

Responses to IRUG 2012 Conference Topic Survey

This document summarizes the survey responses of IRUG members as of Wednesday, August 17, 2011. This is a small sample of our members, but it shows some clear indicators that should be inputs to our planning for 2012.

Planning for the future and networking are still the top of mind for the retail members.

15 retailers took the survey

Department Store	2
Specialty	4
Grocery	6
Big Box	0
Chain Drug	1
Hospitality	1
Not Specified Response	1

17 Associate members and 2 Professional members also took the survey. The following responses are by retailer priority with the Associate/Professional answers provided for contrast. The Associate member responses seem to vary according to the offerings of the Associate member company. The Professional member responses match the retail responses very closely but are included in the associate category in this report. Associate responders often skipped questions so you will notice that the Associate responses do not add up the same on all questions..

2. What factors are most encouraging to you wanting to attend the IRUG Conference? Please vote for the factors that are important to you and your company, and rank them by their value in wanting to attend the Conference.

	1 = highest, 5 = lowest	Retailer	Associate
Networking opportunities		1.50	2.21
Learning the latest trends in retail		1.60	2.37
Education on the latest trends on consumers		1.93	2.61
Education on retail applications		2.21	2.58
Interfacing with IBM developers and executives		2.29	2.61
Education on the latest retail hardware		2.40	2.89
Cost of travel		2.50	3.24
Cost of hotel		2.57	3.29
Hands on Exhibit Hall		2.71	2.42
Conference venue and location		3.00	2.73
Ability to bring family		3.75	3.46

	Retailer Interested	Retailer Not interested	Associate Interested	Associate Not interested
3. The Re-emerging Customer				
Emerging trends in Consumer technology	15	0	14	0
Software to improve Customer satisfaction	11	0	7	5
Trends in customer service	10	1	10	1
Consumer behavior trends	9	1	8	3
Promotion tracking and connection to CRM	9	2	9	3
Coupon processing	9	4	6	6
4. The Changing Customer Interface				
Point of Sale from the customer POV	13	0	12	0
Mobile point of sale / line busting	12	2	13	0
Kiosks from the customer POV	11	2	9	2
Self checkout from the customer	7	6	11	1
5. Social Networking / the Connected Customer				
Mobile customer experience	11	0	9	2
Why Social Networking	10	0	10	2
Social networking integration	9	0	8	4
Getting the most out of Facebook, LinkedIn, Twitter, and more.	8	0	7	5
6. Mobility				
The shift to the mobile mindset	13	0	13	0
Mobility, The Benefits and Pitfalls	12	0	13	0
Smartphones, the link to the customer	12	0	13	0
Creating retail apps for smartphones	11	0	10	2
Multichannel IT Integration – online, mobile phones, kiosk, store	11	0	11	2
How will Consumer mobility reshape the retail industry	11	1	13	0
7. Infrastructure / Innovation in Technology				
Operating environments for stores, pros and cons	9	3	9	4
Multichannel software tools	7	5	7	3
SaaS (software as a service)	7	4	9	2
Virtualization	7	4	7	5
Managing vendor maintenance	7	4	5	7

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Cloud computing services	6	5	9	4
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8. Applications

Predictive modeling to get the most ROI	13	1	8	4
Advanced analytics, understanding the business	10	1	7	6
Customer relationship management	9	3	7	4
Loss prevention	6	2	7	5
Intelligent safe integration and money management	5	7	7	3
Supplier relationship management	4	6	3	10
Fresh automation	3	9	3	9
Food safety and recall management	2	10	2	11

9. Retail Hardware / Environment / Infrastructure

Emerging trends in retail technology	13	1	13	0
Store technology	13	1	12	0
IBM retail strategy	12	2	12	0
Tokenization	9	4	7	4
Unified communications	8	3	7	4
Reduced Space Symbology (RSS)	7	5	9	3

10. Business Issues

Building strategies for the future	11	2	13	2
Making the most of your IRUG membership	11	3	14	0
Managing ROI	11	3	9	5
IT Governance, best practices	10	1	5	7
Managing risk	10	3	11	5
Government Relations / governance	9	3	9	5
Retail economy vs. the real economy	8	4	13	1
WIC EBT compliance	7	7	7	5
Marketing to a depressed Consumer	5	3	8	6
Dealing with the recession and recovery	5	5	10	4
Making the most of Industry Association memberships	5	6	9	3
Economic forecast	5	6	11	3
Enterprise 2.0	3	8	6	8
Filling the whitespace between apps	3	9		
Product country of origin management	2	6	4	10

11. Payment Methods and Alternatives

Mobile security	13	1	17	0
Contactless payments	12	2	14	0
End to End Encryption	12	2	10	0
PCI compliance	12	1	14	0
Chip and Pin	11	2	13	0
Internet payments	10	2	13	1
Payment companies - terms and conditions	8	3	12	2

12. What two topics would you like to see as Super Sessions?

Mobile customer	11	11
Re-engineering customer interface	8	2
Social network impact on retailing	6	4
Re-emerging customer	2	3
Other (please specify)	1	0
Hardware/Software RFPs		

13. What type of keynote speaker would you like?

Humorist	7	10
Retail executive	7	5
Motivational	6	9
Educational	3	3
Change agent	2	5
Economist	0	4

14. For the 2011 conference there were a number of changes in the processes, and additions. Please select YES if you liked the change, NO if you didn't like the change and N/S if your not sure the change mattered or should be modified.

	Retailer			Associate		
	Yes	No	Not/Sure	Yes	No	Not/Sure
The breakfast returned to the exhibit area	12	0	2	11	1	4
Continuing the Wed sit down breakfast	12	1	1	9	1	6
The addition of the Technology Pavilion	11	1	2	12	2	2
The addition of the IRUG mobile App	10	0	4	10	1	5
The return of the paid speaker	8	0	6	8	2	6
Allowing for hospitality suites in the evening	6	2	6	5	8	3
Adding private conference rooms to the exhibit area	4	2	8	2	9	5

**15. For both retailers and exhibitors, please make any suggestions to improve the exhibit area.
(Not in any particular order)**

Retailer Answers

More demos

Group the areas so there are not outlying vendors on the ends. Maybe circular or in groupings.

Organize the arrangement of the booths, for instance have a Hardware aisle, Mobile Apps aisle, POS apps aisle.

Liked the smaller aisle area - more conducive to networking.

Didn't get the "solution" pavillion or whatever it was called.

Associate answers

Continue the bingo type card to insure that retailers visit the exhibits. the Exhibitors spend quite a bit of money to attend and need to show something for their efforts.

Place Technology Pavilion in a better location, Keep the passageways narrow as in Orlando. Set up the lunch tables with technical topics as gathering points for BOF both days.

Spread out the food and drink areas to encourage visits to all areas of the hall.

Organize it in a circle with IBM in the middle. Get rid of the aisles. Allow each exhibitor to speak for 2 minutes on stage and introduce themselves.

**16. What three topics would you add to the agenda?
(Not in any particular order)**

Retailer Answers

Networking sessions

Self service and mobile should continue to have a presence.

Reducing staff numbers through systems automation. Back-office integration. Software for buying groups.

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Best practices on how to get appropriate information up to exec levels. Best practices for change management. Best practices for security areas such as intrusion detection/prevention enterprise level solutions.

RFPs. Path for selecting hardware/software platforms

I think that Mobile will be an important topic again. PCI and the latest evolution on the changes. Coupon Fraud continues to bog down Grocers

Retailer Experiences - anything where a retailer talks (these are my 3 additional topics to be added.)

Associate Answers

Payments, mobile and NFC EMV is the foundation.....Think strategically

A Subject something around the discuss on single vendor ERP or best of breed point solutions!

Self service and mobile should continue to have a presence.

Kiosks, Digital Signage, PCI compliance

17. In your opinion, what three things should we be more focused on to improve the conference? (Not in any particular order)

Retailer Answers

Great conference keep improving

Upcoming trends, upcoming regulations, new solutions

Getting all the Board Members to speak to attendees. Especially when they are first-timers.

Keep costs low. Allow enough time and ways to network with other members. Improve availability of refreshments at breaks and between events.

Keeping the costs down. Choosing venues that have easy access.

Retail experiences / speakers Retail experiences / speakers Retail experiences / speakers

Associate answers

Industry updates and distributions throughout the year that are relevant to Retailers

Offer a broader selection of vendors for booths. It was very limited and a number of companies such as peripheral companies (Honeywell, Motorola, or credit providers) that can present hardware or one-off software solutions were not present.

Additional networking opportunities Interactive games (Prices) Restructure Motivate Retailer visitations to the exhibitors booths

Marketing the conference.

Upcoming trends, upcoming regulations, new solutions

Attendance, Networking and Networking opportunities