

# IBM Commerce Learning Academy 2015

13-16 October | [Dublin, Ireland](#) | [#ibmlearning](#)

At the IBM Commerce Learning Academy - Europe, learn about IBM Commerce market-leading solutions for marketing, eCommerce, customer analytics, and B2B integration. Learn how these solutions, brought together with deep industry expertise, equip leaders to achieve business outcomes and drive shareholder value.

**This event features both deep technical and business leader value coverage with over 100 unique sessions** designed to give attendees insight into the latest technologies, best practices and the business benefits across the following conference tracks:

- **Marketing - Omni-Channel Marketing, Real-Time Personalization and Mobile Customer Engagement**  
*includes solutions such as: IBM Omni-Channel Marketing (Unica), IBM Journey Designer, Silverpop and Xtify*
- **eCommerce - B2C Commerce, B2B Commerce and Omni-Channel Merchandising**  
*includes solutions such as: IBM WebSphere Commerce; IBM Sterling Order Management; IBM Sterling Configure, Price, Quote; IBM Commerce on Cloud; and Merchandising*
- **Customer Analytics - Customer Analytics and Customer Service Optimization**  
*includes solutions such as: IBM Digital Analytics (Coremetrics), IBM Tealeaf Customer Experience Management, IBM Customer Experience Analytics, and IBM Journey Analytics*
- **B2B Integration - B2B Integration and Managed File Transfer**  
*includes solutions such as: IBM Sterling B2B Integrator, IBM Sterling File Gateway, IBM Control Center, and Network and Managed Services*

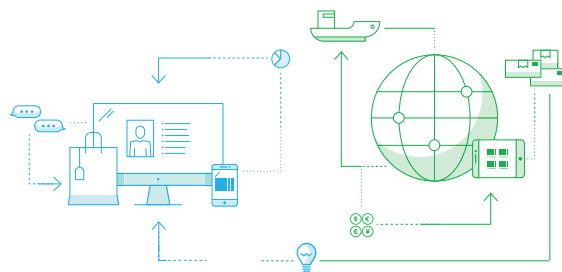
## Leverage the Power of 3 EMEA IBM Conferences:

Your conference registration will also provide full access to the parallel [IBM Software University 2015](#) | [WebSphere Technical University PLUS](#) with another 120 sessions and the [IBM Digital Experience 2015](#) with another 100 sessions.

We look forward to seeing you!

## Any Questions?

Contact us: [IBMConferences@Learnquest.com](mailto:IBMConferences@Learnquest.com)



## Top reasons to attend:

**Upgrade your IT skills: Training is the key to success.** Get up to speed on the latest technologies, trends, tips and techniques - direct from IBM.

**Select from over 100 in-depth presentations and labs.** Learn how successful organizations are delivering integrated, differentiated and personalized experiences across multiple channels in context with the right business solutions, security and data for competitive differentiation, customer loyalty, enhanced employee interactions, partner supplier efficiencies and profitable growth.

**Gain varied practical experience and get involved.** Test-drive the latest technologies through hands-on labs. See leading-edge demos at the Solution Center and discuss the latest solutions. Gain exclusive insights into best practices projects and real-life applications by customer speakers.

**Take advantage of the numerous networking opportunities.** Exchange ideas and interact with peers, leading-edge thinkers, technology gurus and experts from IBM. Connect with a broader IBM ecosystem to explore how you can get even more return on your existing IBM investments.

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