Include Mobile? Dahl's Does! Jonas Widgren, Dahl; Michael Au and Nicolai Nielsen, IBM
Dresden PSS-249	Advanced Catalog Management Exclusively for WebSphere Commerce James Fong and Medha Nair, IBM
Burdeos PSS-241	How Cross-Channel Returns can Delight Customers and Reduce Risk Anand Narayanaswami, IBM
Dusseldorf PSS-248	Repsol: A Case Study in Achieving Best Service Through Optimization Jorge Aguirre, Repsol; Etienne Pelletier, IBM

Wednesday, 23 May

Session 8 - 17:10 - 18:10

Business Leadership Program

Colonia BB-312	Philips Consumer Lifestyle: Differentiating and Driving the Value Chain with Analytics Eelco van den Akker, Philips Consumer Lifestyle; Paul Hoy, IBM
Frankfurt BB-307	Maximize Financial Performance and Optimize Commercial Risk with Emptoris Solutions Terrence Curley and Greg Iaquinto, IBM
Baden Baden BB-311	Business Analytics Experience Workshop Krista Wheatley, IBM
Munich BSS-315 (M)	Elfa International: A Study in Driving Business Growth by Enabling an Online Channel for B2B and B2C e-Commerce Anette Alsteryd, Elfa International

Practitioner Program

Bonn PB-221	How to Attain Visibility of End-to-End Business Transactions Russel Efird, IBM
Dresden PB-222	Inside Scoop: Examining IBM's Supply Chain Roadmap and Strategy Kim Reheiser, IBM
Estrasburgo PSS-252 (M)	Birds of a Feather: What's Unique about European Commerce? Steve Wood, Bill Holtshouser and Richard Littlewood, IBM
Stuttgart PSS-257	Master Multi-Enterprise Order Management Deployment with IBM Sterling Bhuvan Ananthanarayanan, IBM
Dusseldorf PSS-236	Deploying Predictive and Prescriptive Analytics in the Shipping Industry Fabio Tiozzo, IBM
Lyon PSS-263	Accelerating International Growth for Kramp Groep B.V. by Intelligent e-Business and Outstanding Product Information Gerben Peet, Kramp Groep B.V.



Buy



Sell/Service



Industry



Relevant to Marketers



Buy



Sell/Service



Industry



Relevant to Marketers

Thursday, 24 May

Session 9 - 9:00 - 10:00

Business Leadership Program

Frankfurt BB-309	Driving Enterprise Value with a World-Class Supply Chain Theresa Dirker and Joan Ramon Mallart Coch, IBM
Munich BSS-312	Leveraging Mobile Trends to Transform Customer Relationships Gareth MacKown, IBM

Practitioner Program

Bonn PB-224	One-on-One with IBM's B2B Integration Solutions Team George Middlebrook, Matt Demmler, Mike Ingardia, Michael Hudson and Mike Maxwell, IBM
Colonia PB-226	Expand Your Community and Capacity with Rapid Partner Onboarding Russel Efird, IBM
Estrasburgo PB-225	Redefining Warehouse Replenishment with IBM Optimization Etienne Pelletier, IBM
Lyon PSS-256	Holiday 2012 – Are You Ready Yet? Stacy Joines, IBM
Baden Baden PSS-258 (M)	Boost Sales and Customer Experience with WebSphere Commerce Precision Marketing Jan Hedges, IBM
Potsdam PSS-237	Increasing Retail Store Revenue through Cross-Channel Selling and Fulfillment Sudhir Baleball, IBM
Dresden PSS-254	Find the "Voice of Your Customer" with IBM Content Analytics Mark Rice, IBM

Thursday, 24 May

Session 10 - 10:30 - 11:30

Business Leadership Program

Frankfurt BB-308	Transform the Order to Cash Cycle Through Greater Supply Chain Visibility Dinesh Chaurasia, IBM
Munich BB-310	Capture Commerce "Content" at the "Points of Entry" to Reduce Cost, Process Inefficiency and Risk Tom Simalchik, IBM

Practitioner Program

Bonn PB-227	Addressing European & Global Financial Messaging Trends and Regulatory Mandates Mike Maxwell, IBM
Baden Baden PSS-242 (M)	Location, Location, Location: Taking Advantage of Location-Based Services James Fong and Michael Au, IBM
Potsdam PSS-255	Everything You Need to Know About Migrating to WebSphere Commerce V7 (with Additional Commentary from Novomind) Helge Köhler, Novomind; Walfrey Ng and Brenda Lam, IBM
Lyon PSS-259	Fine-Tuning Order Management for Optimal Scalability and Performance Bhuvan Ananthanarayanan and Bernie Wong, IBM



Buy



Sell/Service



Industry



Relevant to Marketers



Buy



Sell/Service



Industry



Relevant to Marketers