



10 Reasons why attending Customer Connection can make a significant impact on your organization

Customer Connection, like no other event, provides a forum to network with peers, get up to speed on new technology, and learn best practices. All in all, it's a powerful gathering that can help you accelerate revenue and reduce costs. Customer Connection 2010 will be held April 12-14 in Dallas, Texas.

TOP 10 REASONS TO ATTEND CUSTOMER CONNECTION 2010

1. **Take advantage of nearly 100 educational sessions.** Education and training are the very heart of Customer Connection. Choose from nearly 100 educational sessions on topics and products that matter most to you.
2. **Excellent value for the level of intensive education.** In addition to the educational sessions, training is offered both prior to and immediately following Customer Connection. Expert trainers will be ready to focus on subjects that will help you make the most of the solutions you are using. Customer Connection is the place to bring it all together fast.
3. **Collaborate with customers who share similar challenges.** Your colleagues around the world are grappling with business issues much like your own. Customer Connection is the forum to share experiences and identify specific solutions that can optimize and transform your business processes. Join us to find the answers.
4. **Hear from Customer Keynotes.** John Thompson, Senior Vice President and General Manager, Best Buy.com will talk about how this retailing giant in consumer electronics and home-office equipment is implementing and forging new connections to strengthen its position of leadership.
5. **Connect with Analysts.** Attend sessions led by Analyst firms such as: Forrester, Gartner, IDC, Manufacturing Insights and Tower Group. These sessions include: *Most Effective Projects to Reduce Supply Chain Costs and Risks, Learn How Mobile and On Demand are Changing the E-Commerce Landscape and many more...*
6. **Take part in hands-on demos to see what you can accomplish now.** Visit our Solutions Pavilion and take in demos that can show you how you can inspire new ideas and solutions to update your current processes and procedures. Walk away from this event with an actionable plan to benefit your organization.
7. **Learn best practices that can help you succeed.** This is where you learn best practices through a wide range of sessions led by customers, analysts and engineers. It's more than product information, experts share real-world best practices and industry trends that help you tackle key challenges.
8. **Network with colleagues and other top professionals.** This one-of-a-kind event brings together customers, industry analysts, partners, thought leaders, and Sterling Commerce experts from engineering, customer support, and product marketing. Take advantage of the gathering to gain valuable insights to advance your organization's objectives.
9. **Become a more valuable asset to your organization.** The knowledge and insights you take away from Customer Connection can have a strong impact on your company and your value to the organization. No other event presents greater opportunities to leverage what you've learned. It works for the business and it works for you.
10. **Attend for FREE in 2010.** Pay nothing for conference registration when you register using the special Partner Referral Code – "PRP"!