

Smarter Commerce



Los Consumidores están obteniendo diferente valor en cada punto de contacto: están deconstruyendo el proceso de compra

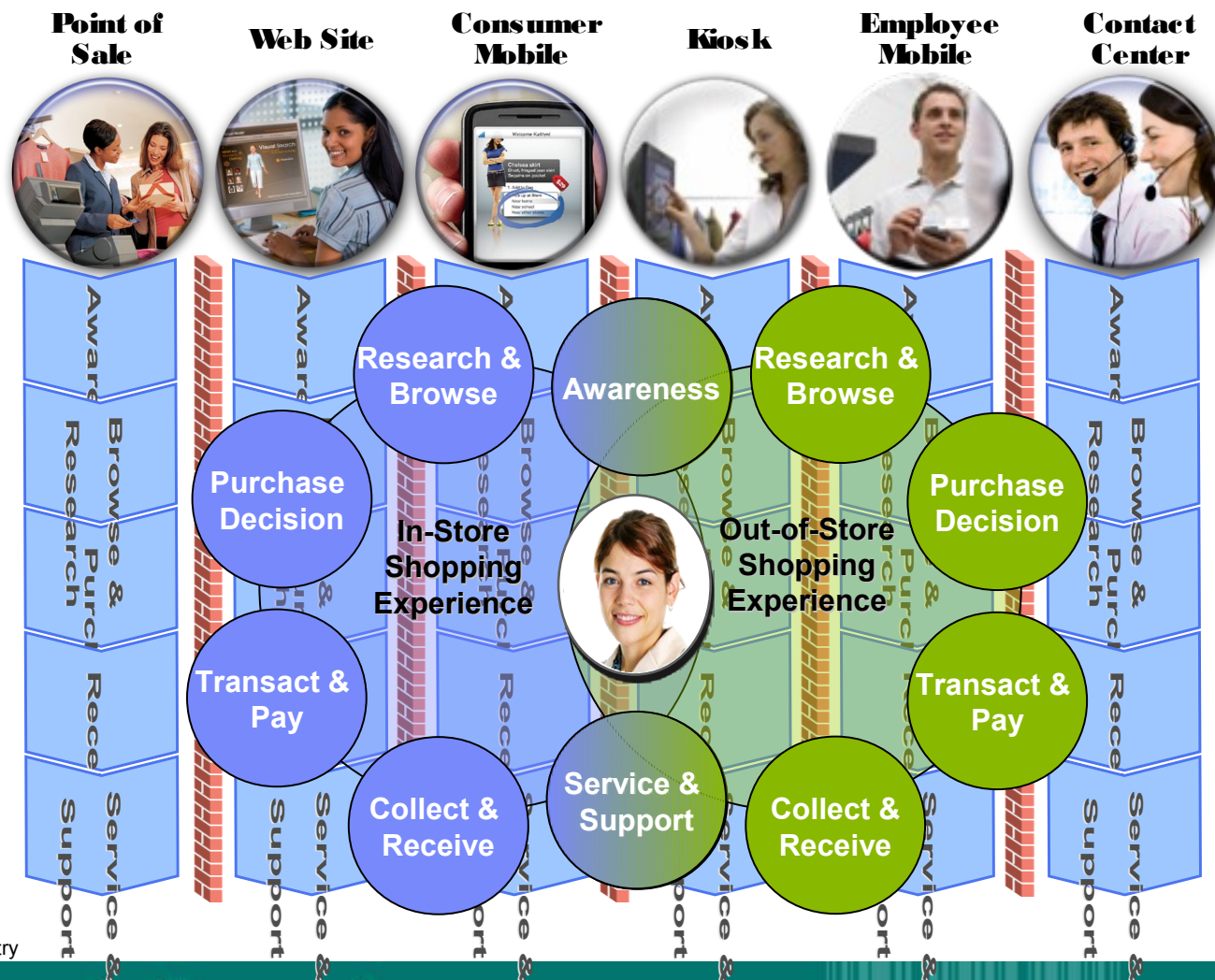
Consumer

Customer



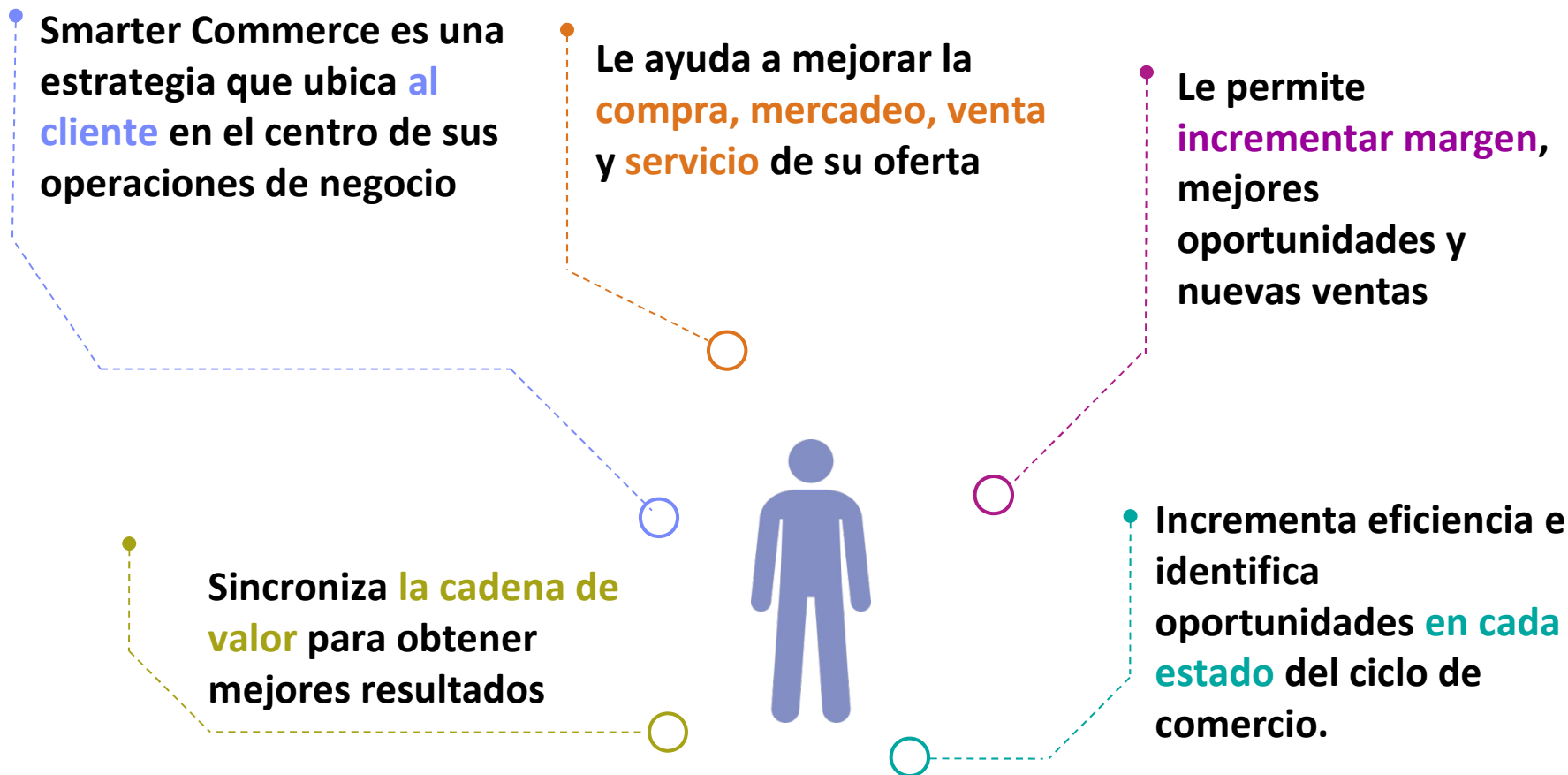
Source: IBM Global Retail Industry

El imperativo de negocio es servir a los clientes como una única brand, independiente del canal, punto de contacto o dispositivo



Source: IBM Global Retail Industry

En IBM, lo denominamos Smarter Commerce

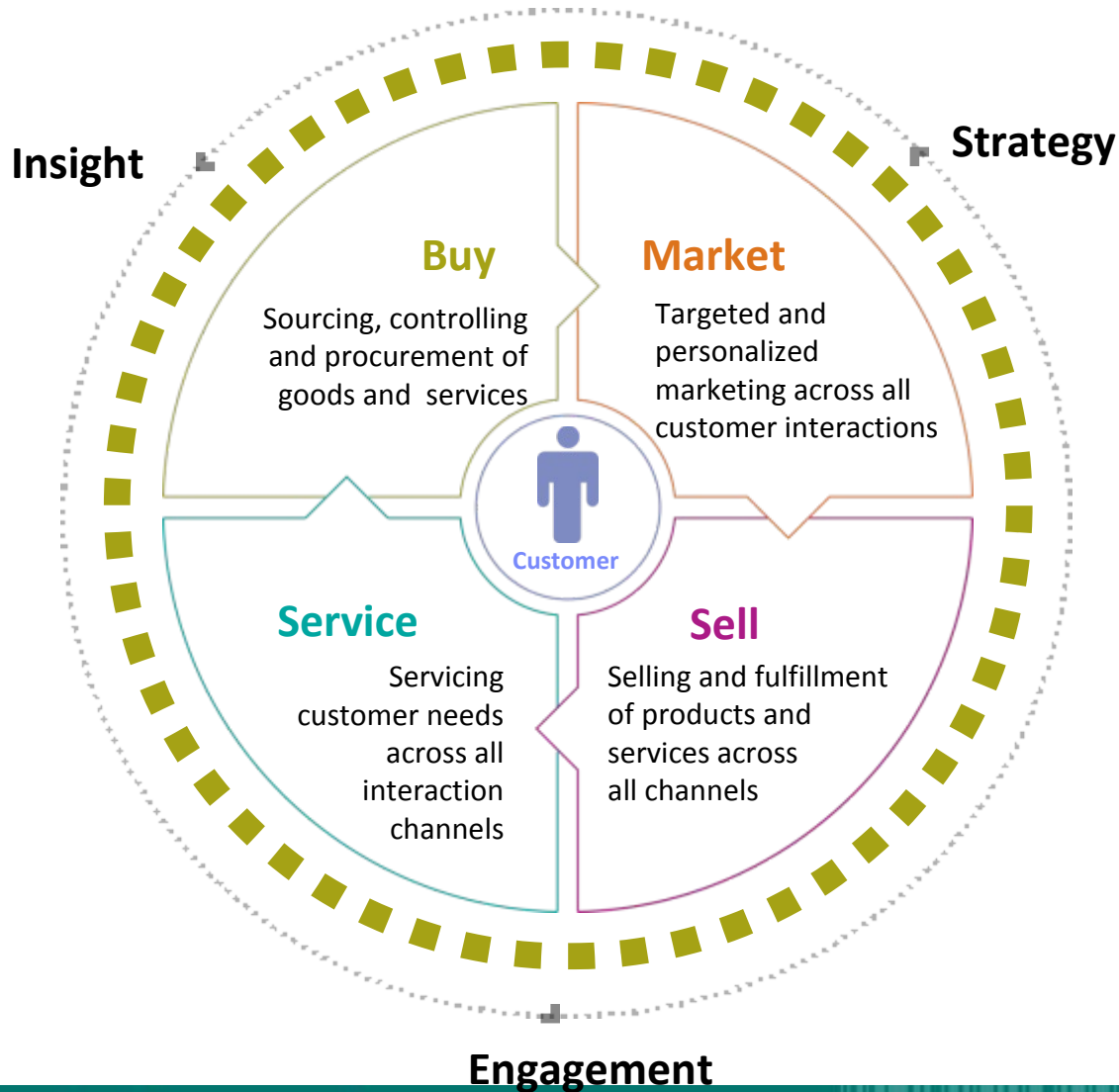


Smarter Commerce ayuda a transformar



cada fase del ciclo de comercio

Buy
Drive intelligent, adaptive and optimized extended supply chains based on customer demand



Market
Create personalized and relevant offers with unified cross-channel marketing

Service
Anticipate behavior and deliver flawless customer service across all channels

Sell
Enable customers and partners to buy any offer from any supplier across any channel