



Getting Smarter About Retail Loss Prevention

*An excerpt of an article by:
Wayne Truhan, Business Development Executive
IBM Retail Store Solutions*

Growing shrink + plunging budgets = big challenges

Shrink is a costly and persistent challenge that infects most retail organizations. Shrink eats away at already thin profit margins causing the retail industry to lose the equivalent of 1 to 3 percent of sales (based on industry averages) and billions of dollars each year. It is easy to see why monitoring, identifying and reducing shrink is perpetually a top priority.

One of the keys to successfully manage this ever-increasing challenge is to focus on the areas where you can get the biggest return on your investments. Considering employee theft can account for nearly half of store shrink, cashier-related shrink and fraud should be a primary area of focus for retailers.

Typical solutions and their limitations

Many loss prevention strategies today bombard retailers with data that is cumbersome to manage.

Digital video recorders and high-quality/low-cost cameras, for example, provide a thorough and reasonably cost-effective solution for monitoring people and transactions. The problem is that when you need to go back and look at historical footage, finding what you need can be analogous to finding a needle in a haystack. Digital video surveillance systems, often used to track events at checkout, create terabytes of digital data that is traditionally very difficult to associate with point-of-sale (POS) transactions. POS systems only time stamp the beginning and/or the end of a purchase and those time stamps rarely match time stamps on the footage captured by the video surveillance system. This makes it a guessing game as to which video and how much to pull back to find one incident of shrink or fraud. Even the best auditors can only look at 20–30 incidents per day when using video that's not synchronized with the POS transaction log (TLog).

Exception-based reporting, which involves pulling POS data into a data warehouse and analyzing it for trends that consistently fall

outside of norms, is an excellent tool in the fight against cashier fraud. The shortcoming, however, is that even with creating the necessary data warehouse and spending the substantial time required to get the solution up and running, you're armed only with a spreadsheet of the top exceptions. Sorting and interpreting the data can take hours of staff time.

Combating cashier shrink on a tight budget

Given the shortcomings inherent in existing loss prevention solutions and the importance of curbing shrink, retailers need loss prevention systems that enable them to enforce best practices and to rapidly and accurately identify the information they need. At the same time, store operators don't want to be bothered with a lot of additional IT complexity or cost. So when advising clients, we ask if they are getting the full value from their existing store systems and if their current investments position the company for growth and cost control.

Using solutions based on open standards that allow you to integrate current and new technology is an important first step in choosing a loss prevention solution. Secondly, a solution that can synchronize POS transactions, video data, and exception-based reporting systems with accurate time stamps can enable auditors to quickly find what they need. With the right capabilities, you can rapidly and more easily detect things like voids, refunds, void transactions, operational issues, "sweethearting," and even human presence during transactions. And due to the increased efficiency of the synchronized time stamping, you can cast a wider net and capture far more cashier shrink and fraud than just the exceptions.

Talking returns: What can you expect from the right solution?

Decisions about shrink solutions largely boil down to costs and

(Continued on page 3)

Message from the President



The Board of Directors and our sponsors IBM, SAP, Clarity and Sam Group look forward to welcoming you to the 33rd Annual Conference of the IBM Retail User Group at the JW Marriott San Antonio Hill Country Resort San Antonio, TX, April 25-28.

This year's conference theme is...

“Revitalize the Customer Experience”

More than ever, the competitive terrain of retailing is changing. The role of IT must not only focus on the technical and business aspects of the company, but on the customer touch as well. Not only must IT organizations ensure that their goals are carefully aligned with the goals of the company, they must also maximize each technology investment so that the benefits of the solution can be achieved. This year's theme, “Revitalizing the Customer Experience”, is timely given today's economic environment and the necessity to attract new customers - maintain exhausting customers – and be price competitive to survive.

With that in mind, retailers must avail themselves of the opportunity to turn today's challenges into competitive advantage. Remember, the economy will improve and retailers need to be in a position to take competitive advantage when recovery comes.

To kick off our theme “Revitalizing the Customer Experience”, our keynote speaker, **Ron Ferri**, Business Process Consultant - Retail Operations, Giant Eagle, Inc. will share his perspective on ways a retailer can succeed in “Redefining Customer Service.” Now more than ever, the focus is on delivering superlative customer service, in every aspect.

Steve Ladwig will also share IBM's perspectives on how the multiple changes in the retail space are shaping IBM's strategy. **John Gaydac** will update us on how IBM is adjusting its priorities to align with retailers more closely in this challenging economy.

Jeff Roster, VP, Industry Market Strategies, Retail Gartner, Inc. will present “Technology Trends for Retail 2010” 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.

Brenda Cassas, Director of Sales & Use Tax, Michaels' Stores, Inc. will present the “Best Practices for Tackling Tax Compliance” challenges facing retail tax departments – focusing on the benefits of tax automation with IBM store technology

Joerg Schuepbach, Head of Maintenance and Support of gmPOSSystems, Migros - a leading Swiss retail super store chain with a steadily growing international presence, “Technology Advances in Fresh Item Management.”

Chris Schwanz, Program Manager, International Dairy Queen will present “Mobile Marketing in the Real World”, as consumers begin to recognize this payment option as a fast alternative. Chris will share the pitfalls, challenges and success stories, and discuss areas of opportunity for contactless, and NFC communications within various retail verticals.

Lou Sterzenbach, Director of Applications, Pier 1 Imports - How is your organization “Surviving in Challenging Times”? Join us in this stimulating, interactive session to see in real-time how your peers are navigating the sometimes treacherous retail waters. In this session, you, the audience will be the presenter. (Don't worry... you won't have to speak or anything). Don't miss the fun, excitement and insight you'll gain in this session.

Perry Kramer, VP Sales Operations, Corporate, and Distributed Solutions, BJ's Wholesale Club Inc. will present “The Store of the future with ACE and ARTS at the Heart” This session will discuss some of the factors influencing BJ's decision to move forward with ACE POS - Implementation of ACE version 7.0, 4690 OS Classic and IBM's Check version of the IBM self Checkout software. The presentation will also discuss how BJ's is building on a common data mode, based on the ARTS data model that can be used across multiple applications.

Daniel L. Hopping, President and CEO, Next Retail Group, Inc. – Will present “The Emerging Consumer Culture” 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 strength of the IBM Retail User Group conference has been the quality of content, industry relevance and the open sharing of member experiences. Informative content generates enthusiasm, and establishes the atmosphere for discussion and dialogue to meet the competitive challenges of our times.

In 2010, the conference will feature two Super Sessions hosted by IBM and Motorola. The Super Session panels will address:

Mobile retail management - information anywhere, anytime:

Managing information anywhere, anytime – “Revitalizes” the consumer experience, improves associate productivity and maximizes supply chain efficiencies.

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NEW ON THE AGENDA

Wal-Mart presents “Point of Contact Services: The Future of Point of Sale”

Just added to the agenda is a new main tent session on Tuesday morning, April 27 presented by Jason Todd and Tim Webb from Wal-Mart. The title of the session is “Point of Contact Services: The future of Point of Sale”. Come hear how Wal-Mart is partnering with IBM to reinvent Point of Sale into a platform for revenue-generating and cost-saving services for associates and customers.

Getting Smarter About Retail Loss Prevention

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the potential return on investment. Making the right choice can give a solid boost to the bottom line. For example, clients that have implemented loss prevention solutions from IBM have been able to reduce losses from 10 to 50 basis points while improving front-end operational costs. For a company with an average shrink of 1.7 percent of sales, an average selling gross margin of 50 percent and annual sales of US\$1 billion, a 25 percent reduction in shrink could drive an increase to gross margin of 42.5 basis points, and potentially bring an additional US\$4.25 million to the bottom line.

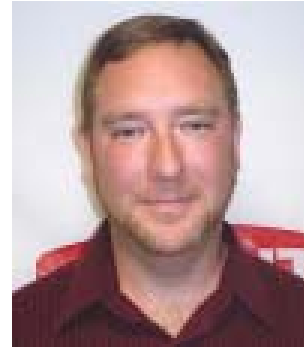
Key attributes of an ideal cashier shrink and fraud loss prevention solution

- 1 Supports current and new technology through open standards design
- 2 Leverages existing investments in POS, DVS, and exception based reporting
- 3 Solves POS operational issues as well as fraud issues, thus enhancing shrink reduction
- 4 Provides item-level product identification for bottom of the basket, and in some cases top of the basket
- 5 Enforces best practices
- 6 Synchronizes POS transactions, video and exception-based reporting systems with accurate time stamps
- 7 Implementation requires minimal disruption to business and delivers fast ROI

The National Retail Services Center (NRSC), part of IBM Retail Store Solutions, offers a wide variety of cutting-edge strategies and solutions for shrink and fraud problems. Along with IBM Business Partners, these world-class retail experts also offer software customization, in-store integration and IT consulting for businesses large and small.

Keynote Speaker

“Redefining Customer Service”



**Ron Ferri,
Business Process Consultant -
Retail Operations
Giant Eagle, Inc.**

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

Now more than ever, the focus is on delivering superlative customer service, in every aspect. Giant Eagle will share with the IRUG attendees how we are re-inventing our corporate culture with innovative technology and creating environmentally pleasing environments to revitalize our customer service and grow our loyal customer base.

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**

Keynote Speaker

Jeff Roster
VP, Industry Market Strategies, Retail
Gartner, Inc.

“Technology Trends for Retail 2010”

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



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.

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 2010 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.

Message from the President

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IBM Future of Checkout

Traditional checkout (select-scan-total-tender) remains prevalent, but for how long? Retailers today deliver more at the point of sale (loyalty, merchandising) and subvert the traditional checkout process through e-commerce, mobility, self-service, and operational innovations. POS and store technology must keep up through superior integration, flexibility, and next-gen delivery platforms such as cloud POS.

New for 2010 is the five *Deep Dive Session* providing 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.

Deep Dive Sessions (with a Western flair in their titles) include:

- Coupon Hoedown
- Shootout at the OS Corral
- Reach for the Clouds, Partner
- Texas Dust Bowl or Fresh Profitable Perishable
- WIC Electronic Benefit Transfer – Are you ready for national expansion?

And don't forget to take full advantage of our elective breakout sessions which have proven to be beneficial to both the attendees and presenters. You can choose from over 25 elective sessions that will allow you to further leverage information technology in your organization – more details on these offerings can be found on our website - www.ibmstoresystemsug.org.

In addition to the elective sessions, the Vendor Exhibit Center provides you with the opportunity to see demonstrations of information solutions provided by IBM, IBM Business Partners and Associate members.

So please, make your plans **NOW** to attend. “The mission of the Retail User Group, a mutual benefit organization, is to provide retailers and solution providers a networking partnership for the sharing of information, experiences and best practices; enabling the advancement of retail solutions to solve common business problems.” The 2010 agenda surely achieves our mission. I look forward to seeing you in San Antonio!

Warm regards,

Kelly Hewitt
President, IRUG

The Partner Pavilion

Clarity an Associate member of the IBM Retail User Group

In this issue of the POST, the IBM Retail User Group is pleased to spotlight MATRA Systems' change of identity to Clarity Commerce. Mike Todd serves as president of Clarity's U.S. operations and Andrew Jacobs serves as vice president of business development.

MATRA Systems has actively participated in the IBM Retail User Group since the company was founded 19 years ago. In that time, MATRA has become a familiar presence at the annual Retail User Group Conference while developing an unparalleled reputation for 4690 services and expertise. At this month's conference, MATRA will unveil a new name as the company completes its transition to the Clarity brand with a distinctive corporate identity focused on the core value statement, "Experience is Everything."

When Clarity acquired MATRA in 2006, both companies realized the strengths that would result from the combined company – a greater global presence, new capabilities as a POS provider, and the financial and technical resources of a publicly traded company. That vision is being fully realized, as Clarity reaffirms its commitment to the 4690 marketplace and rolls out new capabilities and expertise in all of its markets.

With this transition, Clarity is deepening its commitment to 4690 users. Clarity is one of the world's premier providers of 4690 solutions and services, and boasts a seasoned team with more than 200 years of 4690 experience. Clarity regularly works on projects with major 4690 users around the world, with the ability to provide not only consulting services, but also to design, integrate and support the entire system.

ClarityLive: Sell, Engage, Optimize and Inform

Clarity's value statement, "Experience is Everything," emphasizes "the experience we want our customers to have in working with us, as well as the experience that they, in turn, can provide to their customers," said Andrew Jacobs, vice president of business development, Clarity. "It's the kind of experience that turns consumers into loyal customers, enhances a retailer's reputation and ultimately helps them sell more effectively."

The ClarityLive family of software encompasses a wide range of capabilities and is designed to help retailers of all kinds:

- 1 **Sell** more effectively to loyal customers, regardless of the channel
- 2 **Engage** with customers in order to enhance services and deliver a better selling proposition

- 3 **Optimize** resources in order to ensure high demand, usage and availability
- 4 **Inform** their business and customers, when, where and in the way they need

ClarityLive Data, formerly known as MATRA's Solution Center, offers a suite of capabilities that seamlessly integrates with the IBM 4690. ClarityLive Data allows retailers to add a host of new features and capabilities to the POS system, without adding to the overhead and while still using the existing infrastructure. Through ClarityLive Data, 4690 systems can be enhanced with better promotional capabilities, refund management, real time information exchange, loss prevention, electronic gift cards, loyalty schemes, cashless environments and electronic payments. ClarityLive Data supports not only IBM 4690, but NCR and Retailix POS systems as well.

In addition, Clarity offers ClarityLive POS, an advanced point of sale platform with a robust feature set for Grocery and General Retail. Clarity has applied the experience that the company has gained in those retail verticals around the world in order to open up new possibilities for U.S. retailers that want to deliver the very best customer experience — including advanced promotional, multi- and cross-channel capabilities, and a web interface that allows codeless integration of web-based advanced selling features into the POS workflow.

Clarity is proud to demonstrate the company's full range of capabilities and offerings for the IBM community at this year's Retail User Group. Clarity is also pleased to be a Silver Sponsor of the User Group, expanding its commitment to the 4690 platform in order to meet the needs of IBM customers for many years to come.



Tuesday Keynote

Brenda Cassas
Director of Sales & Use Tax
Michaels Stores, Inc.

“Best Practices for Tackling Tax Compliance”

Tuesday - April 27, 2010
8:00 am - 8:30 am



Michaels Stores will present the best practices for tackling tax compliance challenges facing retail tax departments – focusing on the benefits of tax automation with IBM store technology. Learn how your company can utilize tax expertise in conjunction with technology to operate more efficiently leading to lower operational costs, improved profitability, and optimized bottom-line performance.

Brenda Cassas is a tax veteran with more than 20 years tax experience in addition to extensive experience as a former State of Texas tax auditor. Brenda joined the Michaels Stores team 11 years ago. She currently manages the tax return preparation for 44 states and 9 Canadian provinces for multiple companies.

In addition, Brenda manages the automated Vertex system for use tax accruals, state and local sales and use tax audits (U.S. and Canada), business licenses, and resale/exemption certificates for all companies. Brenda’s team assigns taxability codes to all items sold in the Michaels stores and maintains the automated Vertex system for taxability and tax rates. A significant portion of Brenda’s responsibilities includes tax planning for Michaels Stores company initiatives.

Prior to Michaels, Brenda spent 10 years as a sales and use tax auditor with the State of Texas. Her responsibilities included auditing fortune 100 companies utilizing computer assisted audit techniques and managing teams of auditors.

Joerg Schuepbach
Head of Maintenance and Support
of gmPOSSystems
Migros

“Technology Advances in Fresh Item Management”

Tuesday - April 27, 2010
8:30 am - 9:00 am



Migros, a leading Swiss retail super store chain with a steadily growing international presence, will present their technology advances in fresh item management.

With 25-plus years in retail industry, Jörg Schüpbach is head of maintenance and support of gmPOSSystems at Migros for 5 years. In this role he is Program and Roll-out Manager and responsible for the standardizations and integration of the retail scales into Migros’s POS system. This includes also the roll-out of 14.000 POS / EFT systems throughout 10 Migros Cooperatives all over Switzerland. He also led the centralization both of the retail support over all Migros Cooperatives and the supplier contract management. I.e. he accomplished the contracts with IBM, Mettler, Bizerba and ITRIS on ITIL standard. Prior to working at Migros, Jörg held different managing positions such as Project manager, Development Manager Retail Switzerland, Account Manager and Managing Director at ICL Fujitsu Retail.

Join Us



2010 IBM Retail User Group Golf Event

Sponsors: 4690World & QVS

4690World and QVS invite you to play in the annual IBM Retail User Group Golf Outing on Sunday, April 25, 2010, at the Quarry Golf Club. A unique course carved out of an abandoned quarry, it placed among the top ten of "America's Top State Golf Courses" in Golf Digest magazine. Designed by nationally recognized golf course designer Keith Foster, The Quarry is recognized around the country for its unique setting and design. The front nine plays in a links style format and features rolling hills, native grasses, and immaculate greens. Upon making the turn, you quickly find out how the course got its name. Nestled within the abandoned quarry, several holes have greens that are bordered on three sides by 100-foot cliffs, with trouble waiting on the other side. In fact, the names given to two of the holes on the quarry side, "Escape from Alcatraz" and "Reload," pretty much tell the story of the back nine.

Enjoy a morning of golf and networking with other Retail, IBM and IBM Business Partner executives. The outing format will be a four-player shotgun and will begin at 8:30 am sharp. The day will commence with registration at 7:30 am and we will wrap things up around 2:00 pm. A box lunch and transportation to and from the hotel is included. **There is NO cost for this outing for Retailers.** Associate Members will be asked to pay \$130 per participant. Club rental is \$49.00 p/associate player if required. If you would like to participate, please go to www.ibmretailug.org/MembersArea/events to register online.

Please note: Space is limited and registrations must be made as soon as possible. Registration will be subject to availability.

Western Banquet

**Monday - April 26, 2010
7:00 pm - 9:00 pm**

Please join us Monday evening for the Banquet from 7:00 - 9:00 pm hosted by Fujitsu and Honeywell. We will have a Western theme with a band, so put on your boots and jeans and join in the fun. There will also be a fast draw booth and several western themed activities for some added entertainment. Extra meal tickets for guests and spouses can be purchased at the registration desk.

San Antonio Highlights Tour

Sponsor: Source Communications

Sponsored by Source Communications, Sunday, April 25, 2010, explore the best of San Antonio in just a few hours with this quick and informative San Antonio tour. Discover Texas' most famous historic landmark, the Alamo, sample the flavor of Mexico at El Mercado and have some fun at Texas Adventure, San Antonio's only high-tech interactive experience, as well as touring San Antonio's popular missions.

The tour is set up for 25 people, on Sunday, April 25, 2010. The tour is free to retail members. Associate members, spouses, and guests may register at a cost of \$35.00 per person. Boarding time is 15 minutes prior to scheduled departing time. The bus departs from the JW Marriott San Antonio Hill Country

Tour Highlights

The Alamo - The most famous spot in Texas. The Mission San Antonio de Valero (a.k.a. The Alamo), where Davy Crockett, Colonel William Barrett Travis, Jim Bowie and 186 other died fighting for independence on March 6, 1836, after repeated attacks from Mexican General Santa Anna. Built in 1718 as San Antonio's first mission, the chapel is one of the United States' most photographed facades. Its museum displays items from the Republic of Texas and documents the story of the Alamo's fall. The Alamo is located in the heart of the city, inside beautifully landscaped grounds.

Mission San Jose - Founded in 1720, San Jose became the largest of the Texas missions with up to 300 inhabitants at one time. It is now fully restored and showcases exquisite carvings on the church and the famous "Rose Window" renowned as one of the finest examples of Spanish Colonial art in the country.

Market Square / El Mercado - El Mercado is the the largest Mexican market outside of Mexico. The outdoor market sells all types of Mexican crafts, including pottery and ceramics, turquoise jewelry, leather goods and colorfully embroidered clothing. The plaza has restaurants, pastry shops, specialty shops and craft galleries.

Mission Concepcion - Be transported back in time to the era of Spanish conquest and experience the strength of the Friars who Christianized the Native Americans. Learn how the Spanish developed the mission system within the San Antonio area and how they and Native Americans lived and worked in the mission era. This is the oldest unrestored stone church in America today, and is still an active parish.

Check the IRUG website for further details and to register:
[Special Events](#)

The IBM Retail User Group Announces Four Candidates for the 2010 Retail Innovation Award

The IBM Retail User Group board is pleased to announce the four finalists selected for the 2010 Retail Innovation Award. The winner will be elected by their retail peers and the award presented at the Group's 33rd annual conference in San Antonio, TX April 25 – 28, 2010.

The Retail Innovation Award recognizes the retail company with the most innovative new solution in the retail space. This Award carries special meaning because the winner is chosen by the winner's peer group – the retail membership of the organization. The solution provider for the winning retailer is also honored with the Retail Solution Innovation Award.

Innovation has been driving competitive advantage in retail for over a century; however, in these times of rapid change and economic challenge, it has never been more important. Judging criteria will be based on creativity and uniqueness with the ability to enhance retail: customer experience, reducing the cost of doing business, speed up the processes and or create a competitive advantage.

The 2010 candidates as selected by the board of directors are:

MIGROS, Switzerland,

Solution provider:

BIZERBA GmbH, IBM, S3 Italy (IBM Subsidiary)

Learning from past Point of Sale experience, Migros is the first major retailer worldwide that applied the same rules to the scale subsystem: full separation of HW, Operating system, Drivers, Application and Services. This innovative approach allowed Migros to independently decide for the scale hardware (Bizerba), operating system and middleware (IBM), application (S3, Italy), services (IBM and ITRIS) – with substantial improvements in business optimization.

With over more than 8000 POS and 6000 scales (counter scales, self service, convenience, deli) Migros succeeded in deploying the same IT stack, same application and same service infrastructure.

The project is about the design, evaluation, selection, development, implementation, rollout and productive use of the whole system – all done with the precision of a Swiss watch.

Michaels Stores

Solution provider: Vertex Inc.

Michaels Stores intended to remove significant manual effort between tax experts and IT professionals to keep up with ever changing sales tax rates and rules for its operations in the US. This involved implementing a solution that grouped their large merchandise catalogue into Tax Groups and using tax automation products to automatically generate the taxability, rules, rates and rate charts necessary to feed IBM GSA POS systems with the appropriate changes, including tax holidays. The

result is an enterprise strategy that replaces many manual processes and the associated risk with a highly reliable solution.

Roundy's Supermarkets

Solution provider: Balance Innovations

The "Automation of Self-Checkout Balancing" project entailed the installation of the vbScout self checkout management solution in 85 Roundy's Supermarkets locations. VbScout, making 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.

Stage Stores

Solution provider: Cornell-Mayo Associates

Omnistore is a new point of sale solution providing a modern, lightweight SOA architecture that can be made available on legacy hardware. Omnistore features a browser-based back office that eliminates the need for client software installation and makes Store Systems Anywhere a reality for the retailer. The back office can run entirely on an iPod Touch or any other mobile device with a satisfactory browser. With Omnistore Central, users in the store, or at the central office, have complete and user-friendly access to the entire system from a device that can fit in their shirt pocket. New advanced features include touch screens, inter-store item location and sales, real-time trickling of information to the host, and numerous views of store and chain information including hyperlinks for easy navigation.

Because of the timing of the project, Stage required an extremely rapid implementation to be fully installed before the peak holiday season. Deployment began in mid-September and was completed on November 17, 2009 in all 745 stores and over 5,000 registers. Because the software was packaged for remote installation, the entire roll-out was accomplished without the need for in-store installation, avoiding the cost of sending implementation staff to each of the chain's stores.. In addition to replacing its store system software, Stage Stores has implemented the CMA Central host management and reporting suite, providing a role-based dashboard of important information to central office personnel.

The IBM Retail User Group board of directors congratulates MIGROS, Michaels Stores, Roundy's Supermarkets, Stage Stores and their associate member sponsors BIZERBA GmbH, IBM, Vertex Inc, Balance Innovations and Cornell-Mayo Associates; for being selected as finalists for the 2010 Retail Innovation Award. Be sure to visit the Innovation Award KIOSK in the exhibit area at the conference to vote for your favorite. Good luck and congratulations to everyone.

IBM Retail User Group 33rd Annual Conference Agenda

“Revitalize the Customer Experience”

Sunday - April 25, 2010

7:30 am - 3:00 pm Golf
Sponsor: ENS, STJ Retail

9:30 am - 12:45 pm San Antonio Highlights Tour
Sponsor: Source Communications

3:00 pm - 3:30 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 **Redefining Customer Service**
Ron Ferri, Giant Eagle, Inc.

9:00 am - 9:30 am **Technology Trends for Retail 2010**
Jeff Roster, VP Research, Gartner

9:45 am - 11:00 am Super Session A
Deep Dive A

11:00 am - 1:30 pm Exhibit Hall Open

11:00 am - 11:45 am Refreshment Break in Exhibit Hall
Sponsor: Seamark

12:00 pm - 1:00 pm Lunch
Sponsors: Cornell-Mayo, ACI

1:30 pm - 4:15 pm Deep Dive Sessions B & C

1:45 pm - 4:30 pm Elective Sessions A, B, C

4:30 pm - 6:30 pm Exhibit Hall Open
Refreshment Break in Exhibit Hall
Sponsor: Clarity, Inc.

7:00 pm Banquet
Sponsors: Fujitsu, Honeywell

Tuesday - April 27, 2010

7:30 am - 8:00 am Continental Breakfast

8:00 am - 8:30 am **Best Practices for Tackling Tax Compliance**
Brenda Cassas, Michaels Stores

8:30 am - 9:00 am **Technology Advances in Fresh Item Management**
Joerg Schuepbach, Migros

9:00 am - 9:30 am **Point of Contact Services: The Future of Point of Sale**
Jason Todd, Tim Webb, Wal-Mart

9:30 am - 9:40 am **2010 Innovation Award**

Tuesday - April 27, 2010

9:45 am - 11:00 am **Super Session B**
Deep Dive Session D

11:00 am - 1:30 pm Exhibit Hall Open

11:00 am - 11:45 am Refreshment Break in Exhibit Hall
Sponsor: Retail Tech

12:00 pm - 1:00 pm Lunch
Sponsors: ACI Worldwide, ENS

1:30 pm - 4:15 pm Deep Dive Sessions E & F

1:45 pm - 4:30 pm Elective Sessions D,E,F

4:30 pm - 7:00 pm Exhibit Hall Open

5:00 pm - 7:00 pm Reception in Exhibit Hall
Sponsor: Motorola, Zebra

Wednesday - April 28, 2010

8:00 am - 9:00 am Breakfast

8:45 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 **Surviving in Challenging Times**
Lou Sterzenbach, Pier 1 Imports

10:00 am - 10:30 am **The Store of the Future with ACE and ARTS at the Heart**
Perry Kramer, BJ's

10:30 am - 10:45 am Refreshment Break

10:45 am - 11:15 pm **Mobile Marketing in the Real World**
Chris Schwanz, Program Manager, International Dairy Queen

11:15 am - 11:30 pm **The Future of 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

12:30 pm - 6:00 pm IBM POS Application Focus Group

12:30 pm - 5:30 pm IBM Business Partner Forum

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 - 6:30 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
4:30 pm - 6:30 pm

Tuesday 11:00 am - 1:30 pm
3:30 pm - 7:00 pm

IBM Retail User Group

Elective Session Topics

“Revitalize the Customer Experience”

Architecture/Infrastructure

Architectures For Future Retail Systems

This session provides a perspective for retail leaders on architecting information systems for efficiency, performance, flexibility, and long life. We will discuss today's retail relevant IT environment along with tips and guidelines for successfully engaging it. Today's economic downturn and future uncertainties make getting the most out of IT systems and infrastructure more important than ever to retailers. Systems must not only weather today's economic storm but be positioned to respond rapidly to shifting consumer demands and expectations. Sound system architecture is essential for maintaining intellectual control in such times. Systems architecture is a fluid concept – often referenced but also often misunderstood and maligned. Every practitioner has a methodology and every working system has a demonstrable architecture. But not all architectures and methodologies are equal and not all are fit to purpose. This session will provide a framework for understanding best-fit retail information systems – a framework for making better technology decisions and implementing better systems whether you are creating your own or integrating a vendor's. This session will provide a framework for making better technology decisions and implementing better systems - whether creating your own or integrating a vendor.

Hollis Posey, Next Retail Group

Are You Using All of StoreGazer's Potential?

A large number of 4690 OS users have installed StoreGazer, and some use StoreGazer for more than just systems management. This educational session will focus on the new functions added to StoreGazer and COPS in the last two years. Many retailers who installed these solutions in the past may not be aware of all of the new capabilities available. The presenter will discuss the functions and how they extend basic 4690 systems management into control and PCI compliance tools. Questions from the audience will be encouraged to make the session interactive and valuable.

David Wadsworth, EDJ Enterprises, Inc.

Protecting Credit Card Data through Tokenization and Segregation

The best way to protect your customers' credit card data is not to carry it at all. Understand how Pier 1 is using our credit switch to 'tokenize' credit card numbers, so they are not stored on the POS.

Lou Sterzenbach, Lisa VanAmburgh, Pier 1 Imports

Reduce Costs of Managing Retail Systems with Improved Service Management

Learn how IBM Systems Management can reduce costs and provide the visibility, control and automation for store operation success:

- Deploy new store technologies rapidly with standard based infrastructure
- Monitor and manage infrastructure resources as well as all store devices
- Provide Asset Lifecycle Management through Datacenter class management tools
- Maintain services across operational boundaries through integrated processes and systems

Pete Harris, IBM

Customer Service

Self-Scanning: Customer Service at the Point of Decision

Self-scanning, where shoppers use small, mobile computers as shoppers' assistants, has been used for years in Europe but only rarely in the United States. However, new initiatives, in hardware but even more so in software, make this an ideal initiative for improving customer service and establishing differentiation as a retailer. Learn how new apps, new technologies and new ideas are already helping give customers what they want, saving time and money, and retailers what they want, more revenue and customer loyalty.

Gregory R. Canda, Datalogic Mobile

Winning the New Consumer

This presentation will discuss the current state of retailing and the need to revisit the approach retailers are taking to building and retaining a profitable customer base. The program will explore the people, process and technology changes taking place in customer service, marketing, merchandising and store operations; all in the effort to build an integrated platform enabling a direct link between Customer and Supplier Relationship Management. The result – a clear connection across the extended retail enterprise and in order to drive a better understanding of what it will take to “Win the New Consumer”.

Jim Nadler, afterBOT, Inc.

Why the CIO led a Multichannel Loyalty Implementation at Godiva

Godiva Chocolate Rewards Club, a multichannel Loyalty program was implemented this past year. A unique aspect of the implementation was Godiva's CIO/VP; Mike Giresi was chosen to lead the project. Why an IT person? Come discover how IT, Marketing, Retail Operations and the consumer truly teamed up to design a loyalty program customer's wanted. The results, as of January 1, speak for themselves. Godiva has signed up over 1.5 million customers versus the original goal of 400K. Also hear about how social media and in store training tools, used in conjunction with the loyalty program, is satisfying Godiva customer's chocolate cravings.

Les Jones, Godiva Chocolatier

(Continued on page 11)

2010 Elective Sessions

(continued from page 10)

Customer Touch Points

Are You Ready for Mobile Bar Codes?

Your competitors just may be. Join this session, presented by the bar code solution experts at Honeywell, to learn all you need to launch a mobile bar code initiative to drive increased sales. This session will provide information on the state of the industry and the technology required to capitalize on this trend in mobile marketing.

Mark Hernandez, Honeywell Scanning & Mobility

Enhancing the In-Store Shopping Experience with Self-Service

Learn how to focus your in-store self-service strategy and solutions to capture the projected \$1 Trillion in consumer spend through self-service kiosks by 2011. Will you be ready? Learn why self-service — through kiosk and self-checkout solutions — should be a vital part of your future store strategy. Hear more about the innovative solutions that IBM and its Business Partners provide to enhance the shopping experience through customer-centric self-service solutions; seamlessly integrating store processes and data across multiple consumer touchpoints.

Norma Wolcott, IBM

Mobile Shopping for the Smarter Consumer

With over 4 billion mobile phones worldwide, outnumbering PCs by a 3-1 margin, few will deny that mobile shopping is the way of the future. Although, as with any emerging market, there are often more questions than answers. In this session, our goal is to answer many of your questions around consumer mobility and how it will take shape in the retail industry. We will discuss mobile market trends, key challenges, emerging technologies, and the various mobile shopping models.

Craig Stevenson, IBM

Payment Security Strategies for Retailers

This session will present the current regulations and compliance retailers must meet in order to be truly PCI compliant. There will be discussions on PA-DSS, PCI-DSS, PCI PED, “end to end” encryption, and Remote Key Injection and the impact on the retailers Point of Sale environment.

Lloyd Baylard, Hypercom

Retail Payment Strategies to Counter Fraud

This session will address the top 10 questions received from U.S. retailers over the past 12 months related to Retail Payments. Retail payments are undergoing a revolution both in the United States and internationally. Consumers are being presented with an increasing number payment options and merchants must stay up to date or risk losing business. This highly interactive session will include discussion around contact, contactless, EMV- Chip and PIN, and mobile payments. Merchants will learn how to approach their retail payments environment strategically rather than reactively.

Dave Mahr, STJ Retail

Store Operations / Solutions

Automating Self-Checkout Management: A Case Study

This session will feature a case study and discussion with one of your retailer peers detailing their experience with managing the cash office and self-checkouts, how automation was able to make their processes streamlined and consistent and what role IBM-integrated technologies play in managing their cash offices. Learn how to achieve operational excellence in front end and cash office operations by implementing best practices in a variety of areas, including labor management, shrink management, and process improvement.

Brian Goedland, Roundy's Supermarkets

Greg Drees, Casey Lintner, Balance Innovations

Building a Dynamic Infrastructure for Retail: The IBM Sure Operating Environment

The Sure Operating Environment (4690) strategy for Retail, unveiled during NRF last year, defines IBM's dynamic, business-aligned store infrastructure that improves service, reduces cost and manages risk. Hear about recent updates and upcoming enhancements that deliver lower TCO and a superior customer experience, including accelerated support for power management and virtualization, as well as application integration enabling customer data to be moved instantaneously on the display between legacy and new solutions.

Peggy Weavil, IBM

Compliance and PCI: A Burden or Can it Make Your Business More Efficient?

All retailers who process, store and or transmit payment card data are required to be compliant. Learn how you can leverage this requirement to increase efficiencies within our business and minimize risk.

Fabian Oliva, IBM

How to Automate the Retail Replenishment Process and Manage Inventory

When implementing automated store ordering, retailers face issues like processing considerable amounts of data, integration in complex IT-environments, long implementation cycles, operational risks, undefined TCO, etc. Integrating with InfoSphere Warehouse, SAF RetailSuite is a highly optimized, pre-configured and fully scalable software appliance which accurately predicts upcoming demand and replenishes inventory automatically. Scaling automated replenishment to their business needs, retailers consequently increase sales, reduce inventories and prevent out of stocks, all at once – at a fraction of the costs, streamlining operations and reaching fast-paced ROI. The experience shows: retailers having their inventories and replenishment processes under control are more profitable and competitive than those that don't.

Kevin Stadler, SAF AG & Kitman Cheung, IB

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2010 Elective Sessions

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How to Make Your Self Checkout Project Successful and Set Yourself Apart

With consumer demand for self-service checkout on the rise, many retailers worldwide have shifted focus from “Why self checkout?” to “How can self checkout help differentiate my business both today and in the future?” This session will cover IBM’s perspective on all aspects of the solution, including hardware, software and services. We’ll identify the critical factors for success and share how you can deploy self checkout to uniquely differentiate your retail chain. We’ll drill down into the CHEC software environment so you can better understand how CHEC software can help drive higher lane availability and reduce TCO - all while providing you flexibility to take greater control of your own environment. Regardless of whether you are still considering self checkout or are well into your deployment, come find out how you can use self checkout successfully to deliver a smarter shopping experience for your consumers and gain their loyalty and business over the long-term.

Ken Duffy and Brian Taylor, IBM

IBM Loss Prevention - Dramatically Impact Shrink at the Point of Sale and Self Checkout

The costs of shrink in this economy are steadily climbing for retailers, despite an increase in technology solutions and process changes in the store. An alarming fact is that both employee fraud and front end operational losses represent a growing percentage of the losses. Using IBM Loss Prevention solutions, retailers can enhance their existing environment to effect dramatic reductions in shrink and loss prevention at Point of Sale and Self Checkout.

Wayne Truhan, IBM

IBM SurePOS Hardware Update - NDA

IBM is focused on providing leading POS and next generation point of service solutions while implementing more sustainable “green” technology. Come to this session to understand IBM’s current POS product lines and solutions offerings, including printers.

Derek Franks, IBM

Lessons Learned – PCI DSS 1.2 Compliance Project

Is your company a retail merchant intending to become and remain PCI DSS 1.2 compliant? If you are a project manager, information technology professional or executive responsible for the achieving PCI certification, this presentation is for you! This presentation describes approaches and real-world experiences from a recent PCI project run by a global merchant. Presenter will share project “lessons learned” including getting executive commitment, communication, risk management, execution challenges, techniques for overcoming obstacles, what worked well, and what could have been done better. Content of this presentation is intended to help guide attendees with PCI project management so the project ends with a success story—not a post-mortem.

Michael Hoehl, CISO, Godiva Chocolatier

Mobile Point of Sale - are you ready for it?

In this session we will explore the customer benefits of deploying a mobile point of sale / Line busting solution in your store environment. This session covers examples of features and functions, sample deployments (pro’s/con’), and review of “how it is done” to make such projects successful. This session also covers future trends of specific hardware (ex: iPhone/Android devices) and how/why they make sense in-store.

Sandeep Bhanote, Global Bay Mobile

New Generation Retail Systems for Smarter Planet

With the value of excess merchandise in the supply chain for Retail Stores hitting \$1.2 Trillion, Retailers are more pressed than ever to build a foundation that will deliver a shopping experience that builds sales and generates customer advocacy. The complexities of leveraging and deploying new technology quickly and smoothly to the store environment can be a challenge to manage, especially in a low skill environment. This session will discuss the values of simplification of the store architecture with the latest IBM Store solutions designed for Retail.

Sai Chan and Boyd Dimmock, IBM

Plan With Ease – Maximize Return On Your Promotions

SAP will discuss challenges the numerous challenges retailers face when planning and executing promotions, as well as strategies and tools for surmounting these challenges. This includes aligning to strategy, understanding effectiveness of different offers/tactics, localizing offers via versioning, and eliminating redundant, error-prone, manual tasks that cost time and money, and can cause shoppers to have a negative experience.

Wayne Neale, SAP

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

Learn the modern way to utilize current technology to automate the cash room, eliminate cash room employees, eliminate cash shrinkage and get immediate over/short reports by integrating the POS to the Intelligent Safe. No more manual money counting. You will gain a tremendous profit by implementing the latest in cash room technology.

Michael F. Hudson, Tidel Engineering, LP

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

This session will present examples of Retailers who have successfully utilized Vertex Technology in combination with IBM Systems to replace manual elements of sales tax management and enhance their bottom-line performance. Most companies hold reserves for sales tax penalties - often the result of a breakdown in manual processes used to generate standard and exception rules within more than 7,000 taxing jurisdictions. Vertex’s Retail Solution is the centralized tax platform in your enterprise technology strategy to integrate and drive the benefit

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2010 Elective Sessions

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of Vertex's tax rate, rule, and holiday updates directly into your IBM POS systems. This IBM and Vertex partnership boosts your organizations bottom-line by reducing cash outlays and reserves for needless penalties.

John Cowan, Nancy Rieti, Vertex Inc.

TCO and ROI: How IBM Helps Quantify the Business Value of Store-based Technology

Every dollar of IT investment faces increasing scrutiny from non-IT managers and C-level executives. A proper understanding of TCO and ROI for their store-based technologies help retailers make the best use of scarce capital and maximize long-term business value versus merely selecting the least-cost option. This session will touch on TCO/ROI-drivers and specific technology applications, and will offer the opportunity to explore examples in real-time during and after the session.

Tadd Wilson, IBM

Trends / Management

IBM 2010 Retail Strategy - NDA

Review the IBM solutions portfolio of today and tomorrow, focused on driving smarter operations and delivering a smarter shopping experience, and how these solutions align with retailer priorities.

John Gaydac, IBM

Mobile Payment in the US Retail Market

Mobile Payment- What is it? Is it an opportunity for retailers? Does it have an ROI? What are the contributing enablers? What are the complicating factors? In this session, we'll explore the mobile wallet, as it pertains to retailers. It's a big market potential, but is it ready? Whether it is mobile online, or a proximity payment in the store, what does a retailer have to factor into the organization to realize the quickest benefits? What is the value chain and the partnership model for a retailer? Join us for a rousing session to explore this emerging technology!

Michael Hess, Tech Global Partners, Inc.

Shaping the Demands of the Smarter Consumer

Today's globally integrated world is creating complex challenges and huge opportunities for society as a whole, and nowhere is this more evident than in the retail industry. Consumers have radically altered their spending habits; many of them are switching from one primary retailer to another or shifting a significant portion of their purchases to secondary retailers in every retail segment. Yet a high percentage of them are still loyal to one retailer within a segment. We interviewed 30,000 consumers in the US, Canada, UK, Brazil, India and China to understand how advocacy has changed over the last three years, whether consumers are still shifting their spending and what they will demand from retailers in the future. Our research covers how consumers want to interact with retailers (i.e., the sort of devices and social networks they want to use), including how their preferences differ across generations and how the preferences of consumers in emerging markets vary.

Steve Winningham, IBM

Super Sessions

The Super Sessions will be a process combination of an elective session, panel discussion, round table and demonstrations. Short presentation will be made by the selected panel members, other IRUG associate members. The panel will also feature retailers and an industry expert. A large portion of the time will be used for discussion.

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.

Moderator:

Frank Riso, Sr. Director, Global Retail Industry Solutions, Motorola, Inc.

Panelists:

Jeff Roster, VP, Industry Market Strategies, Retail, Gartner, Inc.

IBM Future of Checkout

Traditional checkout (select-scan-total-tender) remains prevalent, but for how long? Retailers today deliver more at the point of sale (loyalty, merchandising) and subvert the traditional checkout process through e-commerce, mobility, self-service, and operational innovations. POS and store technology must keep up through superior integration, flexibility, and next-gen delivery platforms such as cloud POS.

Moderator:

Alan Outlaw, Business Line Executive, Point of Sale, IBM

IBM Panelists:

Jason Todd, Technical Expert, Wal-Mart

Tim Webb, Technical Expert, Wal-Mart

William Noonan, Software Architect, Retail Store Solution

Tadd Wilson, Strategy and Market Opportunity, Retail Store Solutions

Deep Dive Sessions

Six deep dive sessions have been added to the 2010 agenda, which will provide the presenter with additional time to cover a detailed 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.

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!

Moderator:

Gene Cornell, President, Cornell Mayo & Associates

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 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!

Moderator:

Michael Sachar, Director of POS, Bealls Department Stores

Reach for the Clouds, Partner

Cloud Computing, which effectively lowers IT costs for retailers, is an emerging computing model by which users can gain access to their applications from any location, through any connected device, making the infrastructure transparent to the user. As retailers move to achieve the benefits of cloud, ARTS has published a white paper on Cloud Computing that provides guidance on alternative implementations such as public and private clouds, selecting high return on investment applications and satisfying security and privacy requirements.

Cloud computing allows retailers to access new IT services on an as-needed basis while paying on a per-use basis. Furthermore, cloud computing is also driving efficient usage of in place infrastructure resources. At the application level, services

made available through cloud computing are best delivered through a service oriented architecture (SOA) that it simplifies integration and reuse of business services as described in the ARTS SOA Blueprint released in January 2009. Retailers today are beginning to take advantage of cloud computing and SOA by creating a more efficient infrastructure to deliver the business services needed and providing services to the level of user demand. Attend this session and learn from those that lead the development of the ARTS Cloud and SOA whitepapers - how you too can increase customer satisfaction at lower costs but implementing Cloud in a SOA infrastructure.!

Moderator: Richard Mader, Executive Director, ARTS

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.

Moderator:

Tudor Andronic, Retail Business Development, Bizerba, GmbH

WIC Electronic Benefit Transfer – Are you ready for national expansion?

Congress has approved \$160 million for upgrading technology systems and Electronic Benefit Transfer (EBT) in the WIC Program. This funding has increased interest to implement WIC EBT. Attendees will be able to get a national outlook on WIC EBT, understand federal plans to spur POS readiness, and learn about WIC EBT Operating Rules. New WIC EBT projects for your POS can take a year or more to implement. Come learn about the benefits of integrating WIC EBT into your POS, what systems in your enterprise may be affected, and what steps to take to avoid double scanning with stand-beside terminals.

Moderator:

Bob Hoblit, Retail Integration Manager, WIC Direct System

Point of Contact Services: The Future of Point of Sale Wal-Mart

Perry Kramer

VP Sales Operations, Corporate,
and Distributed Solutions
BJ's Wholesale Club Inc.

***“The Store of the future with ACE
and ARTS at the Heart”***

**Wednesday - April 28, 2010
10:00 am - 10:30 am**



Perry will discuss some of the factors influencing BJ's decision to move forward with ACE POS Implementation of ACE version 7.0, 4690 OS Classic and IBM's Check version of the IBM self Checkout software. He will also discuss the major customization work required to move from GSA and SKU level item file to a full UPC level environment without SKUs as well as support a Membership driven business.

Learn how BJ's is building out a common data mode, based on the ARTS data model, that can be used across multiple applications including: Feeds to labor scheduling, Asset Protection, Flash reporting, and Cash management reporting. Learn how building out a common data layer, and a centralized operational repository using the ARTS data model to build out the integration layer touch points will create a foundation for the customer profile to support mobile initiatives and RFID. These are key as most retailers can not afford to enter the current application trends with their entire application portfolio out of the starting blocks. We will review why BJ's chose to develop a strategy to expand our successes and maintain our core customer using the ARTS Data Model, and other industry standard tools. This method will set us up BJ's and other retailers to succeed with new technologies including end to end encryption.

Perry Kramer is VP Sales Operations, Corporate, and Distributed Solutions at BJ's Wholesale Club, Inc. In this roll he leads teams responsible for managing and delivering BJ's technology and application solutions. Included in these responsibilities are strategy, budgeting, forecasting, capacity and resource planning, contract negotiations, vendor relationships, and delivery of technology, business process, and application solutions. Additionally, Perry is the current co-chairman of the ARTS board of Directors. He has led the successful implementation of several POS systems, ERP systems, and IT sourcing initiatives. During his 25 years of experience in retail information technology, has held director level Positions at Ames Department Stores, Hills Department Stores and Boscov's Department Stores. During his tenure in retail Perry has managed all areas of the retail environment and also brings a deep understanding of the planning required to survive the challenging budget times that remain ahead for all of us.

Lou Sterzenbach

Director of Applications
Pier 1 Imports

“Surviving in Challenging Times”

**Wednesday - April 28, 2010
9:30 am - 10:00 am**



How is your organization surviving the challenging economic environment? Join us in this stimulating, interactive session to see in real-time how your peers are navigating the sometimes treacherous retail waters. In this session, you, the audience will be the presenter. (Don't worry... you won't have to speak or anything). Don't miss the fun, excitement and insight you'll gain in this session.

Lou Sterzenbach is the Director of Applications for Pier 1 Imports in Fort Worth Texas. Lou and his management team are responsible for all applications development and support at Pier 1.

Lou brings over 22 years of retail experience in project management, software design and development. Prior to joining Pier 1, Lou spent 17 years at Limited Brands in project management. Lou has a genuine passion for retail and technology.

Lou holds a Bachelor of Science degree in Computer Information Services from The DeVry Institute of Technology.

1st Time Attendees

To help maximize your IBM Retail User Group experience, we offer a First Time Attendees Session to provide brief and informative overviews of the conference, and describe the many opportunities and services available to you.

Sunday, April 25, 4:30-5:30 p.m.

The First Time Attendees Session is designed to provide you with the information that you'll need to help make your first IBM Retail User Group Conference exciting and informative.

Chris Schwanz

Senior Program Manager,
Retail Technology
International Dairy Queen

“Mobile Marketing in the Real World”

Wednesday - April 28, 2010
10:45 am - 11:15 am



Contactless payments continue to make inroads as consumers begin to recognize this payment option as fast alternative to cash or a traditional mag-swipe. In this session, Chris will examine the pitfalls, challenges and success stories from Dairy Queen's current deployment project of contactless readers into over 2000 franchise locations. Chris will also discuss areas of opportunity for contactless, and NFC communications within various retail verticals.

In 2004, Chris Schwanz joined International Dairy Queen (IDQ) and currently serves as the Senior Program Manager in charge of their Retail Technology & National Accounts program. In this role Chris oversees development, implementation and management of retail technology platforms & national vendor programs developed for franchisees of the Dairy Queen® system. Chris' areas of expertise are in retail POS systems, data & network security, and payment systems.

Sessions, speaker information, activities, conference agenda and current conference information is available at www.ibmretailug.org.

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.
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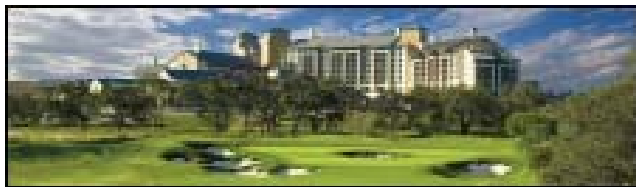
Revitalize the Customer Experience,

this year's conference theme, at the ultimate "customer experience" venue - the JW Marriott Hill Country Resort in San Antonio, Texas

Today's challenging retail environment can put a good amount of stress on those responsible for developing and maintaining the customer experience. Many people are handling multiple jobs without the time to focus on the fast changing world of the consumer and how to attract and maintain their loyalty.

This year's conference theme is 'Revitalize the Customer Experience' and the site for the IRUG 2010 conference could not be better. The JW Marriott Hill Country Resort near San Antonio is Marriott's newest venue and is the high tech "hotel of the future" focused on delivering the ultimate customer experience. Come to this conference not just to learn about how to make a more compelling experience for your customers, but also to experience the ultimate customer experience for yourself.

About JW Marriott Hill Country Resort:



The JW Marriott San Antonio Hill Country Resort & Spa opened January 22, 2010. Just 20 minutes from downtown San Antonio and the airport, the JW Marriott Resort is situated in Texas Hill Country in Cibolo Canyons, where crystal clear streams and towering oak and cedar trees meet the majesty of the hills.

The elements of authentic roots, hacienda style, beautiful views and healing waters serve as the inspiration in bringing this magnificent resort to life. The Hill Country resort will feature 140,000-square-feet of meeting space, two TPC golf courses and a sophisticated spa. TPC San Antonio is proud to be the newest addition to the PGA Tour's TPC Network of premier clubs.



Take the Tour: <http://www.jwsanantonio.com/Texas-Resort-Hotel/Videos-151.html>

33rd Annual IBM Retail User Group Conference – Register today for the must attend event of 2010

Nine keynote topics, two super sessions, five deep dives, and twenty nine elective sessions will bring you up to speed on the latest retail technologies, techniques and best practices while you discuss issues and network with your peers. This conference will prepare you for the recovery to come and assure your

Daniel L. Hopping

President and CEO
Next Retail Group, LLC

"The Future of Consumer Culture"

Wednesday - April 28, 2010

11:15 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 dozen 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.

competitive edge. Join us for this must-attend retail event in 2010. We invite you to take advantage of this opportunity, to better position your company for the recovery ahead.

Haven't registered yet?

Be sure to register on-line today for what may be the most important retail event of 2010

Check current conference information: - Agenda, Speakers, Session, attendees, exhibitors and much, much, more on the website. <http://www.ibmretailug.org/Conference/index.jsp>

Register TODAY: www.ibmstoresystemsug.org/Conference/default.htm

See you at the JW Marriott San Antonio Hill Country Resort Spa; April 25 – 26, 2010!

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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.