



## Message from the President



Yes, the economy is certainly challenging indeed – but take heart! Things are in good shape in San Antonio!

The IRUG board has been busy planning a tremendous conference this April – And best of all, it will be in the Texas Hill Country of San Antonio at Marriott's newest resort. We recently had a tour and it is truly amazing! The hotel opens

in January and is worth making the conference as it's filled with the latest customer interfacing technology available – please checkout the latest on the resort at this website - <http://www.jwsanantonio.com/>

Our theme this year is “**Revitalizing the Customer Experience**”. For main tent sessions, we have several excellent topics lined up:

- 1 **Gartner** will share their insight and perspectives on the evolution and future of the consumer retail experience and how retailers are having to change to keep pace.
- 2 **Migros**, a leading Swiss retail super store chain with a steadily growing international presence, will present their technology advances in fresh item management.
- 3 **Dairy Queen** will be presenting their experiences with a recent project rollout of mobile coupons and alternate payment methods.

For the Super Sessions, we have revised the format and will be making these much more interactive. Two are planned as follows:

- 1 **Motorola** will discuss the ROI behind mobile computing and provide details on how this con-

sumer interfacing technology is being implemented with retailers. Solutions including coupons, alternate payment methods, and social networks will be explored.

- 2 **IBM** will provide their vision on how technology is changing the customer experience, through technologies such as mobile, self checkout, digital merchandising solutions and others.

And, for Deep Dive sessions, we have these offerings – (note that these will be scheduled without overlap so you can attend them all)!

**Shootout at the OS Corral** - The Texas Hill country might have been home to real-life cowboy shootouts in its colorful past, but for today's retail store environments, the term takes on new meaning. This session is about operating environments for stores — Windows, Linux, 4690, and even DOS. What makes one platform better or worse than the next? Should you migrate to one or the other, and if so, which one, why, when and how? What implications should you consider: application support, security considerations, future needs, and ability to manage? Join a lively panel of technology cowboys as they face off and take their best shots at one environment vs another. You can “draw” your own conclusions!

**Coupon Hoedown** - This session will roll faster than a good old Texas Hoedown — but without the blisters! It covers coupons, a topic bigger than the Texas sky. This panel-led discussion will explore the current technology of coupons used in today's retail environments — including paper, electronic, mobile, in-store and manufacture coupons — as well as the future of coupon technology, from scanning coupons on mobile phones to offering in-store promotions from brick-and-mortar and e-commerce

# Keynote Speaker

**"Technology Trends for Retail 2010"**  
**Jeff Roster, Gartner, Inc.**

**Monday - April 26, 2010**  
**8:30 am - 9:00 am**



Mr. Roster communicates global IT trends in the retail and wholesale industries, analyzes end-user requirements, and consults on strategies with IT vendor clients. Mr. Roster also conducts primary research interviews with vendors and end users, performs secondary research, and writes market research reports. Mr. Roster has led consulting projects and developed syndicated research focusing on the retail industry in the following areas: information technology initiatives, outsourcing services, enterprise applications, and Internet/Extranet solutions. He is frequently quoted in RIS News, Consumer Goods Technology, Executive Technology, Chain Store Age, Supermarket News, Progressive Grocer, Chain Drug Review, VARBusiness, Information Week, Inter@ctive Week, Darwin Magazine, E-Commerce Times, Computerworld, The New York Times, The Los Angeles Times, The Chicago Sun-Times, Philadelphia Inquirer, The Dallas Morning News and the Washington Post.

He has also been selected as one of The 25 Most Influential People in Retail by Retail Info Systems News (RIS) magazine for 2001 and the Executive Technology Power 50 list for 2003. In 2009 he received the Retail Connections "Exceptional Achievement" Award.

Before joining Gartner, Jeff worked in logistics and process improvement for Mervyn's.

Mr. Roster received a master's degree in business administration from St. Mary's College and a bachelor's degree in business administration from Chico State University.

## Topic

*"Technology Trends for Retail 2010"*

Jeff Roster will present a summary of the most recent retail research and trends for Retail 2010. He will examine adoption patterns for business intelligence, CRM and in store technologies. Jeff's background coupled with Gartner's research makes him the ideal person to put the trends into perspective for retailers and vendors who work with retailers.

# Message from the President

*(continued from page 1)*

venues. If you are currently using coupons or are looking to implement coupons in near future you should consider joining our panel of coupon experts as they dance around this lively topic. Hats and boots are optional!

**Texas Dust Bowl or Fresh Profitable Perishable -** When it comes down to it there is a large difference between "great" and "not so good" perishables, and we all know in Retail Grocery, that perishables play a large role in where the consumers will shop. On the great high plains of the Texas Panhandle we see extremely large tracts of land with not a place to plant a single carrot, but in the new world of PC based, Customer and Clerk facing high resolution, interactive scales we see fertile opportunity. The customers are not only noticing a change in store based technology they are almost demanding it. If you believe that "a scale, is a scale, is a scale" and all perishables are equal, then maybe the Texas Panhandle is the best option for you, if you feel you need "growth, increased sales, high productivity, with a lower carbon footprint" then maybe the lush green backdrop of a San Antonio Sunset is for you. Join us and see what the future of FRESH really looks like.

As you can tell, we are packing lots of fun along with the learning and networking experiences. The IBM Retail User Group is all about **YOU, the USER – So come on out to San Antonio and see how the west was really won!!**

Please mark your calendars now for the 2010 conference:

**33rd Annual Conference**  
**April 25-28, 2010**

**JW Marriott San Antonio Hill Country Resort**  
**23808 Resort Parkway**  
**San Antonio, TX 78261**

Any member who would like to be a presenter at next year's conference should call the Administrative Office at (440) 238-5880 for more information. ***Without your involvement we cannot be successful!***

Warm regards,  
Kelly Hewitt  
President

# The Partner Pavilion

*The Partner Pavilion is pleased to highlight 4690World, a long standing IBM Business Partner and member of the User Group*

*by Jeff Boyle  
4690World*

In this issue of POST, the Partner Pavilion is pleased to highlight 4690World, a long standing IBM Business Partner and member of the user group. Today, Jeff Boyle, president of 4690World, serves as an associate director on the IRUG board. 4690World is committed to enhancing the value of the IBM 4690 Store Systems by delivering innovative products, exceptional customer support, and a “can-do” attitude solving complex challenges facing today’s Retailer.

Founded in 1996, 4690World has continued to expand and innovate. From the Java Tlog Parser, released back in 2001, to the RIO Framework released in 2006, 4690World has been able to provide innovative solutions to meet retailer’s needs. 4690World’s focus has always been to support the customer and meet their needs. As a result of this focus, 4690World expanded their business into selling IBM hardware and integration services in 2007. In 2009, 4690World was invited to attend the prestigious IBM Retail Store Solutions Advisory Council, an honor limited to a distinguished group of Retail Solution Providers who are Premier or Advanced level members of PartnerWorld, and who have a high revenue point value for selling Retail Store Solutions products.

4690World continues to be a Premier IBM business partner selling all of IBM’s Retail Product offerings including the IBM SurePOS products as well as IBM’s ACE POS software offering.

## **Rio Grande**

4690World’s Rio Grande product (winner of the 2009 IBM Retail User Group Innovation Award) provides a cross-platform integration framework that exposes all 4690 Store System data to any J2EE-enabled host system. This J2EE server-side product currently runs on a wide variety of systems, including the IBM Series-I, IBM Series-P, and any Windows or Linux server platform, supporting WebSphere Application Server, Oracle Application Server (10,11g), or Apache/Tomcat. RIO also supports all popular database servers, including IBM DB2, Oracle, MS/SQL, and MySQL.

Rio Grande was developed to meet the integration needs of the Retailer in today’s complex multi-platform environment, where the real-time delivery of store data is not only possible, but highly desired. RIO provides near real-time collection, parsing, and posting of sales data.

In addition to providing this sales data interface (Trickle), Rio Grande has also been enhanced to provide a Price Management interface for IBM’s 4690 Store Systems as well. It provides a seamless host interface to manage the flow of price promotions and changes between the host and 4690 Store System. This price management host interface is currently in production supporting the Oracle Price management host while integrating to the latest ACE version on the POS Controller.

## **Accelerator GUI**

Accelerator, 4690World’s POS Graphical User Interface (GUI) for most all 4690 POS terminals, supports all of IBM’s POS Applications (GSA, SA, CDSA and ACE). Accelerator is running in thousands of lanes across the country and provides all of the advanced capabilities seen in “Windows” type GUIs. Typically there are no code changes involved in implementing Accelerator, simply a re-link of the terminal application.

## **Custom Integration and Implementation**

4690World has a long history of solving complex technology integration challenges. The company has a staff of highly-skilled software engineers with decades of experience in the Retail domain. The company’s 4690 experience dates back to the very first IBM 4683’s and 4680 OS!

## **Conclusion**

4690World is a company with a vested interest in the continued value and success of the IBM 4690 Store Systems portfolio. The company, coupled with its support of the IBM Retail User Group is committed to driving exceptional value from the Retailer’s legacy assets, while also providing the framework to integrate with today’s state-of-the-art technology.

# IBM Institute for Business Value

## Meeting the demands of the smarter consumer

### IBM Global Business Services – Executive Summary

#### Overview

Consumers are transforming the retail environment by leveraging the latest technologies to receive instant access to product details and price information. They are spending their money on merchandise and services they value most and stipulating how they want to interact with retailers. IBM surveyed more than 30,000 consumers in the United States, Canada, United Kingdom, Brazil, India and China to determine how they choose where to shop, what shopping methods they prefer and what they will demand from retailers in the future.

#### It's a buyer's market

Consumers are getting smarter as they incorporate new technologies into their daily lives and information becomes more readily available.

To put it another way, they are becoming more instrumented, interconnected and intelligent. They know:

- Which retailers have the best prices and products
- How they want to interact with both retailers and other consumers
- What matters most to them as they decide where to shop
- What retailers need to improve
- Where they want to spend their money.

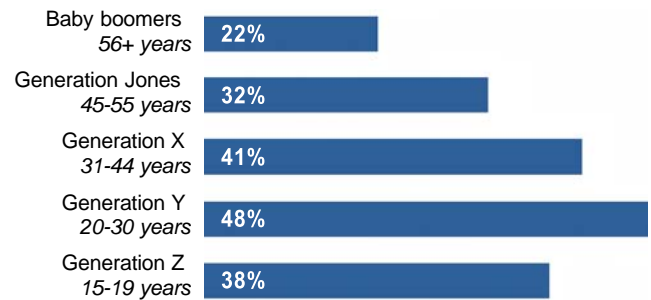
The balance of power has shifted accordingly. Today, it's a buyer's market.

#### Consumers are instrumented...technology has made them smarter than ever

Thanks to the Internet, mobile devices, digital TV and in-store kiosks, many consumers now have immediate access to a wealth of information about retailers and their products. They are using this information to decide what to buy and where to buy it.

Generations X and Y (see Figure 1) are particularly receptive to using new technologies to enhance their shopping experiences, while consumers living in the growth markets are even more enthusiastic than those in mature markets. More than 50 percent of Brazilian, Chinese and Indian respondents are willing to use two or more technologies to comparison shop and ultimately purchase. That may come as no surprise; after all, there are nine times as many mobile phone accounts as there are automobiles in the emerging world.

#### Percentage of "instrumented consumers" by age group



Source: IBM Institute for Business Value analysis, Retail 2010, n=11,450.

**Figure 1:** Generations X and Y are the most willing to use alternative ways to shop and to purchase.

Consumers want to use different technologies depending on their shopping purpose or objective. For example, the survey shows that they want to use:

- 1 Web sites primarily to compare prices, print coupons and access their personal accounts
- 2 In-store kiosks to review product features, pay for goods and get product information
- 3 Mobile phones to locate the nearest store, compare prices and check that the items they want are in stock before they go to the store.

#### Consumers are interconnected...wanting to connect to retailers and fellow consumers in new ways

Consumers listen to other consumers – some of whom they don't even know – and the dialog influences the decisions they make.

Thirty-three percent of respondents told us that they are somewhat or very likely to "follow" a retailer on a social networking site. But a value exchange is required. For instance, consumers want to follow retailers that will provide them with new samples to try, preferred customer status for special promotions or advanced sales, as well as allow them to influence product development and new service offerings. Younger consumers are even more likely to follow a retailer, as are those living in the growth markets. In fact, Indian, Brazilian and Chinese respondents are three times more likely to follow a retailer on a social networking site than American, Canadian and British respondents.

(Continued on page 5)

# Meeting the demands of the smarter consumer

(continued from page 4)

## Interconnected consumers are eager to assist

Fortunately, most consumers – whether or not they use social media are more interested in providing constructive suggestions than they are in voicing criticism. Seventy-eight percent of respondents are willing to collaborate with retailers to co-create new products and services that meet their needs. This emerging trend was evident from respondents in all markets and all ages. Baby boomers (56 years of age and older) did prove slightly less willing to co-create than younger generations. The interesting fact is that those who want to get involved are prepared to devote time each week co-creating with their retailer.

## Consumers are intelligent...they know what they want

Instrumented and interconnected consumers are increasingly intelligent consumers. They have more clearly defined ideas about what they want from retailers than ever before. We analyzed the relationship between what consumers said is most important to them when deciding where to shop and what areas they feel retailers need to improve upon the most (see Figure 2).

1	Offers me discounts specifically for the things that I buy
2	Has products available consistently
3	Offers me various options to provide me with greater value
4	Offers better quality products
5	Has everyday low prices
6	Has great sales
7	Offers a variety of products

**Figure 2: The seven areas that matter most to consumers and where they also think retailers most need to improve.**

Regardless of age or geography, consumers' top priority is personalized discounts. In addition, consumers demand product availability, better value, quality and variety. Based on respondent feedback, a retailer that fulfills these top priorities can then distinguish itself by providing a loyalty scheme with easily obtainable rewards, shopping aids (e.g., price-comparison and product-locator tools) and knowledgeable store employees and by showing that it values its staff (e.g., by giving them health insurance).

## Consumers reward retailers that get it right by increasing purchases and loyalty

Consumers are ready to reward those retailers that get it right; 61 percent said that they would spend more with their current retailer if it made the improvements they suggested. Consumers in Generations X and Y are particularly willing to do so, as are consumers shopping for

specialty apparel and home merchandise. IBM's research shows that consumers who feel positively about a retailer really do generate more economic value.

## Smarter consumers are making smarter decisions

Smarter consumers know what they want when they go shopping, and they expect to be heard. For retailers that want to succeed in the future, they will have to keep pace with these smarter consumers by providing new shopping channels, participating in their social networks and using analytics to meet their demands. But smarter consumers are not only more demanding, they are also more willing to collaborate. They are ready to contribute to the development of new products and services and will reward those retailers that listen by giving them more of their spend.

***Embrace this buyer's market by partnering with today's smarter consumers to capture value and increase loyalty.***

## For more information:

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To learn more about this IBV study, visit [ibm.com/retail](http://ibm.com/retail)

# Daniel L. Hopping

*President and CEO, Next Retail Group, LLC*

*“The Emerging Consumer Culture”*

**Wednesday - April 25, 2010**

**10:45 am - 11:30 am**



The consumer culture of 2015 will require a different retail environment to attract loyalty. We will discuss the factors driving this evolving consumer culture and how a retailer should evolve their corporate culture to stay ahead of the curve. The rate of change in consumer behavior is still increasing even with the difficult economy. What people

are cutting back spending on and what they are increasing spending on has caught many retailers by surprise. Technology is still a leading factor in this evolution and the projects that are now being developed in the corporate research centers will cause even more change over the next decade. We will look at what technologies will change the most and what retailers should do now to take advantage of them.

***Dan Hopping, President and CEO, Next Retail Group***

Daniel Hopping is a global technology futurist, author, inventor, consultant and speaker. He has worked with hundreds of retail companies and has been involved with dozens of retail “*store of the future*” projects in almost every segment of Retail. His company, *Next Retail Group*, works with retailers to keep them abreast of the latest technologies and how their utilization of technology affects the enterprise’s competitiveness. The consumer is now changing faster than retailers can change their systems, making planning for change a critical function.

# Main Tent Speakers

## IBM Retail User Group

*2010 Annual Conference*

*San Antonio*

Chris Schwanz

Program Manager, International Dairy Queen

“RFID, NFC, Mobile Marketing in the Real World”

Updates from a real project.

Steve Ladwig

General Manager, Retail Store Solutions

IBM Corporation

“Executive Perspectives”

John Gaydac

Vice President, Retail Store Solutions

IBM Corporation

“IBM Retail Strategy”

Jeff Roster

VP, Industry Market Strategies, Retail

Gartner, Inc.

Latest research and trends in the retail customer experience

Dan Hopping

President & CEO

Next Retail Group, LLC

“The future of the customer interaction”

Emerging trends is consumer behavior.

*Speakers to be scheduled.*

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## Join Us



# IBM Retail User Group 33rd Annual Conference Agenda

***“Revitalize the Customer Experience”***

## **Sunday - April 25, 2010**

7:00 am - 3:00 pm Golf  
 3:00 pm - 4:00 pm Associate Member Meeting  
 4:00 pm - 7:00 pm Registration  
 4:30 pm - 5:30 pm 1st Time Attendees  
 5:00 pm - 7:00 pm Opening Reception  
   *Sponsor: Agilysys*

## **Monday - April 26, 2010**

7:30 am - 8:00 am Continental Breakfast  
   *Sponsor: VeriFone*  
 Registration  
 8:00 am - 8:10 am Welcome  
   *Kelly Hewitt, President*  
 8:10 am - 8:30 am **IBM Executive Perspectives**  
   *Steve Ladwig, IBM*  
 8:30 am - 9:00 am **Keynote Address**  
 9:00 am - 9:30 am **Technology Trends for Retail 2010**  
   *Jeff Roster, VP Research, Gartner*  
 9:45 am - 11:00 am Super Sessions  
 11:00 am - 1:30 pm Exhibit Hall Open  
 11:00 am - 12:00 pm Refreshment Break in Exhibit Hall  
   *Sponsor: 4690World*  
 12:00 pm - 1:30 pm Lunch  
   *Sponsor: Cornell-Mayo*  
 1:15 pm - 4:30 pm Deep Dive Sessions  
 1:15 pm - 4:30 pm Elective Sessions  
 4:30 pm - 6:30 pm Exhibit Hall Open  
 Refreshment Break in Exhibit Hall  
   *Sponsor: MATRA Systems*  
 7:00 pm Banquet

## **Tuesday - April 27, 2010**

7:30 am - 8:00 am Continental Breakfast in Exhibit Hall  
   *Sponsor: ST&J Retail*  
 8:00 am - 8:30 am **Retail Speaker**  
 8:30 am - 9:00 am **RFID, NFC, Mobile Marketing in the Real World**  
   *Chris Schwanz, Program Manager, International Dairy Queen*  
 9:00 am - 9:10 am **2009 Innovation Award**  
 9:15 am - 10:45 am **Deep Dive Sessions**  
 10:45 am - 11:30 am Refreshment Break in Exhibit Hall  
   *Sponsor: Retail Tech*

## **Tuesday - April 27, 2010**

10:45 am - 1:30 pm Exhibit Hall Open  
 12:00 pm - 1:30 pm Lunch  
 1:45 pm - 3:30 pm Elective Sessions  
 1:45 pm - 4:30 pm Deep Dive Sessions  
 3:45 pm - 4:30 pm Birds of a Feather Sessions  
 4:30 pm - 7:00 pm Exhibit Hall Open  
 5:00 pm - 7:00 pm Reception in Exhibit Hall  
   *Sponsor: Motorola*  
 Exhibit Hall Open until 7:00 pm

## **Wednesday - April 28, 2010**

8:00 am - 9:00 am Breakfast  
 9:00 am - 9:30 am Associate Meeting  
 9:00 am - 9:30 am User Group Business Meeting  
 Election of Directors 2010-2011  
   Prize Drawing - ThinkPad  
 9:30 am - 10:00 am **Retail Speaker**  
 10:00 am - 10:30 am **Retail Speaker**  
 10:30 am - 10:45 am Refreshment Break  
 10:45 am - 11:30 pm **The Emerging Consumer Culture**  
   *Dan Hopping, Next Retail Group*  
 11:30 am Closing  
   Prize Drawing - ThinkPad  
 12:00 pm - 2:00 pm Board of Directors Meeting  
 12:00 pm - 12:30 pm Focus Group Working Lunch  
 12:00 pm - 5:30 pm IBM POS Application Focus Group

## **Thursday - April 29, 2010**

7:30 am - 8:00 am Continental Breakfast  
 8:00 am - 12:00 pm IBM POS Application Focus Group  
 12:00 pm - 5:30 pm SCSFG Focus Group

## **Friday - April 30, 2010**

8:00 am - 12:00 pm SCSFG Focus Group

### **Exhibit Hall Hours:**

Monday	11:00 am - 1:30 pm 4:45 pm - 6:30 pm
Tuesday	10:45am - 1:30 pm 4:30 pm - 7:00 pm

*Topics and times subject to change*

# IBM Retail User Group 33rd Annual Conference

## Elective Session Topics

### **101 Things I Learned about Retail Systems Architecture**

Next Retail Group, LLC

### **Are you Ready for Mobile Bar Codes?**

Honeywell Scanning & Mobility

### **Payment Security Strategies for Retailers**

Hypercom

### **Mobile Point of Sale - Are You Ready for It?**

Global Bay Mobile

### **Operational Effectiveness: Front-End and Cash Office Operations**

Balance Innovations

### **Profit from Cash-Room Automation and IBM POS Integration with Safe**

Tidel Engineering

### **Retail Sales Tax Automation – A Key Element of Your Technology RoadMap**

Vertex Inc.

### **Mobile Payment in the US Retail Market**

Tech Global Partners, Inc

### **Retail Payment Strategies to Counter Fraud**

STJ Retail

### **Rollout of new IBM 4690 OS Version - went from V3 to V5**

Pier 1

### **How to Automate the Retail Replenishment Process and Manage Inventory**

SAF-AG

*for detailed topic information go to [www.IBMretailug.org](http://www.IBMretailug.org)*

### **IBM Elective Topics**

- Building a Dynamic Infrastructure for Retail: The IBM Sure Operating Environment
- Consumer Mobility: Market Trends, Emerging Technologies, and Mobile Shopping Models
- Creating Customer Engagement and Advocacy through Social Media
- Developing and Executing a Customer-Centric Strategy
- Enhancing the In-Store Shopping Experience with Self-Service
- Future of Checkout
- IBM Loss Prevention - Dramatically Impact Shrink at the Point of Sale and Self Checkout
- IBM SurePOS Hardware Update - NDA
- Improving Store Operations through Energy Performance Management
- Innovations in receipt printing
- Loyalty / Promotions
- Next Generation e-Commerce: The Cross-Channel Customer Interaction Platform
- Reduce Costs of Managing Retail Systems with Improved Service Management
- Reducing the Cost of Retail Application Footprint Using Cloud Computing
- Retail Innovations in Research
- Retail Trends
- Secure Transaction / Payment Gateway
- Self Checkout Solutions Update
- SurePOS ACE: What is the REAL benefit of an ACE solution?

# NEW Session Format(s) for 2010

## IBM RETAIL USER GROUP CONFERENCE

You asked for fewer sessions so you could attend more of them, for more quality time one on one with industry experts, for more time on key industry challenging topics, and open discussion with the experts and your peers. At the 2010 conference, the IBM Retail User Group is adding to the Super Sessions and Elective sessions - the Deep Dive Session.

### **Super Session:**

The Super Sessions as in 2009 will be a process combination of an: elective session, panel discussion, round table, birds of a feather and demonstrations. Short presentation will be made by selected panel members, other IRUG associate members, with a topic focus - from a different perspective. The panel will also feature retailers and an outside expert. There will be two Super Sessions for 2010.

### **Elective Session:**

*Elective Sessions* - as in the past will be presented by IBM, Associate Members and retailers. As in 2009, there will be approximately 30 sessions. The elective session will be about 40 minutes, covering a large spectrum of topics of interest to the retail membership and associates.

**Deep Dive Sessions** - are being added to the 2010 agenda. The deep dive session, approximately 4 to 5 of them, will provide the presenter with additional time to cover a detail topic of broader industry relevance. The topics will be covered in depth, addressing technical issues, business cases, ROI, technology and experiences. Deep Dive sessions will allow more time for open and meaningful discussion and exchange.

### **Super Sessions**

#### **Mobile retail management - information anywhere, anytime:**

Managing information anywhere, anytime – “Revitalizes” the consumer experience, improves associate productivity and maximizes supply chain efficiencies. Managing on the move, instead of from behind a desk, gives customers on-demand access to product information as they shop, provides accurate accounting for stock, reduces shrinkage and provides on-hand availability meeting customer demand and enables checkout lanes to move quickly and efficiently.

Motorola will be conducting a 2010 “Super Session” addressing mobility. Working with leading retailers, Motorola has delivered retail mobility solutions that drive measurable results from the warehouse to the sales floor associate into the hands of the customer. Using mobility solutions, retailers can more effectively respond to customers’ needs, speed transactions, reduce the time-to-checkout, and accurately communicate with back-end systems and maximize cross-sell opportunities.

### **Deep Dive Topics**

#### **Regulatory Governance**

#### **Shootout at the OS Corral**

The Texas Hill country might have been home to real-life cowboy shootouts in its colorful past, but for today’s retail store environments, the term takes on new meaning. This session is about operating environments for stores — Windows, Linux, 4690, and even DOS. What makes one platform better or worse than the next? Should you migrate to one or the other, and if so, which one, why, when and how? What implications should you consider: application support, security considerations, future needs, ability to manage? Join a lively panel of technology cowboys as they face off and take their best shots at one environment vs another. You can “draw” your own conclusions!

#### **Coupon Hoedown**

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(Continued on page 10)

## Session Format for 2010

(continued from page 9)

### Tokenization at Point of Sale

As many retailers have done and continue to do, Pier 1 spent a great deal of time considering what changes should be made to best meet PCI standards. Pier 1 chose to implement tokenization at the Point of Sale. Plan to attend this elective session to hear about Pier 1's experience with planning, implementation, successes and pitfalls associated with the project.

### Texas Dust Bowl or Fresh Profitable Perishable

When it comes down to it there is a large difference between "great" and "not so good" perishables, and we all know in Retail Grocery, that perishables play a large role in where the consumers will shop. On the great high plains of the Texas Panhandle we see extremely large tracts of land with not a place to plant a single carrot, but in the new world of PC based, Customer and Clerk facing high resolution, interactive scales we see fertile opportunity.

The customers are not only noticing a change in store based technology they are almost demanding it. If you believe that "a scale, is a scale, is a scale" and all perishables are equal, then maybe the Texas Panhandle is the best option for you, if you feel you need "growth, increased sales, high productivity, with a lower carbon footprint" then maybe the lush green backdrop of a San Antonio Sunset is for you.

Join us and see what the future of FRESH really looks like.

***Keep up-to-date and current on the Super Sessions - Elective Sessions - Deep Dive Sessions on the IRUG web site!***



## Call For 2010 Elective Session Speakers

One consistent message we hear from the membership is the educational value the IBM Retail User Group conference provides. A key component of this education is sharing retail experiences with each other. This is achieved through informal networking at the various social events, open discussions in the exhibit hall and dialogue during the elective sessions. The elective sessions scored favorably are those presenting a real business case or actual problem by a retailer. We all share common challenges and opportunities that are not confidential or strategically revealing. We would appreciate your consideration in presenting such a topic at an elective session in San Antonio.

If you are able to share with us, please complete the online application and submit to Deb Jones at [issug@roadrunner.com](mailto:issug@roadrunner.com) for board consideration by 2-15, 2010. Remember, retailers presenting elective sessions will receive free conference registration.

Joe Rosolanko  
Retail Director, IBM Retail User Group  
Director - Applications, International Store Systems,  
Toys R Us

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## Mark Your Calendar

**33rd Annual Conference**  
***"Revitalize the Customer Experience"***

**April 25 - 28, 2010**  
**San Antonio, TX**

**at the**  
**JW Marriott San Antonio Resort**

**for more information**  
**visit us at**  
**[www.IBMretailug.org](http://www.IBMretailug.org)**

# Announcing Link&Learn



The IBM Retail User Group announces a new year round educational program for our retail and associate members, entitled Link&Learn. This program, which is hosted by our sponsors and associate members on the IRUG web site, has been crafted to leverage the networking and information sharing essence of the User Group conference to provide ongoing educational information. In terms of the 2009 annual conference, Link&Learn will be able to provide “voice over on select elective sessions for download by members who were unable to attend the session at the conference or wish to share them with their associates. In the October/November timeframe, IRUG will post three to five 2009 elective sessions to Link&Learn on the IRUG web sites with more to be posted over the coming months.

In addition to elective sessions, Link&Learn will provide resources for sponsors and associate members to sponsor webinars and provide links to available webinars for replay. We will make every effort to ensure that the webinars posted on the IRUG web site will follow the non-commercial information sharing essence of the User Group conference.

The plan is to add additional postings to the Link&Learn catalogue, including additional elective sessions from the 2009 conference as well as other webinars that become available to post.

Keep checking the IRUG web site for new Link&Learn postings. We will e-blast the announcement of their availability.

# 2010 Exhibit Registration

The 2010 Exhibitor Information, Floor Plan, and Registration Form are now available on the web site at [www.ibmretailug.org](http://www.ibmretailug.org). Register early, download the form and reserve your space for the 33rd Annual Conference in San Antonio, TX.



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## Become a Member

### **Retail Membership**

Annual Dues: \$195

### **Associate Membership**

IBM Business Partners

Annual Dues: \$395

Membership includes:

- Access to member directory
- Ability to pay dues online
- Access to forum
- Ability to register for conference online

**Apply online at  
[www.IBMretailug.org](http://www.IBMretailug.org)**

# 2010 Retail Innovation Award

## *Presented by IBM Retail User Group*

The IBM Retail User Group's Board of Directors will present their 3rd Retail Innovation Award to a Retail and Associate member at their annual conference in San Antonio, April 25-28, 2010.

### General Rules and Information\*

1. Nominations of a Retail Member's innovative solution must be in hand by close of business March 30, 2010.
2. Nominations may be submitted by any Retail, Associate or Professional member of the IBM Retail User Group,
3. Nominations may include solutions in any category of retail. All nominated solutions must have been deployed in a test store/location by 12/31/2009.
4. Judging criteria will be based on creativity, uniqueness—innovation as defined by Webster; i.e.
  - 1: the introduction of something new
  - 2: a new idea, method, or device.
5. The Board of Directors will evaluate all nominations and select finalists prior to the Annual Conference.
6. The finalists must be able to provide a demo of their solution, either in the form of a working example or a video/ppt of the solution in use, to be displayed at the Annual Conference.
7. The Retail attendees at the Annual Conference will vote on the final candidates.
8. The votes will be tallied on Monday evening of the 2010 Conference.
9. The winning Retailer will be announced and the Outstanding Retail Innovation Award presented to the Retailer and the solution provider at the close of the conference.

\* Watch for more information and details to follow.  
visit [www.IBMretailug.org](http://www.IBMretailug.org)

**Are you developing an Award-Winning solution?**

# Board of Directors

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## Call for Board of Directors Candidates

Do you have a desire to serve as a director for the IBM Retail User Group? The Nominating Committee will be selecting a slate of individuals to run for the Board of Directors at the 2010 Conference.

Although many directors come from our volunteer ranks, the main requirement to be a director is good business sense and relevant experience with the User Group or similar businesses or organizations. A director is responsible for strategic planning in the areas of policy and administration where it relates to IBM Retail User Group activities and organization.

If you are interested in running, or know someone who you think would be a good candidate, please contact Deb Jones at [issug@roadrunner.com](mailto:issug@roadrunner.com).