



Conference Highlights

33rd Annual IBM Retail User Group Conference

April 25 – 28, 2010 in San Antonio, Texas

By: Tina L. Horne, Ph.D.
IBM Retail Store Solutions

The 33rd conference was held in San Antonio, TX on April 25 – 28, 2010 and by all reports, was a big success. The conference experienced a marked increase in attendance, which attests to the conference’s unique networking and retail education benefits. Attended by more than 450 retailers, solution providers and IBM retail experts, the conference delivered the latest education and information on solutions and challenges facing the retail industry focused on the theme, “revitalizing the customer experience.”

“This year’s conference proved to be one of the most diverse and robust conferences yet, with a variety of compelling key note presentations and comprehensive elective sessions all focused on the theme of revitalizing the customer experience,” said Kelly Hewitt, President, IBM Retail User Group. “In addition, the opportunity for attendees to network with key retail executives and their peers makes this conference a not-to-be missed retail event.”

The annual conference brought together an impressive group of retail professionals and featured key note presentations by leading retailers including:

- Ron Ferri, Business Process Consultant - Retail Operations, Giant Eagle, Inc.
- Jeff Roster, VP, Industry, Market Strategies, Retail, Gartner, Inc.
- Brenda Cassas, Director of Sales & Use Tax, Michaels Stores, Inc.
- Joerg Schuepbach, Head of Maintenance and Support of gmPOSsystems, Migros
- Jason Todd and Tim Webb, Technical Experts, Wal-Mart

- Lou Sterzenbach, Director of Applications, Pier 1 Imports
- Perry Kramer, VP Sales Operations, Corporate & Distributed Solutions, BJ’s Wholesale Club Inc.
- Chris Schwanz, Program Manager, International Dairy Queen

In addition to main tent presentations, the conference offered two super sessions and six deep dive sessions on a variety of topics as well as 26 elective sessions. Below is a sampling of the topics covered at this year’s conference:

Super Sessions showcased two major topics of the conference

1. *Mobile retail management* - information anywhere, anytime – moderated by Frank Riso from Motorola, the panel included Sandeep Bhanote, Global Bay Mobile, Kelly Hewitt, Stage Stores, Inc., Dan Hopping, Next Retail Group, Jim Nadler, aferBot, Inc. and Jeff Roster, Gartner Group.

2. *Future of Checkout* – moderated by Norma Wolcott from IBM Retail Store Solutions with a panel including Tadd Wilson and Bill Noonan from IBM plus Jason Todd and Tim Webb from Wal-Mart, Inc.

“Deep-Dive Sessions cover variety of important topics

- “*Shootout at the OS Corral*” - panel discussion focused on operating environments for stores — Windows, Linux, 4690, and even DOS.

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Message From The President

Dear IBM Retail User Group Members



"Thank You" for making the 33rd Annual Conference of the IBM Retail User Group a huge success despite an uncertain economy! While the economy has been challenging, during the conference I talked to numerous retailers, and it appears that 2010 is shaping up to be one of IT's busiest years. Many companies are working aggressively to implement key technology solutions this year in preparation for the recovery and the changes in the way our customers shop.

We recently completed the retailer and associate surveys and greatly appreciate your participation. Your feedback confirmed the IRUG's future growth strategy – expanding beyond POS and providing a facility to "Get Connected and Stay Connected". What we are seeing is that retailers are struggling to keep pace with consumers who are embracing pervasive, yet powerful devices such as the mobile phone and PDA's. The store's customer interface is once again expanding to things like the mobile Web and alternative payment methods – And likewise, we are expanding our scope and mission to address these needs in the future as well.

The areas that we will be covering from a customer interface standpoint in 2011 and beyond will be:

- Point of Sale Terminal
- Self Checkout
- Kiosk
- Mobile retailing
- The Connected Customer
- Social Networking
- Web site (e-commerce)
- Governance (PCI)

These items rely on key architecture and operational topics as listed below and will be targeted for elective sessions and speakers in 2011:

- Channel integration
- Middleware
- Security and PCI

A new offering for the upcoming year will be our **Link & Learn** sessions (educational webinars & conference sessions). We are excited about this offering as it will provide the membership with educational value throughout the year – in addition to the annual conference.

Based on your feedback gathered from the new survey process, we are currently crafting the agenda, sessions and speakers for the 2011 conference. Sessions and speakers will be addressing the topics you the members asked for with a focus on real world experiences. The board and IRUG staff members are seeking key presentations from retail executives

that can present, discuss and demonstrate experiences related to customer interfacing such as mobile and customer loyalty. The survey revealed 27 key topics of interest to the membership and the complete survey analysis will be available on the web site.

And let's not forget about the **POS, Kiosks and Self Checkout** – While some believe these solutions have become a commodity, many retailers are currently involved in major upgrades or replacement projects – and are facing numerous issues. While some aspects of these technologies have become commonplace, getting all the components successfully integrated, tested and deployed to a large distributed environment still requires key skill sets, troubleshooting and execution. The IRUG remains very committed to these solutions while at the same time, expanding our reach to support new technologies.

For the 2011 conference, we will again be offering two **Super Sessions**. In keeping with your suggestions, the format for these sessions will be preserved to provide interaction with the attendees and a user experience. Our survey information showed that "**Software to Improve Customer Satisfaction**" and "**How Consumer Mobility will Re-shape the Retail Industry**" was the number two and three topics selected by the retailers and will be the focus of the Super Sessions. The number one topic chosen was "**IBM Retail Strategy**", and this topic will be moved from an elective session to main tent per your request.

As you can tell, there are many changes underway at IRUG to provide you with the solutions, education and membership networking opportunities keeping you aware and successful in these challenging times.

Please mark your calendars now for the 2011 conference:

34th Annual Conference
"Tools to Captivate the Connected Customer"

May 15 - 18, 2011

Omni Orlando Resort at ChampionsGate
Orlando, FL

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. **We need your involvement to be successful!**

Again, we sincerely hope that you enjoyed and benefited from the 2010 conference and look forward to seeing you in Orlando!

Best regards,
Michael Sachar, President
IBM Retail User Group

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 and 2010 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 November/December time frame, IRUG will post five 2010 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.

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

2010 Conference CD

Conference sessions are available on the website in the member section for download. CD's are also available. Contact Deb Jones at issug@roadrunner.com and one will be mailed to you. Share the conference with your associates or catch up on the sessions you were unable to attend.

Conference Highlights

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- *“Coupon Hoedown”* - explored 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 and e-commerce venues.
- *“Reach for the Clouds, Partner”* – an in-depth look at how you can increase customer satisfaction at lower costs but implementing Cloud in a SOA infrastructure
- *“Texas Dust Bowl or Fresh Profitable Perishable”* – discussion focused on how perishables play a large role in where the consumers will shop.
- *“WIC Electronic Benefit Transfer – Are you ready for national expansion”* – a detailed outlook on WIC EBT to better understand federal plans to spur POS readiness, and learn about WIC EBT Operating Rules.

Elective Sessions offer in-depth information

Twenty six Elective Sessions, presented by Retail Members, Associate Members, and IBM, covered a large spectrum of topics of interest to the retail and associates membership including mobile shopping, payment strategies to counter fraud, self checkout, how ROI and TCO can help quantify business value of store technology, loss prevention solutions from IBM, building a dynamic infrastructure operating environment, PCI compliance issues, retail sales tax automation, the future of point of sale and many more.

2010 Retail Innovation Award announced

Roundy’s Supermarkets, Inc., with its project, “Automation of Self Checkout Balancing”, was announced as the winner of the 2010 Retail Innovation Award, during a special awards ceremony at the conference. This award carries special meaning because the winner is chosen by the winner’s peer group – the retail membership of the organization. The innovative solution provider, Balance Innovations, was also honored with the 2010 Retail Solution Innovation Award.

Make plans to attend next year’s conference

The 34th Annual Conference of the IBM Retail User Group will be May 15 - 18, 2011 at the Omni Orlando Resort at Champions Gate in Orlando, FL – be sure to mark your calendar and plan to be there for this must attend annual retail event.

OUT OF THE BLUE

Profit Potential of Cross-Channel Shoppers Increases Push for Visibility at Store Level

(Excerpted from an article that appeared in the August 2010 tekREVIEW newsletter)

One of the top business challenges facing retailers today is having the ability to track customer shopping experiences across a variety of channels. By gaining a more complete view of customer activity via online and in-store, as well as mobile and social networking sites, retailers can leverage their ability to increase sales and improve customer loyalty.

As a matter of fact, a recent RIS Thought Leadership report illustrates that multi-channel retailers project the most gain (83%) at the **in-store level**, compared to 11.9% in e-commerce, 4.7% in direct and call-center, and 0.4% in m-commerce.

Bottom line is that cross-channel customers are more profitable than single channel customers “which makes them worthwhile to pursue,” says Nikki Baird, Principal Analyst, Retail Systems Research RSR.

Within their recent study “The Cross-Channel Wake-up Call,” RSR discovered that three of the top four technology enablers valued by survey respondents were all about creating visibility: customer visibility, inventory visibility, and enterprise analytics.

Tadd Wilson, Senior Managing Consultant, Retail Store Solutions (RSS) for IBM Systems and Technology Group sees a real emphasis on the demand for cross-channel analytics.

“For some retailers, what a customer does online and what a customer does in-store are two separate ‘histories’ trapped in different sets of data. Advanced analytics can help unify these histories even if the data structures don’t match up,” explains Wilson. “It can also help retailers understand what types of promotions to offer in which channels,” he adds.

Wilson says that RSS is also working with large national grocers to insure that items ordered online, but picked up in-store, “flow through the POS and back to the enterprise system to preserve a single view of inventory sold and customer transactions,” and adds that many of IBM’s RSS POS application partners have been actively ramping up their multi-channel capabilities due to the noticeable influx of retailers raising their hands to get in on the cross-channel “action.”

“It goes beyond visibility to action-ability,” says Wilson. “For example, being able to order from a retail webpage while in-store at the point of sale, is something we see a lot of interest in from specialty and general merchandise. The needs and priorities tend to vary across segments.”

And he should know a thing or two about cross-channel priorities, since IBM’s WebSphere Commerce is one of the pioneers in cross-channel commerce solutions.

IBM WebSphere Commerce can be integrated with a cross-channel solution to create a superior, customer-centric experience. A premier example is the dynamic partnership of WebSphere Commerce with CrossView, which over the past few years, has enabled specialty retailers like Moosejaw Mountaineering and vineyard vines® to achieve monumental success by integrating the best of each channel into a single platform to create a superior, customer-centric experience.

The CrossView cross-channel solution is based on IBM WebSphere Commerce and leverages IBM’s Retail Integration Framework. The technology includes an array of precision marketing features and “conversation-starters” that can be leveraged to engage customers and grow sales across all channels.

“What IBM and CrossView did was it enabled us to have this multi-channel approach where we were able to segment our customers and get the data to improve both their needs and our needs,” says Shep Murray, CEO and co-founder of vineyard vines®.

Murray’s brother and co-founder, Ian Murray, agrees that having a consolidated, cross-channel view of customers has enormous benefits. “We believe that we are not only going to make the customer have a better experience, but that it’s going to turn dollars into profits for our business and allow us to grow.”



The Partner Pavilion

STJ Retail

By: Richard Cuttler, STJ Retail
an Associate Member, IBM Retail User Group



STJ Retail has been an active participant in the IBM Retail User Group for the past 8 years. In that time, the company has become a familiar sight at the yearly

conference as a sponsor, exhibitor, presenter and most recently, a board member. Membership in the IBM Retail User Group has allowed STJ Retail and the staff that have attended the conferences, workshops and demonstrations hosted by the users group to network with stakeholders in the IBM store systems marketplace and receive feedback on market requirements. In addition, STJ Retail has been able to market the company's various solutions and services and educate themselves on latest industry trends and technologies.

STJ Retail was incorporated in 1995 with the initial mandate to provide consulting services to the retail industry on store systems. Since that time, the company has broadened its portfolio of services and gained recognition in the retail industry as a reliable Application Management Services company for retail point of sale software and retail electronic funds transfer. Not only have they delivered innovative solutions to the retail marketplace for over fifteen years, they also have the ability to consult, design, integrate and support store systems. The company is known for driving value from retailer's legacy assets and enabling today's state-of-the-art technology. STJ Retail is the official Canadian partner for IBM's POS offerings and currently works with major 4690 users in over 15 countries around the world.

Participation in the IBM Retail User Group has played a significant role in STJ Retail establishing themselves as an industry leader with extensive store applications development and support expertise. STJ Retail's involvement in the IBM 4690 environment dates back to 2000 when the company began its development and support services operation. In addition to its membership in the IBM Retail User Group, STJ Retail is a long-standing IBM business partner.

Over the past three years, the company has presented at the annual users group conference on the topics of EMV, Chip and PIN and PCI compliance. At this year's conference in Orlando STJ Retail will proudly demonstrate the company's full range of 4690 solutions and services.



STJ Retail's premier product is EFT Plus™, a fully integrated payment solution that was specifically designed for the IBM 4690 environment. This product enables retailers to process Chip and PIN credit/debit cards as well as meet PCI and EMV requirements. EFT Plus™ has a modular design that grants retailers the flexibility to easily add new PIN pad devices, third party hosts and acquirers. It replaces the legacy bank code that the vast majority of 4690 retailers have in place today and while delivering additional functionality its streamlined design reduces demands on systems resources and results in additional available memory and processing capability. EFT Plus™ is the only EMV solution for the 4690 environment that does not require additional hardware or wiring. EFT Plus™ is currently in production with HMV, Toys R Us and several other retailers. EFT Plus™ features:

- Seamless integration for IBM 4690 environments
- PCI Data Security Standards compliance
- Supports both MSR and Chip and PIN requirements for North America
- Support for multiple transaction processors/banks
- Support for multiple PIN pads
- Multiple Value Added services (loyalty, gift card, etc.)
- TCP/IP communications
- Streamlined design
- Migration path to Windows and Linux

For more information, see our web site at www.stjretail.com or contact Richard Cuttler at 905.851.6600 ext. 153 or rcuttler@stjretail.com.

Interesting Times

By: Dan Hopping, Next Retail Group



If you attended last April's IBM Retail User Group Conference in San Antonio, you heard a lot about the future of retail and how fast the consumer is driving us toward that future. It seemed pretty scary when you add up all of the information and predictions and try to understand what is coming. It seemed that things really can't be moving that fast. Now 6 months later—

it seems things are going even faster. At the 2009 conference mobile was considered coming but retailers felt that there was still plenty of time to get ready. Now it seems that most major retailers are on the mobile bandwagon and competing with new apps.

It looks like 2011 will be the year Mobile is mainstream and a mandatory piece of the retail business. I've been tracking which retailers are testing or rolling out mobile applications and I am not at over 80 companies. Many small retailers are doing a much better job than the large companies. Maybe that is because they have fewer legacies to overcome.

Consider the following random items that are since the April conference:

- 4th Generation phones are starting to be delivered in volume.
- Verizon 4G phone receive at 8 Mps Peak at 28 Mps reported.
- Sprint, AT&T, Verizon, T-Mobile, Samsung, Blackberry, Android, HTC all providing 4G
- Google's Android has passed the iPhone in sales for the first time.
- The Android had 866% growth over last year's 2nd quarter.
- Nokia sold 23.8 million phones in the 2nd Q 2010.
- iPhone sales will hit 100 Million by the end of 2011.
- iPhone 4 first day sales were 1.5 Million.
- The NexusOne phone has a 1 gigahertz processor
- Most consumers always have their phone with them.
- Nielsen says that consumers under 18 average 2,779 text messages per month.
- There has been an explosion of over a thousand phone apps in 2010 such as:

Foursquare had 600,000 virtual check-ins in May 2010
Shopkick is now rolling out with American Eagle Outfitters Direct and is being tested by many more retailers.

RedLaser, a mobile app for scanning bar codes to compare prices online was purchased by e-Bay.

Snap Tell by Amazon, allows consumers to take a picture of a barcode or DVD cover to get Price comparisons.

myShopanion lets consumers to scan traditional bar codes and search the web for product reviews, descriptions and prices.

- Dozens of GPS based location based phone apps are being delivered

- Scanbuy Inc. finds global mobile bar code scanning via its ScanLife mobile platform is up 700% compared with the beginning of the year. Scanbuy users are between 35 and 54, and 74% are male.

- Restaurant.com sold more than 1.5 million discounted dining certificates in just 48 hours

- Business models are being refined well enough that app companies are making money.

The younger consumer is constantly connected to the Web and to friends. They have a very different perception of retailing than most retailers have. They will have a long term affect on the direction retailing will take. Their mobile technology will be a bigger an impact to retail as was the Web connected PC.

The IBM Retail User Group's 2011 Conference will focus on assisting the retailer in understanding the changes the consumer is going through and what has to be done to stay ahead of curve.

Block you calendar now for May 15 to 18 in Orlando.

Mark Your Calendar

34th Annual Conference *"Tools to Captivate the Connected Customer"*

May 15 - 18, 2011

Orlando, FL

at the

Omni Orlando at ChampionsGate

for more information
visit us at
www.IBMretailug.org

“YOU ASKED FOR IT, YOU GOT IT”

New Associate Programs Designed to Enhance Marketing Benefits And Add Value to the IBM Retail User Group Membership

By: Steve Biccum and Erv Jones

Based on your requests, the IBM Retail User Group Board of Directors has added new programs and significantly enhanced others in order to increase the value of an Associate membership in IRUG. Specifically, these new programs, are intended to enhance the marketing potential for Associate Members in the following ways: improve the educational value and relevance of your elective sessions and provide greater opportunity to brand your products and services at the annual conference; expand the social and networking foundation of the association to increase the ‘building relationships’ aspect of the group; and provide for new ways to address member’s concerns and keep members updated within the Retail Space.

Enhancing the Associate Elective Session process:

At the annual conference, elective sessions represent the associate member’s best opportunity to showcase an expertise in specific area and obtain added value. For the 2011 conference, session topics are being developed from the top 25 - 30 topics chosen by the membership and from outside sources within the industry; based on an extensive survey process implemented this year. Associate members will be able to choose the elective sessions from this list of topics, which will be available to you shortly. The intent of the new topic selection process is for the sessions to be more relative and meet the information shared experiences need of the retail attendees. Presentation proposals will be reviewed by the conference committee to insure abstracts meet the intent of the topics selected.

The same process described above is also being utilized for main tent speakers, to increase the relevance of the conference in general and to maximize time spent by all conference attendees.

Along with this new topic selection process, IRUG will also be working with the associates who deliver elective sessions on aligning topics with the right target audiences. Based on the content of the session, managerial / strategic planning or technical / tactical, the interest can be determined prior to attending. This will enable members to better utilize their time at the conference, sell the sessions content to their management and ensure better attendance and session scheduling for your presentations.

Below is the procedure we will use to put together the elective agenda and speakers for the 2011 conference. Because IRUG is months ahead of prior years in the session, speaker and agenda development process, this provides IRUG with additional time to market your session and speaker.

1. Members will receive a “call for presentations” notification email containing the list of topics with a session proposal form attached.
2. Members will complete session proposals using the attached form or on-line session forms are available on the IRUG web site at <http://www.ibmretailug.org/Conference/SessionProposal.htm> based on the topic selected.
3. Session proposals will be sent to Deb Jones, preferably in electronic format at ISSUG@roadrunner.com.
4. You may submit a session proposal for consideration if there is not a topic on the list that matches your area of interest or expertise.

While this process is new to 2011, the only difference from prior years is the methodology used to select the topics. The process is the same, but advanced topic selection will provide IRUG with the most focused agenda to insure that the IBM Retail User Group Conference is the “can’t miss” retail event in 2011

Sponsorship Program Additions and Enhancements:

The IBM Retail User Group Board has added an additional sponsorship level that will provide Associates members with more opportunity to invest in the IRUG community and gain additional visibility. This Bronze Level is an entry level sponsorship, at \$5,000 to encourage increased sponsorship participation. In addition to the added level, additional opportunities have been added to enhance the benefits, including the use of the private meeting rooms during Exhibit Hall hours, with advanced registration.

The Exhibit Hall – Briefing Suites

In response to requests by associate members, IRUG has added two (2) private meeting rooms in the exhibit hall that can be used by sponsors and exhibitors during exhibit hours. Available ONLY during the Exhibit Hall Hours, these private meeting rooms can be reserved by exhibitors and sponsors in 1/2 hour increments, to a maximum of five ½ hour segments. The rooms will be equipped with table, (4) chairs, a projector and a screen. These private meeting rooms must be reserved at the time of registration, prior to the conference, and the session schedules are on a first come basis. The fee for the private meeting room is \$150 per half hour increment. Sponsors

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“You Asked For It, You Got It”

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will be allotted free ½ hour segments according to sponsorship level: Bronze (2), Silver (3), Gold (4) and Platinum (5), and can also schedule and pay for an additional five segments. Any unused half hour increment will be released and made available on a first come basis at the \$150 per half hour fee to sponsors and exhibitors for additional units above the five units.

The purpose of these briefing suites is to allow sponsors and exhibitors the opportunity to conduct private presentations and meetings with customers and prospects near their demonstration sites, without taking attendees away from the conference.

Please note:

1. There is a maximum of 40 total ½ hour briefing segments available during the conference.
2. See floor plan for briefing suites location <http://www.ibmretailug.org/Conference/FloorPlan.pdf>
3. Request and schedule briefing suite slots with booth registration, max 5 ½ hour segments see chart below.
4. Sponsors (not event) are entitled to a given number of free suites (based on sponsorship level) and up to an additional five paid ½ hour segments

Hospitality Suites Authorized with Limitations:

(After IRUG Agenda Event & Conference Hours) hospitality suites will be sanctioned at the 2011 conference by the IRUG Board of Directors. Announcements and notifications will be provided at the registration desk (plan ahead before the conference). A sanctioned hospitality suite must be held on the conference site and scheduling and all arrangements for rooms and hospitality must be arranged through to hotel catering group. The IBM Retail User Group must be notified of your intent to conduct a hospitality suite and your event needs to be sanctioned by the IRUG administration office at least thirty days prior to the conference.

Appropriate insurance forms must be filed with the hotel, holding IRUG harmless for your event. Only IRUG sponsors and exhibitors are authorized to hold after hour’s hospitality events. The hotel will be instructed not to provide resources for hospitality events to non-IRUG members and non-sponsors or exhibitors. No events will be sanctioned during conference hours and or scheduled events.

Social Networking opportunities

Get maximum value from your Associate Membership by utilizing the new LinkedIn and, Facebook Group opportunities to connect with other members. Also please visit the enhanced IRUG web site where you can find articles, webinars and subject matters of interest. While the conference is the main gathering of the year, the value add does not end with one event.

We hope to work with you on next year’s conference and throughout the year to maximize the value of your IBM Retail User Group associate membership. **Get connected** at the conference - **Stay Connected** year around.

Briefing Suite Schedule:

MONDAY	May 16th	TIMES	TUESDAY	May 17th
Briefing 1-A	Briefing 1-B	10:30	Briefing 11-A	Briefing 11-B
		45		
Briefing 2-A	Briefing 2-B	11:00	Briefing 12-A	Briefing 12-B
		15		
Briefing 3-A	Briefing 3-B	30	Briefing 13-A	Briefing 13-B
		45		
Briefing 4-A	Briefing 4-B	Noon	Briefing 14-A	Briefing 14-B
		15		
Briefing 5-A	Briefing 5-B	30	Briefing 15-A	Briefing 15-B
		45		
Briefing 6-A	Briefing 6-B	1:00		
		15		
Briefing 7-A	Briefing 7-B	4:30	Briefing 16-A	Briefing 16-B
		45		
Briefing 8-A	Briefing 8-B	5:00	Briefing 17-A	Briefing 17-B
		15		
Briefing 9-A	Briefing 9-B	30	Briefing 18-A	Briefing 18-B
		45		
Briefing 10-A	Briefing 10-B	6:00	Briefing 19-A	Briefing 19-B
		15		

2011 Exhibit Registration

The 2011 Exhibitor Information, Floor Plan, and Registration Forms are now available on the web site at www.ibmretailug.org. Register early, download the form and reserve your space for the 34th Annual Conference in Orlando, FL.



Roundy's Supermarkets, Inc. and Balance Innovations Awarded the 2010 IBM Retail User Group Retail Innovation Award



Innovation has been driving competitive advantage in retail during these difficult and challenging economic times, and has never been more important. The IBM Retail User Group announced Roundy's Supermarkets, Inc. as the winner of the 2010 Retail Innovation Award. This prestigious Award was presented at the User Group's 33rd annual conference in San Antonio, TX - April 25-28, 2010. The Innovation Award carries special meaning because the winner is chosen by the winner's peer group – the retail membership of the organization. The innovative solution provider, Balance Innovations, was also honored with the 2010 Retail Solution Innovation Award.

Roundy's primary business challenge was the "Automation of Self-Checkout Balancing". The project entailed the installation of the vbScout self-checkout management solution in 85 Roundy's Supermarkets locations. vbScout makes the management and monitoring of the self-checkout units more efficient. The goals of the project were to standardize self-checkout balancing practices and to reduce bookkeeping time while keeping units available to customers during business hours.

In order to keep the self-checkouts available at all times for customers and avoid units filling up or running low on cash, each day Roundy's had to bring bookkeepers in before stores opened to balance the units. This meant that bookkeepers had less time in their shifts to assist customers and perform other front-end activities. Balancing all the units every day added to the tasks of an already busy cash office.

Roundy's has experienced many benefits from the implementation of vbScout. They have been able to use cash office labor more efficiently because self-checkouts do not need to be balanced every day. Because of vbScout's real-time monitoring feature, bookkeepers are able to balance the self-checkouts once a week versus daily. This means the units are available to customers all day, every day, without requiring bookkeepers to spend so much of their time on this task. Additionally, because the units are balanced more quickly and less often, cash is exposed less frequently, improving security.

The IBM Retail User Group Board of Directors also congratulates MIGROS Switzerland, and their Solution provider(s) BIZERBA GmbH, IBM, S3 Italy (IBM Subsidiary) - Michaels Stores, Inc. and solution provider Vertex Inc. – and Stage Stores along with their solution provider Cornell-Mayo & Associates for being selected finalists' for the 2010 "Retail Innovation Award".

Innovation Award 2011

The IBM Retail User Group is now accepting nominations for the 2011 Retail Innovation Award for solutions in keeping with the theme "Tools to Captivate the Connected Customer". This Award will recognize a retail member and their solution provider with an innovative new solution that demonstrates a sustainable competitive advantage through the application of a unique, not easily copied process, business model or software. The solution provider for the winning retailer is also honored with a Retail Innovation Award.

Innovation has been the driving competitive advantage in retail; however, in these times of rapid change and economic difficulty, it has never been more important. According to Wikipedia, the classic definitions of **innovation** include:

The process of making improvements by introducing something new..... The introduction of something new.....A new idea, method or device.....The successful exploitation of new ideas.....Change that creates a new dimension of performance

General Rules and Information

1. Nominations of a Retail Member's innovative solution must be in hand by close of business March 25, 2011.
2. Nominations may be submitted by any Retail, Associate or Professional member of the IBM Retail user Group. A member may nominate their own solution.
3. Nominations may include solutions in any category of retail. All nominated solutions must have been deployed in a test store/location by February 25, 2011.
4. The Board of Directors will evaluate all nominations and select finalists prior to the Annual Conference.
5. The finalists must be able to provide a PowerPoint presentation of their solution, to be displayed at the Annual Conference.
6. Finalists will be notified prior to the conference and announced at the conference.

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2010 Exhibitors

4690World, LLC
ACI Worldwide
Agilysys, Inc.
Balance Innovations, LLC
Bizerba KG & GmbH
BRdata
Clarity, formerly MATRA Systems, Inc.
Cornell-Mayo Associates
Datalogic, Inc.
Direct Source, Inc.
DLI
EDJ Enterprises, Inc.
Elavon
ENS, Inc.
Epicor Retail
Epson America, Inc.
Evolution Robotics Retail
Fujitsu
Global Bay Mobile Technologies, Inc.
Honeywell
Hypercom
IBM Corporation
Ingenico
LOC Software
M-Dot Network
MEI
Motorola, Inc.
PAX
QVS Software, Inc.
Retail Tech Inc.
S4i Systems
SAF-USA
SAM Group, Inc.
Seamark International, LLC
Signifi Solutions Inc.
Source Communications, LLP
STJ Retail
Synthesis Retail Solutions
TDX Tech
Tidel
tekservePOS
TPS(R) Systems, Inc.
VeriFone, Inc.
Vertex, Inc.
Zebra Technologies

Thank You Sponsors

The Officers and Board of Directors of the IBM Retail User Group wish to express its sincere appreciation to the following companies for their sponsorship of activities at the 2010 Annual Conference.

4690World, LLC
ACI Worldwide
Agilysys, Inc.
Clarity, formerly MATRA Systems, Inc.
Cornell-Mayo Associates
Datalogic, Inc.
Direct Source, Inc.
Engineered Network Systems (ENS)
Fujitsu
Honeywell
IBM Corporation
MEI
Motorola, Inc.
QVS Software, Inc.
Retail Tech Inc.
SAM Group
SAP Retail
Seamark International
Source Communications, LLP
TDX Tech
VeriFone, Inc.
Zebra Technologies

2010 IBM Retail User Group Retail Innovation Award

(continued from page 9)

- Information about the finalists will be set up in the Exhibit Hall at the Conference with a ballot box. Ballots will be in your registration packet.
- The Retail attendees at the Annual Conference will vote on the final candidates.
- The votes will be tallied on Monday evening, May 16th of the 2011 Conference.
- The winning Retailer will be announced and the Outstanding Retail Innovation Award presented to the Retailer and the solution provider on Tuesday, May 17th.

You may download the Nomination form: <http://www.ibmretailug.org/News/Innovation%20Award.htm>
For more information visit www.ibmretailug.org or contact Deb Jones, VP Administration at:
(440) 238-5880 - or - <mailto:issug@roadrunner.com>.

Applications are available at www.IBMRetailUG.org on the User Group web site.

New IBM Retail User Group Directors

Helping Lead IRUG into the Future

The success of any organization is determined by their leadership. The IBM Retail User Group has been fortunate for many years to have retail systems pioneers, visionaries, and executives at the helm, moving the organization forward. IRUG's ongoing success has always been supported by retail system industry icons. Today, the user group keeps pace with industry trends and direction with an experienced, innovative core of directors in step with progress. Continuing IRUG's leadership tradition, we wish to introduce the following new directors:

Myron Castleberry

V.P. of Information Technology, HAC, Inc



Myron Castleberry is the VP of Information Technology and Communications at HAC, Inc. a chain of 73 stores in Oklahoma with banners of Homeland, United Supermarkets of Oklahoma, and Country Mart for over eight years. Prior to HAC, Myron held a broad range of positions with a large national wholesaler for 31 years with responsibilities mostly in wholesale and retail business systems.

Myron attended the Oklahoma State University Stillwater OK and University of Central Oklahoma, Edmond OK where he majored in Computer Sciences and Business. He is married for 40 years with two children and three grandchildren.

Ron Ferri

Business Process Consultant - Retail Operations, Giant Eagle, Inc.



At age 16, Ron began working at Giant Eagle as a stock clerk, cashier, service desk, file maintenance, and cash office utilizing IBM's Supermarket application. Upon graduating from college, Ron accepted a job at the Giant Eagle corporate office as a programmer/analyst for the POS systems. During this time, Ron wrote mostly controller applications, and some user exits in the terminal code. Around

the year 2001, Ron helped Giant Eagle to migrate from the Supermarket Application to ACE.

Other assignments were Project Manager where Ron led a team to replace the old ACM self checkout lanes in over 100 stores with the new Baltimore SCO lanes. Ron is now a Business Process Consultant and works directly with Giant Eagle leadership to set IT strategy, vision, and budgets for Retail Operations, Risk, Safety, Loss Prevention, and Continuous Improvement.

Joe Myers

POS Development Manager, Winn-Dixie Stores, Inc.

40+ years retail experience, both in-store and in IT related positions. BS in Management Information Systems and a PMP (Project Management Professional) certification. POS/ retail software development and implementation has been my pri-



mary area of responsibility with a focus on EFT and payments.

Currently responsible for all aspects of POS at W-D; development, integration, deployment, support, hardware and strategic planning. Strong advocate for Agile development methodology and dedicated to refining processes that are relevant to POS and retail.

Participated in IBM Users and Focus Group activities for almost 20 years and believe in the value of these conferences for peer networking opportunities as well as learning about new technologies.

Richard Cuttler

Client Manager, STJ Retail



Richard Cuttler is a client manager with STJ Retail, an international provider of software development and support services to the retail industry based in Toronto, Ontario. Richard joined the company in 2008 and has taken on responsibility for business development and marketing direction. He works with retailers, acquirers and issuers to help solve their technology issues, particularly related to point of sale and retail payments. Richard is a graduate of the University of Western Ontario with a Bachelor's Degree in Economics.

Ed Weiser

Principal Consultant, Retail Solutions, Motorola, Inc.



Ed Weiser has over 35 years of experience in the retail industry including responsibility for Store Operations Management, Pharmacy, and IT for Jewel/Osco, Sav-On, American Stores, Albertson's, and ShopKo. His corporate IT experience includes development and support of Electronic Payment Systems hardware and software, Pharmacy applications, Workforce Management

solutions, Back Office systems, POS implementation and support, Data Warehousing, Program Management, and Strategic Planning in Manager, Director, and VP positions.

Since joining Symbol/Motorola in December 2004, Ed has worked with a variety of leading retailers in all segments including grocery, specialty, hard goods, soft goods, chain drug, department stores, consumer electronics, and big box discounters. Ed assists customers with strategic technology planning, data security, and regulatory requirements. He also leads internal projects on PCI/DSS compliance, assists sales teams and business partners, provides input on new product development, and represents Motorola at industry events. Ed's educational background includes a B.S. in Psychology from DePauw University and an MBA from Illinois State University.

2010 Conference Attendees

4690World, LLC
Academy Sports & Outdoors
AccessVia
ACI Worldwide
afterBOT, Inc.
Agilence, Inc.
Agilysys, Inc.
Alex Lee, Inc.
American Eagle Outfitters
Arrow ECS
ARTS
Balance Innovations, LLC
Bass Pro Shops
Bealls Department Stores
Bed Bath & Beyond
Best Buy Co., Inc.
BI-LO, LLC
Big Lots, Inc.
Bizerba KG & GmbH
BJ's Wholesale Club, Inc.
BRdata
Cash Register Services, Inc.
Certified Parts Warehouse
Chickasaw Nation
Clarity, formerly MATRA Systems
Conn's
Cornell-Mayo Associates
Cost Plus World Market
Costco Wholesale
CVS, Inc.
Datalogic, Inc.
Defense Commissary Agency
DiCentral
Direct Source, Inc.
DLI
EDJ Enterprises, Inc.
Elavon
ENS, Inc.
Epicor Retail
Epson America, Inc.
Evolution Robotics Retail
Fred's, Inc.
Fujitsu
Gartner, Inc.
Gerlands Corporation
GFS Marketplace
Giant Eagle, Inc.
Giant Food Stores, LLC
GK Software AG

Global Bay Mobile Technologies
Godiva Chocolatier, Inc.
HAC, Inc.
Harris Teeter, Inc.
Honeywell
Hy-Vee, Inc.
Hypercom
IBM Corporation
IBM Germany
IKEA N.A. Services, LLC
Infinian Corporation
Ingenico
International Dairy Queen, Inc.
Intuit
ISD Corporation
Kinney Drugs, Inc.
Kohl's Department Stores
L.J. Smith & Associates
Landa & Associates
Liverpool Stores
LOC Software
Ludwig Goertz GmbH
M-Dot Network
Mainstreet Inc.
MBS Textbook Exchange, Inc.
MEI
Mettler Toledo, Inc.
Michaels Stores, Inc.
Micros-Retail
Microsoft Corporation
Migros
Mikropis Holding
Motorola, Inc.
Neiman Marcus
Next Retail Group
North Country Business Products
North State Grocery
Novell, Inc.
PAX
PCMS

Pier 1 Imports
QVS Software, Inc.
Radius-Solutions
real,- SB Warenhaus GmbH
Retail Tech Inc.
Retailix
Rice Food Markets
Roundy's, Inc.
RxCare Plus Pharmacies
S4i Systems
SAF-USA
Safeway, Inc.
SAM Group, Inc.
SAP
Scheels, Inc.
Seamark International, LLC
Signifi Solutions Inc.
Source Communications, LLP
Spartan Stores, Inc.
Stage Stores, Inc.
STCR Business Systems, Inc.
STJ Retail
Synthesis Retail Solutions
TDX Tech
Tech Global Partners
tekservePOS
The Fresh Market
The Great Atlantic & Pacific Tea Co.
The Kroger Company
The Stop & Shop Supermarket
Company
Tidel Engineering LP
Torex
Toys 'R' Us International
TPS® Systems, Inc.
Tyco Electronics
USDA Food and Nutrition Service
UTC Retail
VeriFone, Inc.
Vertex, Inc.
Wakefern Food Corporation
Wal-Mart Stores, Inc.
Wegmans Food Markets, Inc.
Weis Markets, Inc.
Whole Foods Market, Inc.
WIC Direct System
Winn-Dixie Stores, Inc.
Zebra Technologies



Thank You Speakers

The Officers and Board of Directors of the IBM Retail User Group wish to express its sincere appreciation to the following individuals for volunteering to be a presenter at the 2010 Annual Conference.

Tudor Andronic, Bizerba GmbH
Sandeep Bhanote, Global Bay Mobile
Jeff Boyle, 4690World
Gregory Canda, Datalogic Mobile
Brenda Cassas, Michael Stores, Inc.
Myron Castleberry, HAC, Inc.
Bill Catania, M-Dot Network
Sai Chan, IBM Corporation
Duncker Christoph, SAF
Boyd Dimmock, IBM Corporation
Eugene Cornell, Cornell-Mayo Associates
John Cowan, Vertex Inc.
PK Do, IBM Corporation
Greg Drees, Balance Innovations
Ken Duffy, IBM Corporation
Ron Ferri, Giant Eagle, Inc.
Michael Fillmore, Novell, Inc.
Derek Franks, IBM Corporation
John Gaydac, IBM Corporation
Geoff Gelay, Honeywell Scanning & Mobility
Glen Glasscock, Cash Register Services, Inc.
Brian Goedland, Roundy's Supermarkets
Peter Harris, IBM Corporation
Michael Hess, Tech Global Partners, Inc.
Kelly Hewitt, Stage Stores, Inc.
Bob Hoblit, WIC Direct System
Michael Hoehl, Godiva Chocolatier
Timothy Hood, SAP
Dan Hopping, Next Retail Group
Michael F. Hudson, Tidel Engineering, LP
Les Jones, Godiva Chocolatier
Perry Kramer, BJ's Wholesale Club, Inc.
Jonathan Knight, Infinian
Stefan Krueger, GK Software
Steve Ladwig, IBM Corporation
Bill Lash, Safeway, Inc.
Peter Laudien, Bizerba, GmbH
Casey Lintner, Balance Innovations
Richard E. Mader, ARTS
Dave Mahr, STJ Retail
Erin McBride, USDA Food and Nutrition Service
Jim Nadler, afterBot, Inc.
Wayne Neale, SAP
Bill Noonan, IBM Corporation
Fabian Oliva, IBM Corporation
Jerry Owens, Chickasaw Nation
Hollis Posey, Next Retail Group, LLC
Marty Ramos, Microsoft Corporation
Nancy Rieti, Vertex, Inc.

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 that are scored favorably are those presenting a real business case or actual problem solved by a retailer. We all share common challenges and opportunities that is not confidential or strategically revealing. We would appreciate your consideration in presenting such a topic at an elective session in Orlando.

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



Frank Riso, Motorola, Inc.
Jeff Roster, Gartner, Inc.
Michael Sachar, Bealls Department Stores
Joerg Schuepbach, Migros
Chris Schwanz, International Dairy Queen, Inc.
Steve Soost, IBM Corporation
Viswanath Srikanth, IBM Corporation
Kevin Stadler, SAF USA
Lou Sterzenbach, Pier 1 Imports
Craig Stevenson, IBM Corporation
Brian Taylor, IBM Corporation
Jason Todd, Wal-Mart Stores, Inc.
Wayne Truhan, IBM Corporation
Lisa VanAmburgh, Pier 1 Imports
David Wadsworth, EDJ Enterprises, Inc.
Tim Webb, Wal-Mart Stores, Inc.
Greg Wilmer, Big Lots Stores, Inc.
Tadd Wilson, IBM Corporation
Steven Wingham, IBM Corporation
Norma Wolcott, IBM Corporation
Verlin Youd, SAP

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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.