SmarterCommerce
Global Summit 2014 Tampa

Tracks and sessions

Tracks

MM Marketing and Merchandising Professionals

Learn how to move beyond marketing and merchandising to continuous engagement for increased sales and better customer loyalty. In the age of the empowered customer, context is critical and every interaction matters. It is essential to establish an individual relationship with every customer – or risk losing them altogether. For marketing professionals, learn how to engage customers in highly relevant dialogues across digital, social, mobile and traditional marketing channels. For merchandising professionals, learn how to make predictive, omni-channel merchandising decisions that drive sales volume, margin, profit and shopper loyalty. With IBM's solutions for Marketing and Merchandising, you can maximize every marketing and merchandising moment, delivering the next best action and personalizing each experience to create value that translates into higher sales and more loyal, engaged customers.

CMSC Commerce and Supply Chain Professionals

Learn how to deliver exceptional experiences across all channels and make it easy for your customers to do business with you. In the age of the empowered customer, it is essential to make goods and services available seamlessly. With IBM's Smarter Commerce approach, you can deliver personalized, omni-channel sales and orchestrate perfect orders for simple to complex products and services. Driven by customer context and insights, you can personally engage at the right time and place to drive increased revenues and maximize every moment.

IFT Integration and File Transfer Professionals

Learn how better integration of your value chain reduces complexity, increases business value and improves customer satisfaction. The IBM Smarter Commerce approach enables a more adaptive value chain, which helps deliver optimum results throughout the customer experience. It is essential to understand and cater to the individual in the context of every unique interaction. By integrating the disparate silos of your business - from procurement to sales and customer service and everything in between - you create a seamless, connected value chain and a single system of satisfaction.

CUST Customer Service, Analytics and Experience Professionals

Learn more about anticipating behavior and delivering flawless customer service. With the rise of the empowered customer, context is vital and the service experience you deliver can make or break your reputation - and your bottom line. With IBM's Smarter Commerce approach, you can maximize every moment by anticipating and responding to your customer's needs and desires with personalized customer service throughout their journey. You can have a holistic understanding of what your customers are doing, what they are thinking and if they struggle, be able to act. An exceptional and delightful experience not only fosters your customer's loyalty, but better yet, they may just tell their friends about it.

PL Procurement and Legal Professionals

Learn how to optimize your procurement and contract management strategies and the operations to help increase value and savings, improve supplier performance, increase customer satisfaction and mitigate risk. As expectations for quality, price and ethics rise, it is imperative to adapt your procurement and legal decisions. You must establish long-term, collaborative relationships with suppliers and partners to react nimbly to market changes, minimize supply disruptions, protect your brand and take more cost out of doing business. With IBM's Smarter Commerce approach, you can use actionable intelligence to optimize spend, maximize revenue and focus on high-value categories and supplier development programs to serve your customers more quickly.

Key codes

MM	Marketing and Merchandising Professionals
CMSC	Commerce and Supply Chain Professionals
IFT	Integration and File Transfer Professionals
CUST	Customer Service, Analytics and Experience Professionals
PL	Procurement and Legal Professionals
HOL	Hands-on Labs
KEY	Keynotes Session
OGS	General Session
SP	Special Programs
TCC	Tampa Convention Center
MW	Mariott Waterfront

Time/code	Title	Location
Monday		
10:00 a.m. – 8:00 p.m.	Registration open	West registration foyer
3:00 p.m. – 8:00 p.m.	Business Partner Forum	MW Florida Ballroom
4:30 p.m. – 6:30 p.m.	**Industry Roundtables**	
SP-1556	**Communications Industry Round Table (by invitation only)** *Chris Shaw, IBM; Jeff Smith, IBM*	MW 11
SP-1557	**Insurance Industry Round Table (by invitation only)** *David Dobrindt, IBM; Barry Powers, IBM*	MW 09
SP-1558	**Banking Industry Round Table (by invitation only)** *Steve Kopelic, IBM;* *Kwafo Ofori-Boateng, IBM*	MW 08
SP-1559	**Retail Industry Round Table (by invitation only)** *Jill Puleri, IBM; Karen Lowe, IBM;* *Patricia Waldron, IBM*	MW 10
SP-1560	**High Tech Industry Round Table (by invitation only)** *Christophe Begue, IBM;* *Bruce Anderson, IBM*	MW 12

Time/code	Title	Location
Tuesday		
6:00 a.m. – 7:00 a.m.	Morning Matters Fitness	TCC Flag Deck
7:00 a.m. – 8:15 a.m.	**Breakfast**	TCC East Hall
7:00 a.m. – 6:30 p.m.	Registration Open	TCC West Registration Foyer
8:30 a.m. – 10:15 a.m.	**Opening General Session**	
OGS-1562	**Smarter Commerce: Moments Matter.**	TCC West Hall
10:15 a.m. – 11:00 a.m.	Break	
10:15 a.m. – 8:30 p.m.	**Solution Center Open**	TCC East Hall
10:15 a.m. – 8:30 p.m.	**BP Cafe**	TCC East Hall
10:30 a.m. – 1:00 p.m.	IBM Interactive Experience Workshops (by invitation only)	MW Rooms 1-6
10:30 a.m. – 6:00 p.m.	**Meet the Experts**	TCC East Hall
11:00 a.m. – 12:30 p.m.	**Keynote: Procurement and Legal**	
KEY-1492	**Engage with the enterprise in moments that matter**	TCC Ballroom A-C
11:00 a.m. – 12:00 p.m.	**Sessions**	
CMSC-1013	**Preparing for Black Friday** *Matt Lewis, GAP Inc. Direct*	TCC Room 19
CMSC-1114	**Modeling a Big Box Supply Chain** *Joe Schoenbeck, Sears Holdings*	TCC Room 3
CMSC-1184	**Academy Sports: Planning and Executing an Enterprise Commerce Transformation** *Craig Maddux, Academy Sports; Tony Arnold, IBM*	TCC Room 15

Key codes

MM	Marketing and Merchandising Professionals	HOL	Hands-on Labs
CMSC	Commerce and Supply Chain Professionals	KEY	Keynotes Session
IFT	Integration and File Transfer Professionals	OGS	General Session
CUST	Customer Service, Analytics and Experience Professionals	SP	Special Programs
		TCC	Tampa Convention Center
PL	Procurement and Legal Professionals	MW	Mariott Waterfront

All session details and speakers are subject to change.
Session admittance is on a first-come, first-served basis.

Time/code	Title	Location
CMSC-1321	**Buy Online, Pickup In Store—You Know Why, Here's How** *Henry Myint, IBM*	TCC Room 16
CMSC-1513	**Making Smarter Commerce Mobile: Strategy and Latest Trends of Mobile Commerce** *Tim Francis, IBM; Kevin Lyons, h.h. gregg*	TCC Room 14
CUST-1248	**Mobile Customer Analytics: Ally Bank Sees Mobile Through the Eyes of Its Customers** *Tony Stankoski, Ally Bank; Alyssa Simpson, IBM*	TCC Room 11
CUST-1333	**Successful Strategies for CMO and CIO Collaboration** *Martha Mealy, IBM; Sheryl Pattek, Forrester Research*	TCC Room 12
CUST-1493	**IBM Watson: Enabling Cognitive Insights for Retailers** *Stephen Gold, IBM; Prashanth Palakurthi, Reflexis*	TCC Room 13
HOL-1454	**Improve Sales with IBM's Configure,** *Price, Quote Solution* *Doug Magie, IBM; Soumya Prasada, IBM India Pvt Ltd*	TCC Room *7 & 8*
IFT-1201	**Leveraging Your B2B and MFT Investments to Grow Your Business** *Jeanette Medlin Barlow, IBM; Brian Gibb, IBM*	TCC Room 25
IFT-1335	**How True Value Uses B2B Integrator to Boost Customer Loyalty** *David LaRue, True Value Company*	TCC Room 18
IFT-1401	**Advanced Analytics for B2B: How to Turn Your Transactional Data into Process Information** *Jeffrey Leach, IBM; Jeannine Calandra, IBM; Lori Brofford, IBM*	TCC Room 4
IFT-1418	**IBM Sterling Control Center: Today and Tomorrow** *Susan Roberts, IBM; Dale Ander, IBM*	TCC Room 23

Time/code	Title	Location
MM-1259	**Omni-Channel Merchandise Optimization Strategy & Roadmap** *Suzy Valentine, IBM; Rachel Gabato, IBM; Saibal Bhattacharya, IBM*	TCC Room 22
MM-1289	**Transform Your Marketing Organization—And Your Customer Experience— With IBM Design Thinking** *Jasmine Basrai, IBM*	TCC Room 21
MM-1427	**How to Beat Amazon: Developing a Strategic Combat Operations Process to Win the War** *Laura Sympson-Cornelius, West Marine; Tyler Stevenson, West Marine; Elizabeth Magill, IBM*	TCC Room 20
12:00 p.m. – 1:30 p.m.	**Lunch**	TCC East Hall
1:00 p.m. – 2:30 p.m.	**Keynote: Marketing and Merchandising**	
KEY-1470	**Engaging at the Speed of Life: Moments Matter** *Kevin Bishop, IBM; Christopher Wong, IBM; Kareem Yusuf, IBM*	TCC Ballroom A-C
1:30 p.m. – 2:30 p.m.	**Sessions**	
CMSC-1127	**T-Mobile Improves Response Times by 90% with IBM's Smarter Commerce Products** *Mike Yesudas, IBM; CK Rao, T-Mobile*	TCC Room 15
CMSC-1278	**SnapAV: Transforming B2B Commerce to Amp Up Customer Experience & Sales** *bradley jenkins, SnapAV*	TCC Room 18
CMSC-1383	**Personalizing Commerce Experiences with Digital Analytics and Real-Time Marketing** *Jan Hedges, IBM Canada; Daniel Tabor, IBM*	TCC Room 14
CMSC-1523	**The OmniChannel Store Imperative** *Brendan Witcher, Forrester Research*	TCC Room 16

Time/code	Title	Location
CUST-1191	**Would You Like to Make Your Call Center More Efficient and Make Your Customers Happier in the Process?** *Michael Zimmer, IBM; Andrew Jensen, IBM*	TCC Room 11
CUST-1327	**Optimize Customer Experiences & Deliver Better Business Outcomes: Capgemini's CCIM Solution** *Scott Siegel, Capgemini US*	TCC Room 12
CUST-1392	**Achieving Green: Balancing Product Assortment Across Different Channels** *Kyle Phillips, Carter's Inc; Rick Duley, Carter's Inc*	TCC Room 13
HOL-1459	**Experience the New and Improved Sterling Control Center** *Susan Roberts, IBM*	TCC Room 7 & 8
IFT-1221	**Mexican Financial Institution Streamlines Customer Communications with MFT File Transfer Hub** *Miguel Gilberto Perez Reyna, Banco Nacional de Mexico; Chris Yaldezian, IBM*	TCC Room 25
IFT-1270	**How to Make Enterprise File Sync and Share Work for Big Data** *Russell Efird, IBM*	TCC Room 24
IFT-1375	**Lloyds Bank Case Study: How Lloyds Bank improved customer satisfaction through the adoption centralized payments platform** *Karen Holmes, IBM*	TCC Room 3
IFT-1512	**B2B Integration—Are You Ready for the 3rd Platform?** *Chandana Gopal, IDC*	TCC Room 23
MM-1369	**Your Biggest Untapped Channel: Extend Marketing to Every Customer-Facing Individual** *Laurence Leong, SugarCRM; Ram Viswanathan, IBM*	TCC Room 19
PL-1312	**How IBM Manages Supply Risk in a Global, Multinational Corporation** *Luo Ferretti, IBM; Stefan Freund, IBM*	TCC Room 6

Time/code	Title	Location
PL-1477	**Managing Travel Category Spend with Specialized Microcubes** *Patrick Eckhert, Cardinal Health*	TCC Room 5
PL-1480	**Leveraging the Flexibility of Contract Management for Risk, Compliance and So Much More.** *Nancy Grasse, UMB Bank; Dana Davis, UMB Bank; Curry Curtis, UMB Bank*	TCC Room 10
2:45 p.m. – 3:45 p.m.	**Keynote: Customer Service, Analytics and Experience**	
KEY-1500	**Using Customer Analytics to Make Moments Matter** *Henrietta Akpata, IBM; Ken Bisconti, IBM; David Jenness, IBM; Andrea Mestriner, Hotels.com*	TCC Ballroom A-C
2:45 p.m. – 3:45 p.m.	**Sessions**	
CMSC-1153	**IBM Sterling Order Management Implementation for Carter's eCommerce Business** *Kyle Phillips, Carter's Inc; Prashant Bhat, IBM*	TCC Room 15
CMSC-1219	**Consumer Behavior and Expectations: Revealing Insights From the 2014 IBM Business Value Global Consumer Study** *John Stelzer, IBM*	TCC Room 16
CMSC-1511	**Salesforce.com CRM and Smarter Commerce: Transforming B2B Revenue Operations** *Russell Scherwin, IBM*	TCC Room 14
HOL-1465	**Ease of Personalizing and Extending IBM Call Center for Commerce** *Janet Wall, IBM; Pat Faiola, IBM; Venita Glasfurd, IBM India Pvt Ltd*	TCC Room 7 & 8
IFT-1272	**Managing the Complexities of a Global Trading Partner Network** *Jeff Garwick, Littlefuse; Madhu Pitchuka, Littlefuse*	TCC Room 23
IFT-1346	**Solution Deployment Models: The Pros and Cons of On-Premise vs Cloud Solutions for B2B** *Jeffrey Leach, IBM; Suraj Kumar, IBM*	TCC Room 3

Time/code	Title	Location
IFT-1412	**A Pragmatic Approach to Governance for B2B and Managed File Transfer** *Vince Tkac, IBM; Lawrence Morland, IBM*	TCC Room 25
IFT-1490	**New! Introducing the IBM Sterling B2B Integrator System Health Check Tool** *Kara Byerly, IBM; Theresa Jackson, IBM*	TCC Room 24
MM-1086	**Clicks, Bricks, and Books —Integration All-Stars —Barnes & Noble College Booksellers** *Tamara Vostok, Barnes & Noble College; Rob Hain, IBM*	TCC Room 20
MM-1258	**To Match or Not to Match: Insights on Omni-Channel Pricing** *Channie Mize, Office Depot*	TCC Room 22
MM-1466	**Best Practices in Merchandising for IBM WebSphere Commerce** *Victoria Reuter , JanSport; Gerry Taylor, Zobrist Consulting*	TCC Room 19
MM-1481	**Optimizing Multi Brand Marketing in SaaS implementation** *Willi Candra, Newell-Rubbermaid*	TCC Room 18
MM-1526	**The Vision and Strategy for Customer Analytics and Customer Engagement** *Christopher Wong, IBM; Kevin Bishop, IBM*	TCC Room 21
PL-1475	**The Criticality of Operations in Delivering on the Promise of Sourcing** *Linda Doty, Thomson Reuters*	TCC Room 5
PL-1476	**Beyond Redlines: Embracing Contract Risk Management** *Megan Woodard, Williams Companies*	TCC Room 10
PL-1498	**Leveraging Demand Aggregation to Find Untapped Value in Procurement** *Julia Lawson, Cigna*	TCC Room 6
3:45 p.m. – 4:30 p.m.	Break	

Time/code	Title	Location
4:30 p.m. – 5:30 p.m.	**Keynote: Customer Service, Analytics and Experience** (continued)	
KEY-1245	**Customer Analytics: Understanding Your Customers** **Managed File Transfer Solutions** *Ken Bisconti, IBM; John Dawes, IBM*	TCC Room 13
4:30 p.m. – 5:30 p.m.	**Keynote: Integration and File Transfer**	
KEY-1510	**Synchronizing Your Data at the Speed of Life with IBM B2B Integration and Managed File Transfer Solutions** *Charles Chu, IBM; Michelle Munson, Aspera, an IBM Company; John Mesberg, IBM*	TCC Ballroom A-C
4:30 p.m. – 5:30 p.m.	**Sessions**	
CMSC-1083	**Driving Omni-Channel Consumer Engagement and Commerce** *Diana Pan, Museum of Modern Art*	TCC Room 18
CMSC-1097	**What's New in IBM WebSphere Commerce V7 Feature Pack 7** *Richard Littlewood, IBM UK; James Fong, IBM Canada*	TCC Room 14
CMSC-1377	**Improving data indexing and the customer search experience with Commerce Search** *Vince LaCava, Cardinal Health; Mike Carter, Cardinal Health*	TCC Room 3
CMSC-1445	**Volvo - World Class Global Finished Vehicle Distribution** *Jeff Kingsley, IBM; Mike Skinner, ChemLogix*	TCC Room 15
CMSC-1469	**Digital Commerce 2020: Top Ten Trends Shaping Tomorrow's Sales** *Gene Alvarez, Gartner*	TCC Room 16
CUST-1325	**Adaptive Case Management in Action: Insight Through Analytics and Investigation Outcomes** *Michael Green, IBM*	TCC Room 11
CUST-1483	**Create Engaging, Personalized Digital Experiences with IBM Customer Experience Suite** *Martha Mealy, IBM; Nicole Carrier, IBM*	TCC Room 12

Time/code	Title	Location
HOL-1449	**Streamline the Contract Lifecycle using** *IBM Emptoris Contract Management* *Meetal Patel, IBM*	TCC Room 7 & 8
KEY-1245	**Customer Analytics: Understanding** *Your Customers* *Ken Bisconti, IBM; John Dawes, IBM*	TCC Room 13
MM-1157	**Harnessing The Power of Paid and Earned Media for More Customer-Centric Marketing** *Erik Holt, IBM*	TCC Room 20
MM-1263	**Retailers' Pricing Dilemma** *Brian Kilcourse, RSR Research*	TCC Room 22
MM-1399	**Marketing Transformation at Cisco Systems** *Camden Kim, Cisco; Garrett Brennan, Cisco; Chris Treille, Cisco; Reena Tiwari, Cisco*	TCC Room 21
MM-1466	**Best Practices in Merchandising for IBM WebSphere Commerce** *Victoria Reuter , JanSport; Gerry Taylor, Zobrist Consulting*	TCC Room 19
PL-1313	**Operationalizing Supplier Risk: Make Sure Your Suppliers Don't Derail Your Business** *Christine Ferrusi Ross, Forrester*	TCC Room 5
PL-1338	**Building Momentum for Your Global Strategic Sourcing Initiative** *Sean Correll, IBM; Floyd Wheat, Novartis; Jill Huffman, Cardinal Health; Sarah Chase, Cigna; Sandy Chockla, IBM*	TCC Room 10
5:45 p.m. – 6:45 p.m.	**Keynote: Optimization**	
KEY-1496	**Conquering Supply Chain Risk: A New Approach** *Daniel Vanden Brink, IBM*	TCC Ballroom A-C

Time/code	Title	Location
5:45 p.m. – 6:45 p.m.	**Sessions**	
CMSC-1096	**Benefits of Responsive Web Design and Improved Business User Productivity Using IBM Commerce Composer for WebSphere Commerce** *Marco Deluca, IBM Canada; Nick Sharp, IBM Canada; Walfrey Ng, IBM Canada*	TCC Room 15
CMSC-1215	**Ensuring a Quality Order Management Implementation** *Subroto Majumdar, Perficient*	TCC Room 18
CMSC-1348	**Successful Rich Content and e-Commerce Experiences at Illy** *Martha Mealy, IBM; Amy Harp, illycaffe SpA*	TCC Room 3
CMSC-1403	**Best Practices in Driving More Sales in Store Operations** *Angie Brown, Home Depot; Tom Gamble, Home Depot*	TCC Room 16
CUST-1251	**Hotels.com – Improving Usability for Measurable Business Outcomes** *Peter Lloyd, Hotels.com; Andrew Jensen, IBM*	TCC Room 13
CUST-1395	**How to Tame Correspondence Costs and Provide Superior Customer Service for the Mobile Customer** *David Jenness, IBM*	TCC Room 11
CUST-1441	**Omni-Channel Excellence in the Retail Store** *Leah Hearty, Debenhams; Balaji Subramanian, GSOT UK*	TCC Room 12
HOL-1453	**Empower Customer-Facing Personnel** *with IBM Case Manager 5.2* *Michael Green, IBM*	TCC Room *7 & 8*
IFT-1216	**CEVA Logistics: Success Story Implementing IBM's B2B Cloud Services** *Jeffrey Liddicoat, CEVA Logistics; rod gifford, IBM; Ye Li, CEVA Logistics*	TCC Room 23
IFT-1448	**Extending Your Enterprise With IBM's B2B Capabilities** *Suraj Kumar, IBM; Jim Luneke, IBM*	TCC Room 25

Time/code	Title	Location
IFT-1509	**Key Security and Risk Trends in Moving Data and the Emergence of Enterprise File Sync and Share** *William McKinney, IBM; Heidi Shey, Forrester Research*	TCC Room 24
MM-1198	**Turbo Charge Vendor Management and Multisite Web Analysis** *Randy Gelfand, IBM; Aubrey Rupp, IBM; Rick Eagle, IBM*	TCC Room 20
MM-1277	**The Waterfall Effect: Finding Focus in Your Omni-Channel Marketing Strategy** *Blane Edwards, Agilent Technologies; Sarah Grzybowski, IBM; Paul Voss, Belk*	TCC Room 21
MM-1471	**Tackling the Customer Engagement Challenge** *Lori Sharp, Choice Hotels International; Jacey Silverberg, Sears Holdings; Mike Berry, Shutterfly; Paul Becker, Pinpoint Systems Corp*	TCC Room 22
6:45 p.m. – 8:30 p.m.	**Welcome Reception**	TCC East Hall

Time/code	Title	Location
Wednesday		
6:00 a.m. – 7:00 a.m.	Morning Matters Fitness	TCC Flag Deck
7:00 a.m. – 8:15 a.m.	**Breakfast**	TCC East Hall
7:00 a.m. – 6:30 p.m.	Registration open	West Registration Foyer
8:30 a.m. – 10:00 a.m.	**Day 2 General Session**	
OGS-1563	**Innovating at the speed of life**	TCC West Hall
10:15 a.m. – 11:15 a.m.	Break	
10:15 a.m. – 5:30 p.m.	**Solution Center Open***	East Hall
10:15 a.m. – 5:30 p.m.	BP Cafe	East Hall
10:30 a.m. – 1:00 p.m.	IBM Interactive Experience Workshops (by invitation only)	MW Rooms 1-6
10:30 a.m. – 6:00 p.m.	Meet the Experts	East Hall
11:15 a.m. – 12:30 p.m.	**Keynote: Commerce and Supply Chain**	
KEY-1497	**Using Innovation to Deliver Moments that Matter** *John Mesberg, IBM*	TCC Ballroom A-C
11:15 a.m. – 12:15 p.m.	**Sessions**	
CMSC-1233	**How IBM ILOG Optimization Boosts the Worldwide Supply Chain at Continental Tires** *Niklas Steding, Continental Reifen Deutschland GmbH*	TCC Room 16
CMSC-1552	**How E.ON is Transforming to be Customer Centric in all its Markets** *Nils Ehle, E.ON.SE*	TCC Room 4

Key codes

MM	Marketing and Merchandising Professionals	HOL	Hands-on Labs
CMSC	Commerce and Supply Chain Professionals	KEY	Keynotes Session
IFT	Integration and File Transfer Professionals	OGS	General Session
CUST	Customer Service, Analytics and Experience Professionals	SP	Special Programs
		TCC	Tampa Convention Center
PL	Procurement and Legal Professionals	MW	Mariott Waterfront

All session details and speakers are subject to change.
Session admittance is on a first-come, first-served basis.

Time/code	Title	Location
CUST-1328	**Leverage Case Management and Analytics to Combat Counterfeiting** *Michael Green, IBM; Chris Fawbush, IBM*	TCC Room 12
CUST-1442	**Agility in an Acquisitive World** *Sudhir Balebail, IBM; Chandu Nair, Staples*	TCC Room 11
CUST-1506	**The Customer Experience Ecosystem** *Moira Dorsey, Forrester Research*	TCC Room 13
HOL-1458	**Experience the Aspera Difference** *Russell Efird, IBM*	TCC Room 7 & 8
IFT-1224	**Vodacom: How to Process Millions of Files with IBM Sterling File Gateway** *Japie Van Der Merwe, Trustlink; Ravi Patel, IBM; Mounir Babari, IBM*	TCC Room 23
IFT-1381	**Extending the Business Value of IBM Sterling B2B Integrator Across the Enterprise** *Lori Angalich, Oxford Consulting Group*	TCC Room 18
IFT-1391	**KPIs for Cloud B2B: Now You Can Really Manage Your Relationships** *Jeannine Calandra, IBM*	TCC Room 25
IFT-1479	**Ryder Automates the Supply Chain With IBM Sterling B2B Integrator** *Ken Molter, Ryder; rod gifford, IBM*	TCC Room 24
MM-1143	**Capturing & Converting Multi-screen Customers With Integrated Marketing—the HSN Way** *Sameer Khan, IBM; Ed Deutscher, HSN*	TCC Room 20
MM-1264	**Customer centric merchandising requires new processes and applications** *Bob Hetu, Gartner*	TCC Room 22
MM-1356	**IBM Omni-Channel Marketing and Real-Time Personalization Roadmap** *Vince Jeffs, IBM*	TCC Room 21
MM-1406	**A Day In the Life of a Digital IBMer Laurence Leong, SugarCRM;** *Louis Richardson, IBM*	TCC Room 19

Time/code	Title	Location
PL-1291	**Best Practices in Contract Management: Peer-to-Peer Tips and Tricks** *Danielle Hannifin, McKesson Corporation; Lalitha Balasubramhanya, IBM; Susan Pichini, IBM*	TCC Room 10
PL-1304	**Collaborative Supplier Management: Sustaining Excellence in the New Global/Local World** *Marc Escande, Independent*	TCC Room 5
PL-1315	**IBM Supplier Management Best Practice and Technology Enabler** *Alex Zhong, IBM*	TCC Room 6
12:15 p.m. – 2:00 p.m.	**Super Women's Group Lunch**	MW Grand Salon G-J
12:15 p.m. – 2:00 p.m.	**Lunch**	TCC East Hall
2:00 p.m. – 5:30 p.m.	**CMO Forum**	MW Florida Salon 1 & 2
2:15 p.m. – 3:15 p.m.	**Keynote: Securing Commerce**	
KEY-1527	**Fraud: The impact to your customers and your brand** *Robert Griffin, IBM*	TCC Ballroom A-C
2:15 p.m. – 3:15 p.m.	**Sessions**	
CMSC-1094	**How National Instruments Attracts New Customers by Enabling Self-Service Order Configurations** *Randall Lowe, National Instruments; Gilbert Moreno, National Instruments*	TCC Room 3
CMSC-1322	**Enabling Ship from Store – The American Eagle Outfitters Journey** *Ned Zhang, IBM; Annie Schmitz, American Eagle Outfitters*	TCC Room 15
CMSC-1438	**Maui Jim Sees Online Success in the Cloud** *Mark Porto, Maui Jim; Al Rosen, AT&T*	TCC Room 18
CMSC-1468	**Omni-Channel In Action: Understanding Brand Expectations Of Consumers** *John Stelzer, IBM*	TCC Room 14

All session details and speakers are subject to change.
Session admittance is on a first-come, first-served basis.

Time/code	Title	Location
CMSC-1504	**Expanding Horizons—A European Approach to Commerce** *Spencer Izard, IDC Retail Insights*	TCC Room 16
CUST-1256	**Customer Analytics and IBM Tealeaf Customer Experience Management 9.0: What's New and What's on the Roadmap** *John Dawes, IBM*	TCC Room 12
CUST-1336	**The Liebe Company: Smarter Commerce in Mid-Sized Manufacturing** *James Leibe, R. J. Liebe Athletic Lettering Company; Nicole Carrier, IBM*	TCC Room 13
CUST-1462	**The Social Business Foundation for World-Class Customer Service** *Michelle Killebrew, IBM Corporation*	TCC Room 11
HOL-1451	**Personalize the Customer Journey** *using IBM Product Recommendations* *Meetal Patel, IBM*	TCC Room *7 & 8*
IFT-1081	**Reynolds American Gains Efficiencies with IBM Sterling B2B Integration Services** *Bill Noble, RAI Services Company*	TCC Room 25
IFT-1268	**From 26 Hours to 30 Seconds - How Aspera Can Move your Data at Maximum Speed** *Todd Margo, IBM*	TCC Room 23
IFT-1341	**What's New With IBM Sterling B2B Integrator** *Vince Tkac, IBM; Jim Luneke, IBM*	TCC Room 24
MM-1142	**Customer Analytics: Making Your Customer's Life a Lot Easier** *Sameer Khan, IBM; Ewald Hoppen, Wehkamp*	TCC Room 20
MM-1253	**Efficiently Executing End-to-End: From Promotions to Customer Communication** *Dave Auger, Ahold USA; Betsy Kephart, Ahold USA*	TCC Room 22

Time/code	Title	Location
MM-1344	**Power Consistent, Continuous Customer Engagement with IBM Omni-Channel Marketing** *Arjen van der Broek, IBM; Ed Kornacki, IBM; Raja Adaikalasamy, IBM*	TCC Room 21
MM-1350	**Creating a Premium, Personal Experience: Lindt's Smarter Commerce Journey** *Stephen Scapicchio, Lindt*	TCC Room 19
PL-1195	**Optimizing Supply Chain Processes Utilizing IBM Emptoris Program Management** *Brenda Schmadeke, IBM; Adam Taylor, IBM*	TCC Room 6
PL-1308	**How to Optimize the Supplier Base and Improve Performance** *Oliver Lawrenz, ABB; Bernhard Franck, ABB*	TCC Room 5
PL-1384	**Tips and Tricks on Sourcing Complex Categories** *Sean Correll, IBM; Floyd Wheat, Novartis; Jill Huffman, Cardinal Health*	TCC Room 10
3:30 p.m. – 4:30 p.m.	**Sessions**	
CMSC-1212	**The Customer Journey Through an Omni-Channel Experience at Men's Wearhouse** *Vlad Kuznetsov, Men's Wearhouse*	TCC Room 19
CMSC-1235	**A Vision and Roadmap for IBM Commerce Solutions** *Charles Chu, IBM; Errol Denger, IBM*	TCC Room 14
CMSC-1416	**Verizon Enterprise Solutions Enables B2B Commerce—Delivering a Buyer-centric Experience** *Joe Lawrence, Verizon*	TCC Room 16
CMSC-1521	**Optimization Tastes Great! How Coca-Cola Black Book has Revolutionized Global Liquid Foods** *Jon Higbie, Revenue Analytics; Doug Bippert, Coca Cola*	TCC Room 15

All session details and speakers are subject to change.
Session admittance is on a first-come, first-served basis.

Time/code	Title	Location
CUST-1319	**How Big Data and IBM Tealeaf Customer Behavior Analytics Helps USAA Combat Fraud** *Michael McQuarrie, USAA*	TCC Room 12
CUST-1485	**Transforming Customer Engagement with IBM Watson** *Vince Padua, IBM*	TCC Room 11
CUST-1505	**Balance Self-Service And Human Touch For A Superior Customer Experience** *Craig LeClair, Forrester Research*	TCC Room 13
HOL-1452	**Turn Insight into Action using IBM Marketing Center** *Meetal Patel, IBM*	TCC Room 7 & 8
IFT-1116	**Accelerate Your Business With Cloud-Based Solutions** *Marc Dietz, IBM*	TCC Room 23
IFT-1307	**Payments in the Cloud: How Banks Can Accelerate Value to Customers While Saving Millions** *Manoj Puthenveetil, IBM*	TCC Room 24
MM-1022	**Creating Markets of One With the Redefined Customer Experience** *Catherine Frye, IBM*	TCC Room 3
MM-1162	**Increase Cross-Sell Revenue with Omni-Channel Product Recommendations** *Mary McCleaft, David's Bridal; Matthew Whitbourne, IBM*	TCC Room 20
MM-1186	**The Devil's in the Databases: How a Single Customer View Powers Real-Time Personalization** *Paul Voss, Belk; Paul Voss, Belk*	TCC Room 21
MM-1261	**Partnering for Profit: Transforming merchandising to drive margin improvements** *César Bengoechea, Deloitte; Jean-Emmanuel Biondi, Deloitte*	TCC Room 22
MM-1487	**Shutterfly's Expert Marketing Platform Makes Every Interaction Count** *Mike Berry, Shutterfly; Daniel Robles, Shutterfly*	TCC Room 18

Time/code	Title	Location
PL-1310	**Supplier Performance Management—a Key Success Factor for Professional Procurement Organizations** *Oliver Lawrenz, ABB; Martin Berr-Sorokin, IBM*	TCC Room 5
PL-1314	**Generating Greater Value and ROI from Procurement through Increased Influence and Innovation** *Bill Schaefer, IBM*	TCC Room 10
4:30 p.m. – 5:30 p.m.	Break	
5:30 p.m. – 6:30 p.m.	**Sessions**	
CMSC-1109	**Creating a Competitive Edge: How IBM and Ohio State University are Creating Tomorrow's Supply Chain Leaders** *David Gray, IBM; David Widdlefield, The Ohio State University*	TCC Room 3
CMSC-1234	**B2B Panel: Innovating the B2B Experience** *Chris Angus, Premier Farnell; Morgan Crew, IBM*	TCC Room 15
CMSC-1352	**Real-time Analysis of Mobile Customer In-Store Shopping Behavior** *Matt Demmler, IBM*	TCC Room 13
CMSC-1488	**IBM WebSphere Commerce Helps Manufacturer Strengthen Customer Relationships & Gain Market Share** *Pete Jones, Matthews International*	TCC Room 18
CMSC-1507	**Competing in the Age of Amazon: A Strategic Point-Of-View for Retail Execution**	TCC Room 16
CMSC-1525	**Introducing Cognitive Commerce** **Errol Denger, IBM**	TCC Room 14
CUST-1257	**Customer Experience Management in the Cloud** *Jie Weng, IBM; Ramaswamy Melkote, IBM*	TCC Room 12
CUST-1352	**Real-time Analysis of Mobile Customer In-Store Shopping Behavior** *Matt Demmler, IBM*	TCC Room 13
CUST-1365	**Exceptional Customer Service Solutions from IBM and SugarCRM** *Laurence Leong, SugarCRM*	TCC Room 11

All session details and speakers are subject to change.
Session admittance is on a first-come, first-served basis.

Time/code	Title	Location
HOL-1095	**Manage Page Layouts and Content using IBM Commerce Composer for WebSphere Commerce** *Marco Deluca, IBM Canada; Walfrey Ng, IBM Canada; Nick Sharp, IBM Canada*	TCC Room 7 & 8
IFT-1093	**The Value of B2B Cloud Services in Integrating B2B Customers** *Cliff Markell, Watts Water; Veronica KIRN, IBM*	TCC Room 25
IFT-1203	**Overcoming the Challenges of a Difficult B2B Integration Project** *Matthew Coffelt, Commerce Bank; Scott Hulme, REMEDI Electronic Commerce Group; rod gifford, IBM*	TCC Room 24
IFT-1340	**What's New With IBM WebSphere Transformation Extender (WTX)** *Luke Raiano, IBM; Sunil Dandamudi, IBM*	TCC Room 4
IFT-1354	**Meet the Experts: IBM's Managed File Transfer Solutions Team** *Jeanette Medlin Barlow, IBM; Dirk Maney, IBM; Dave Ogle, IBM; Jim Luneke, IBM*	TCC Room 23
MM-1185	**Data Goldmine: How Homemakers Furniture Transforms Unused Legacy Data to Actionable Insights** *Rick Greth, Homemakers Funiture; Tony Arnold, IBM*	TCC Room 20
MM-1260	**Bringing Science to the Art of Merchandising** *Mark Yourek, IBM; Tony Wood, IBM*	TCC Room 22
MM-1298	**Incoming! How Belgacom Integrates Real-Time Personalization With Outbound Marketing** *Stéphane Sloodts, Belgacom*	TCC Room 21
MM-1489	**From Manual to "Magic"** *Raj DeDatta, BloomReach; Joseph Park, Forever21*	TCC Room 19
7:30 p.m. – 10:30 p.m.	**Special Event**	TCC Riverwalk & West Hall

Time/code	Title	Location
Thursday		
6:00 a.m. – 7:00 a.m.	Morning Matters Fitness	TCC Flag Deck
7:00 a.m. – 8:15 a.m.	**Breakfast**	TCC East Hall
7:00 a.m. – 1:00 p.m.	Registration open	West Registration Foyer
8:00 a.m. – 9:00 a.m.	**Sessions**	
CMSC-1178	**Smarter Merchandising and Assortment Planning Through Optimization** *Vee Rzepnicki, Hallmark Cards; Luke Wacholtz, Hallmark Cards, Inc*	TCC Room 25
CMSC-1183	**Online Marketplaces: The Key to Profitable eCommerce** *Adrien Nussenbaum, Mirakl*	TCC Room 16
CMSC-1330	**Luxottica: A Global Digital Footprint Online and In-Store** *Maureen Klosterman, Luxottica Retail*	TCC Room 18
CMSC-1363	**What's New in IBM Sterling Order Management** *Janet Wall, IBM*	TCC Room 14
CMSC-1385	**Reducing Areas of Struggle in Commerce Experiences with IBM Tealeaf** *Ramaswamy Melkote, IBM; Jan Hedges, IBM Canada*	TCC Room 15
CUST-1010	**Customer Analytics: How to Acquire and Retain Customers Using Social Big Data Analytics** *Randy Hlavac, Northwestern University; Mark Heid, IBM; Sameer Khan, IBM*	TCC Room 11

Key codes

MM	Marketing and Merchandising Professionals	**HOL**	Hands-on Labs
CMSC	Commerce and Supply Chain Professionals	**KEY**	Keynotes Session
IFT	Integration and File Transfer Professionals	**OGS**	General Session
CUST	Customer Service, Analytics and Experience Professionals	**SP**	Special Programs
		TCC	Tampa Convention Center
PL	Procurement and Legal Professionals	MW	Mariott Waterfront

All session details and speakers are subject to change.
Session admittance is on a first-come, first-served basis.

Time/code	Title	Location
CUST-1192	**Increasing Mobile Revenue Through Superior Mobile Customer Experience and Analytics** *Kevin Donville, IBM - Tealeaf*	TCC Room 12
CUST-1434	**Nourishing Your Brand Experience with a 360-degree View of Customer Interactions** *Sudhir Balebail, IBM*	TCC Room 13
HOL-1456	**Omni Channel Pricing Workflow** *Carrie Connolly, IBM*	TCC Room 7 & 8
IFT-1337	**Meet the Experts: IBM's B2B Integration Solutions Team** *Jeffrey Leach, IBM; Suraj Kumar, IBM; Jim Luneke, IBM; Dave Ogle, IBM*	TCC Room 24
IFT-1351	**IBM's Strategic Approach to System-Centric MFT with Sterling Connect:Direct and WebSphere MQ Advanced** *Dirk Maney, IBM; Amit Kumar, IBM*	TCC Room 23
MM-1125	**The Future of Privacy** *Blair Reeves, IBM*	TCC Room 20
MM-1171	**Maximize Millions of Moments with IBM Real-Time Personalization** *Su Su, IBM; Regan Wong, IBM*	TCC Room 21
MM-1362	**How Customer-Centric KPIs Drive Marketing Transformation in Healthcare and Entertainment** *Alexander Mahr, win2day Entwicklungs - und Betriebsgesellschaft m.b.H.; Michael Angeli, Win2day; Craig Howarth, Optum; Erin Jaeger, IBM*	TCC Room 22
MM-1522	**The Architecture of an Immersive Social Commerce Experience** *Don Roedner, Pluck*	TCC Room 19
PL-1204	**Latest Enhancements in IBM Emptoris Rivermine Telecom Expense Management** *Michael Deasy, IBM*	TCC Room 6

Time/code	Title	Location
PL-1316	**Emptoris Supplier Lifecycle Management: Product Update and Roadmap** *Uwe Krieger, IBM; Stefan Freund, IBM*	TCC Room 10
PL-1524	**Source to Contract - Sustainable Savings with a Global Procurement Platform** *John Bryant, IBM*	TCC Room 5
9:15 a.m. – 10:15 a.m.	**Sessions**	
CMSC-1168	**U.S. Government Agency (GSA) Transforms Supply Chain Management with Cloud** *Keith Rineaman, GSA; Patrick Donovan, General Services Administration US Government Agency*	TCC Room 3
CMSC-1232	**How Ripley.Com is Transforming Retail in Latin America with a Customer Centric Approach to Omni-Channel Commerce** *Gabriel Gonzalez, Ripley*	TCC Room 15
CMSC-1292	**Navigating through a Confusing Product, Process, and Partner Selection Landscape** *klaus werner, Rosetta; Nathan Rempe, Nebraska Book Company*	TCC Room 18
CMSC-1501	**Field Sales Execution: Where Revenue and Margin is Won and Lost** *Russell Scherwin, IBM; Tony Ryan, Comcast*	TCC Room 14
CMSC-1508	**Omni-Channel Commerce: It's More Than a Buzzword. It's a New** *Business Strategy*	TCC Room 16
CUST-1069	**TAM Airlines Uses IBM Tealeaf to Fix Site Issues & Put Customer Digital interactions in Context** *Daniel Limena, TAM - LATAM ; Jesse Geiger, IBM*	TCC Room 12

Time/code	Title	Location
CUST-1389	**Avoid Siloed Systems—Integration with IBM Sterling Order Management** *Chandradeep Bandyopadhyay, Nike*	TCC Room 11
CUST-1484	**Getting the Right Information at the Right Time with IBM Watson** *Alexa Swainson, IBM*	TCC Room 13
CUST-1528	**The Connected Customer Imperative** *Patrick Salyer, Gigya*	TCC Room 19
HOL-1450	**Understand, Monitor, and Optimize the Customer Experience using IBM Tealeaf** *Meetal Patel, IBM*	TCC Room 7 & 8
IFT-1324	**Accelerating Your Industry Standards Solutions with IBM's New Standards Processing Engine** *Michael Hudson, IBM; Luke Raiano, IBM*	TCC Room 23
IFT-1420	**Superior Consumer Service: How Whirlpool Uses the Cloud to Break Away From the Competition** *Veronica KIRN, IBM; David Gonzalez, Whirlpool*	TCC Room 24
IFT-1455	**Using an API-based Approach to Streamline B2B Provisioning** *Dinesh Masand, Bank of America; William McKinney, IBM*	TCC Room 25
MM-1145	**How do you compare? Leveraging insights from IBM's Retail Benchmark to make the most of your eCommerce performance.** *Leah Paschall, IBM; Jay Henderson, IBM*	TCC Room 21
MM-1148	**Enabling Personalized Web Marketing Through Robust User Profiles** *Neville Davey, IBM; Wayne Teigen, Lideratis*	TCC Room 20
MM-1548	**Real-Time Personalization at USAA**	TCC Room 22

Time/code	Title	Location
PL-1207	**Empowering Procurement Teams to Control Complex Spend Categories** *John Colbert, IBM; James Holbel, IBM*	TCC Room 6
PL-1290	**IBM Emptoris Contract Management Product Update** *Lalitha Balasubramhanya, IBM*	TCC Room 10
PL-1309	**How Leading Companies Drive Strategic Procurement Processes** *Nick Heine, IBM*	TCC Room 5
10:15 a.m.– 11:00 a.m.	Break	
10:15 a.m.– 11:00 a.m.	**Solution Center Open**	TCC East Hall
11:00 a.m. – 12:00 p.m.	**Sessions**	
CMSC-1115	**Beyond Your Border: Considerations for Expanding Your Commerce Site Internationally** *Steven Godfrey, SapientNitro*	TCC Room 18
CMSC-1187	**What's New in Performance & Scalability of IBM Commerce Solutions** *Kevin Yu, IBM Canada; Vijaya Bashyam, IBM*	TCC Room 14
CMSC-1382	**Build a compelling business case for Store Fulfillment —Tips and techniques from Lowe's** *Brianne Murphy, Lowe's Home Improvement; Sudhir Balebail, IBM*	TCC Room 15
CMSC-1495	**Smarter Counter Fraud: New Threats, New Thinking** *Scott Burroughs, IBM*	TCC Room 16
CUST-1254	**New Offering Helps IBM Tealeaf Customers Improve Understanding of Cross Session Customer Behavior** *Michael Niemann, IBM; Ramaswamy Melkote, IBM*	TCC Room 12
CUST-1332	**Exceptional eCommerce and Customer Experiences** *Paul Bucalo, Sirius Computer Solutions*	TCC Room 13

All session details and speakers are subject to change.
Session admittance is on a first-come, first-served basis.

Time/code	Title	Location
CUST-1494	**Starting the Cognitive Journey with IBM Watson** *Vince Padua, IBM; Olivier Crespin, DBS Bank*	TCC Room 11
HOL-1457	**Experience IBM's Innovative Standards Processing Engine** *Fritz Fahrenback, IBM*	TCC Room 7 & 8
IFT-1174	**IBM Sterling B2B Integrator: How Jabil Uses the Platform to Support EDI and B2B Projects** *Dan Eng, Jabil Inc.*	TCC Room 4
IFT-1269	**Making Your Cloud business Fly With Aspera** *William McKinney, IBM*	TCC Room 23
IFT-1405	**Onboarding Speed: The Key to Driving Customer Value** *Gregory Russell, IBM; Steven Keller, IBM*	TCC Room 24
IFT-1460	**CVS Caremark—Integrated Managed File Transfer and B2B Integration Solution** *Bhagavan Avula, CVS Caremark; Ram Konada, CVS Caremark*	TCC Room 25
MM-1236	**Align and Streamline Your Marketing Campaign Planning —In the Cloud!** *Jean Marie Schiraldi, IBM; Jim Harbison, IBM*	TCC Room 21
MM-1334	**Creating a Great Relationship with Your Mobile Customers** *Josh Schiffman, IBM*	TCC Room 20
MM-1369	**Your Biggest Untapped Channel: Extend Marketing to Every Customer-Facing Individual** *Laurence Leong, SugarCRM; Ram Viswanathan, IBM*	TCC Room 22
PL-1208	**Harness the Power of Mobile Communications without Compromising Security or Breaking the Bank** *John Colbert, IBM*	TCC Room 6

Time/code	Title	Location
PL-1283	**IBM Emptoris Spend Anlaysis Product Update** *Vijay Chougule, IBM*	TCC Room 5
PL-1305	**IBM Emptoris Sourcing Product Update** *Jeff Robbins, IBM*	TCC Room 10
12:00 p.m. – 1:00 p.m.	**Lunch**	TCC East Hall
12:30 p.m. – 2:30 p.m.	**Sessions**	
IFT-1455	**Using an API-based Approach to Streamline B2B Provisioning** *Dinesh Masand, Bank of America; William McKinney, IBM*	TCC Room 3
12:30 p.m. – 4:00 p.m.	**TEDx Tampa Bay**	TCC East Hall

All session details and speakers are subject to change.
Session admittance is on a first-come, first-served basis.

Notes