

IBM Retail User Group

An International Association of IBM Retail Systems Users, IBM and IBM Retail Solution Partners

For over thirty years the IBM Retail User Group has provided a platform for Retailers, IBM, Retail Professionals and IBM Business Partners to advance retail technology and IT solutions. Together, through the sharing of experiences and a working partnership, members have found solutions to common industry-specific problems for mutual benefit.

Pioneer retail users of IBM's 3650 RSS founded the User Group in 1976. The organization consisted of a small group of department store and discount retailers. The group met twice each year to discuss mutual problems, share solutions, and learn how to derive the most benefit from their POS investment. As the organization grew, their focus broadened prompting the User Group to change their name to IBM Store Systems User Group in 1998.

Because of the rapid changing of retail dynamics the User Group expanded its focus beyond the four walls of the store. The reality of today's retail industry is a broader, more consumer-focused, interdependent environment working together to effectively meet customer expectations. All the elements of the retail enterprise: stores, merchandising, operations, financial, and e-commerce are interconnected through technology and the IS infrastructure to support it.

In keeping pace with the dynamics of the industry the IBM Store Systems User Group changed its name to IBM Retail User Group, expanding the focus of the association to incorporate and integrate all the solution elements of the retail enterprise. In May, retail industry executives from around the world will meet to share interest in best practice solutions, workshops, case studies, networking and opportunities, and IBM's new products and direction, and IBM solutions that reach far beyond the traditional store.

The annual conference is held each May, with an associated IBM POS Application Focus group meeting following the main conference. A board of retail members, along with IBM and associate delegates develop the agenda, with input from the membership. The agenda includes elective and roundtable sessions, IBM product announcements, presentations

by retail members sharing solutions/experiences, and keynote addresses by industry leaders and IBM Sr. executives. The conference provides a forum for sharing of ideas and solutions, as well as establishing an environment for networking among its members.

What some of our members say about the IBM Retail User Group:

Karen Paramore, Pier 1 Imports



The main reason I have become active in the IBM Store Systems User Group is to keep abreast of the latest changes IBM is making in POS as well as offerings from IBM business partners. The opportunity to network with other users has proven invaluable to Pier 1 as we continue to expand our systems in order to keep up with ever-changing technology.

Dave Courtney, President, EDJ Enterprises, Inc.

The annual conference is an experience that every associate member needs to have. Where else can you find so many retailers that are interested in your products, skills and services? This is not a trade show where you have to avoid the tire kickers to find your prospects. This is a marketplace for information and relationships. If you are not part of the resources of the IBM Store Systems Users Group, you are missing a priceless opportunity.

Richard Mader, Executive Director of ARTS



I was invited to speak and attend the Annual IBM Retail User Group conference - I now look forward to returning each year. The annual conference is the best place to meet the leaders of the industry and keep abreast of IBM developments in retail solutions. The range of sessions is outstanding, from management level presentations on new features and functions for increasing customer satisfaction to how to implement new objects within Java or Windows or extend the life of 4680 OS. While

IBM support presence is strong, it is clear that the users manage the conference and content. Everything is well organized: the sessions, the excellent exhibits, and the social functions that provide the perfect opportunity for informal networking. Each year we take away ideas for new or improved standards. If you are thinking of upgrading your Store Systems or need new ideas to improve customer service, you need to attend.

Elective Sessions



50 Elective sessions, roundtables and brainstorming opportunities presented by your retail peers, IBM retail partners, Professional Members and IBM on the relative

topics focused to meet the needs of your selected retail infrastructures, enterprise and in-store solutions.

Exhibits

The conference provides the opportunity to share information with exhibits by IBM and over 60 IBM Business Partners. The conference provides a forum for sharing of ideas and solutions, as well as networking and establishing peer relationships with the leading providers of hardware, software and services in support of the IBM retail environment. NOT a trade show, the association is a working education and information network for the mutual benefit of all its members. The annual conference is held in May, with an agenda developed by the retailers.

Experience the Difference

Plan to join us this May and start reaping the benefits experienced by other retail and associate members around the world! - check us out at: www.IBMretailug.org and request a 2007 Conference CD and see why retailers for over 30 years depend on IRUG to make the difference.

Mark your calendar for the 31st Annual Conference, May 18 - 21, 2008 in Orlando, FL.

Application for Membership:

Company Name

Address

City, State, Zip

Delegate Name

Title

Email

(_____)
Phone ext. _____

(_____)
Fax

Principal Type of Business

Type Card: _____ Exp Date: _____

Name on card: _____

Account #: _____

Signature: _____

Type of Membership

- Regular** Annual dues \$195
An IBM store systems user or a user of any part of an IBM system in a retail environment.
- Associate** Annual dues \$395
An IBM Business Partner providing hardware, software and/or services in support of IBM retail environment.
- Professional** Annual dues \$395
A retail industry association or educational institutions.

Please return with payment in US dollars to:
IBM Retail User Group
8421 Lorraine Drive
Strongsville, OH 44149

The 2008 Conference:



IBM Retail User Group
May 18 - 21, 2008
Renaissance Orlando Resort
at SeaWorld
Orlando, FL

The 2008 conference promises to be bigger and more informative than ever before. The IBM Retail User Group has broadened the focus of the association and the conference beyond the four walls of the store. The conference will incorporate all the IT elements of the retail enterprise. IBM and their business partner will exhibit new products and share common direction. The 2008 conference will draw retail industry executives from around the world interested in best practices solutions, workshops, case studies, and networking opportunities. This conference will reach far beyond the traditional store environment – you need to be there!

Who should belong to the IBM Retail User Group:

Retail CIO's, IT - EVPs, SVPs, VPs, and
Directors and Managers of:

Logistics
Supply Chain Management
Transportation
Merchandising
Purchasing
Operations
Store Systems
Asset Protection
E-commerce

IBM Retail Business Partners
Professional Retail Associations
Educators
Retail consultants

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Retail Membership



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