



### A little history

Pioneer users of IBM's first point of sale system, the 3650, founded the User Group in 1976. The organization met twice a year to discuss mutual problems, share solutions and learn how to derive the most benefit from their POS investment. As the organization grew, its focus broadened, prompting the User Group to change their name to IBM Store Systems User Group in 1998. The reality of today's retail industry is a broader, more consumer-focused, interdependent environment. In keeping pace with these dynamics the IBM Store Systems User Group changed its name to IBM Retail User Group in 2006, expanding the focus to incorporate all technology elements of the retail enterprise.



### Join today

To find out more about the IBM Retail User Group and how to join, please visit [www.ibmretailug.org](http://www.ibmretailug.org) and click on "Enroll as a member."

[www.ibmretailug.org](http://www.ibmretailug.org)



RTB12509-USEN-00

## Share. Learn. Succeed. IBM Retail User Group Retail Membership



# IBM Retail User Group

*An International Association of IBM Retail System Users, IBM and IBM Retail Solution Partners*



## A valuable forum for retailers

For over thirty years, the IBM Retail User Group (IRUG) has provided a platform for retail professionals and IBM retail specialists to advance the retail technology agenda, find solutions to common industry issues and build a solid communications network.

One of the few independent user groups still in existence, the IRUG is run by retailers and for retailers, providing a forum to share ideas that can benefit all members. The vendor community can join as associate members to take advantage of this invaluable source of feedback and connection.

## Get connected. Stay connected.

Membership in the IRUG provides real and tangible benefits to retailers, addressing challenges they face in today's volatile and uncertain environment.:

- Learn how to effectively address pressing current issues such as PCI compliance, boosting operational efficiencies, improving employee productivity, motivating customers and more
- Forge and nurture relationships with other retailers, retail technology vendors and IBM retail representatives
- Provide requirements and direction for IBM retail products and solutions

As a member, you will receive regular e-mail communications, a quarterly newsletter and full access to the User Group website. The site offers a forum where retailers can ask questions and share views on specific issues, read stories and articles on topics of interest, find annual conference details and access links to IBM resources.



## A unique opportunity to network and share information

The IRUG annual conference is one of the user group's key activities. Each May, retail industry leaders from around the world meet to share best practices, attend workshops, explore real life case studies, network with fellow colleagues, learn about IBM solutions, both store-based and beyond and provide feedback on new IBM products and directions.

### *Who should belong:*

- 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

## Recognizing industry innovators

Innovation and technology remain key drivers that are shaping the way consumers shop today and will be served in the future. To recognize technology innovation leaders, the User Group established the **"IBM Retail User Group – Innovation Award"** in 2007. Each year the association awards a new winner at the May meeting.



*Join today...*  
**www.ibmretailug.org**