



Capitalizing on the Smarter Consumer

IBM Institute for Business Value

Overview

Today's consumers are more connected, vocal and demanding than ever. In fact, technology is a given in the smarter consumer's life. But what other forces are driving shoppers today? Findings from our survey of more than 30,000 consumers in 13 countries tell us that consumers want to be listened to, known and empowered. How retailers respond will help determine how well they maintain connection with their valuable customers.

This digital era is changing retailing. Customers are more connected, vocal and demanding than ever before. What they want, above all, is a personalized experience; they want retailers to know them.

Technology is not the only force shaping shopper behavior. We surveyed 30,624 consumers in 13 countries to learn what factors are influencing today's smarter consumer. We delved deeper into the mind of the consumer to learn what they really think of when they shop. What we found is that traditional insight strategies for knowing consumers isn't enough. You have to look more broadly at their attitudes, who they listen to and who they are buying for to really "know them."

The smarter consumer has changed

The consumer is digital

Today's consumer takes technology for granted. She's comfortable using the Internet, mobile technologies and in-store kiosks to browse for and buy products. In our survey, 49 percent of our respondents were "instrumented consumers" – those who use two or more of these technologies to shop, a 36 percent increase since our retail study last year.

Younger consumers and those in the growth economies are especially keen on using technology to improve the shopping experience. But there has been a big change here, too. Last year, only 38 percent of 15-19 year olds were "instrumented." Today, that number has soared to 52 percent.

The household is "virtual"

Today's consumer also purchases for a wider range of family members, whether or not they share a roof. This is partly because the family unit is changing; 25 percent of respondents stated that they have adult parents, adult children or grandchildren living with them. In addition, the Internet allows consumers to more efficiently purchase for family members who don't live close to them. Over 30 percent of respondents regularly buy clothing, groceries, consumer electronics and personal care products for their parents.

Consumers listen to their families and friends first

Many of consumers know exactly what they want when they enter a retailer's website or store, because they've already asked a friend for advice. Forty-five percent turn to friends and relatives, and 37 percent to external sources – either fellow consumers or independent experts – when they want to know more about a product. Only 18 percent rely on retailers and manufacturers.

A world of moments

Consumers have changed, and they have changed the shopping process, too. Instead of browsing through several stores, finding something and buying it in a continuous sequence, they use technology to dip in and out of the process wherever and whenever they want. So, what was

Message from the President

The 34th Annual Conference the Can't Miss Retail Event of 2011



The Board of Directors and our 2011 sponsors are looking forward to the 34th Annual Conference of the IBM Retail User Group this May. We are very excited about this year's conference and have been busy planning for speakers, sessions and the new technology pavilion and more networking and experience sharing opportunities than ever before. The conference agenda has been crafted

around topics and speakers that you, our members, have requested through our extensive survey process.

This year's theme is "**Tools to Captivate the Connected Customer**" with a focus on solutions and tools to captivate the increasingly mobile and technologically savvy customer of the 21st century. This year's conference will not only show leading technology trends, but will also introduce a working IRUG mobile app to showcase the technically, and help you get the most out of this year's event. We have lined up a diverse and robust variety of compelling speakers and presentations all focusing on addressing your **Connected Customer**.

In these times of rapid advancements in technology it has never been more important for retailers to embrace change and apply creativity and uniqueness to enhance the consumer experience. Technology and innovation has been the driving force behind competitive advantage in retail. For the 2011 conference, IRUG is offering a new technology resource, the "Technology Pavilion". Invited technology providers will showcase products and solutions that will captivate your customer and push the technology envelope. Our theme, is timely given today's continuing economic uncertainty and the necessity to attract the new connected customers - maintain existing customers - and be price and technology competitive to survive.

To kick off our 34th annual conference our keynote speaker, **James Canton, Ph.D.** *Futurist, Author and Visionary Business Advisor*: will share "*Future Smart: Managing Extreme Change*" Complex new challenges brought by the customer, technology, competitors and the marketplace You will meet **Darrell Sandefur, Technology Architect** *The Kroger Co.* will address "Mobilize - Why You Should Act NOW!" 2011 is being billed as the year of the smart phone flashpoint for retailers.

John Gaydac *Vice President, WW Retail Solution Sales* *IBM Retail Store Solutions* will 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. **Steve Ladwig** *General Manager, IBM Retail Store Solutions* Steve will share with you, "IBM Executive Perspectives"; our view of the revolution taking place in Retail and how that is driving our Global retail strategy and how we are setting our priorities.

Andrew B. Morris, CEO & Founder, Morris Advisors, Inc. Andrew will explore the role of alternative payments in the mobile retailing revolution. **Rich Gilbert**, *Director of Store Systems at Duane Reade, Inc.* will take you on a journey; "*The Point of Sale Journey from the Cigar Box to the Cloud.*" **Chris Schwanz**, *National Accounts Program Manager, International Dairy Queen*, will address threats to payment card security have become more complex and dynamic in recent years. While PCI compliance has been achieved by most large retailers, small merchants and their vulnerable payment systems have become an area of opportunity for card data criminals

Richard Mader, *Executive Director of the Association for Retail Technology Standards (ARTS)*, will address the consumer relying on handheld devices for everything from phone calls to web surfing; and retailers who are looking to mobile as the next frontier of the shopping experience. Dick will offer best practices and learning opportunities for retailers diving into m-commerce and the need for standards as retailers move into the 21st century with mobile technology.

Daniel L. Hopping, *President and CEO, Next Retail Group, Inc.* is a global technology futurist, author, inventor, consultant and speaker and will address. With four decades of hands-on experience, Dan's area of expertise is forecasting the impact that technology will have on the retail industry and tomorrow's consumer. Dan has worked with hundreds of retail companies and has been involved with dozens of retail "*store of the future*" projects in almost every segment of Retail. His company, *Next Retail Group*, works with retailers to keep them abreast of the latest technologies and how their utilization of technology affects the enterprise's competitiveness. The consumer is changing much faster than retailers have traditionally been able to change their systems, making planning for change a critical function.

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Keynote Speaker

“Mobilize - Why You Should Act NOW!”



Darrell Sandefur
Technology Architect, The Kroger Co.

Monday - May 16, 2011
9:00 am - 9:30 am

2011 is being billed as the year of the smart phone flashpoint for retailers. Attend this keynote to get answers to these Billion Dollar Mobile questions:

- What could you do, how shall it be done, and when should you do it?
- Which form factors are involved and what reasonable accommodations need to be made for user experience?
- To measure is to know, if offerings aren't measured will you really know?
- How does security factor into the smart device equation?
- Who is responsible for operations and support of channels?

Darrell Sandefur is a Technology Architect at The Kroger Co. As a technologist his primary responsibility is selecting and implementing omni-channel solutions. Darrell is a member of Kroger's Architecture Guidance Team and several special interest domains. He is also the ARTS Board of Directors Co-Chair, ARTS Cloud Computing Committee Co-Chair, and a Mobile Blueprint Committee contributor. Darrell co-presented "Harnessing the Power of Mobile, Social Media, Analytics, & the Cloud" at the ARTS Users' Meeting last September and "Hey! You! Get Off of My Cloud" at the NRF 100th Annual Convention and EXPO in January. He serves as the Board of Directors President for the Ohio Retail User Group. Darrell has 20+ years of IT experience with IBM, Union Pacific Railroad, Kroger (last 7

Message from the President

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Super Sessions

For 2011, the conference will feature two Super Sessions (each presented twice) hosted by IBM and Motorola. The Super Session topics:

“Customer Connectivity and Mobile Information Management are Reshaping the Retail Industry”

“The Store: Why it Matters and How it is Changing”

There are thirty four Elective Sessions sponsored and presented by Retail members, IBM, and IBM Business Partners. In addition to their participation in elective sessions, almost fifty of our associate members will be exhibiting their solutions to add to the educational content of the conference. IRUG is not a trade show, but one of the few remaining true user conferences in the industry. The exhibit floor is a focal point of learning, and the sharing of experiences and networking with experts and your peers in a relaxed non-sales pressure environment.

Register **NOW** to attend the 2011 conference. I look forward to seeing you in Orlando in May!

Best regards,

Michael Sachar
President,
IBM Retail User Group

Become a Member

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IBM Business Partners

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Membership includes:

- Access to member directory
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- Ability to register for conference online

Apply online at
www.IBMretailug.org

Guest Speaker

James Canton, Ph.D.

*Futurist, Author and Visionary
Business Advisor*

**“Future Smart: Managing
Extreme Change”**

Monday - May 16, 2011

9:30 am - 10:30 am



Complex new challenges brought by the customer, technology, competitors and the marketplace will make being successful in business tougher to accomplish in the Extreme Future. If there is one skill that may offset these challenges it is navigating Extreme Change.

Managing change has become recognized as one of the key drivers of competitive advantage, growth and success for any business. Many of the challenges facing business can be overcome by better managing change. Being a faster, smarter change manager will be a vital competency for the 21st Century Leader. How leaders understand change and use change differently than the competition may become a secret weapon for building future growth and sustainability into their business. This keynote will teach leaders how to manage change for innovation to get the authentic benefits. It will also give them a glimpse of what is to come next. Key trends affecting technology, customers and competitors will be analyzed and discussed. Market research on consumers, technology and employees will be reviewed.

Dr. James Canton is a renowned global futurist, social scientist, keynote presenter, author, and visionary business advisor. For over 30 years he has been insightfully predicting the key trends that have shaped our world. He is a leading authority on future trends in innovation. He is the author of *The Extreme Future: The Top Trends That Will Reshape the World for the Next 5, 10 and 20 Years*, Dutton 2006 and *Technofutures: How Leading-Edge Innovations Will Transform Business in the 21st Century*, Next Millennium Press 2004.

Dr. Canton is CEO and Chairman of the Institute for Global Futures, a leading think tank he founded in 1990 that advises business and government on future trends. He advises the Global Fortune 1000 on trends in innovation, financial services, health care, population, life sciences, energy, security, workforce, climate change and globalization. From a broad range of industries, clients include: IBM, BP, Intel, Philips, General Electric, Hewlett Packard, Boeing,

John Gaydac

*VP, WW Retail Solution Sales
IBM Retail Store Solutions*

“IBM 2011 Retail Strategy”

Monday - May 16, 2011

1:00 pm - 1:30 pm



John will 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 is Vice President of IBM's Retail Store Global Solution Sales. In his position, John is responsible for delivering IBM's Total store solutions to worldwide retail clients. John brings 25 years of experience in selling and implementing solutions to IBM's Retail and Industrial Sector clients. Prior to his current assignment, John was VP, Retail Store Solution Sales, Americas. His previous experience includes leadership positions in Sales, IBM Global Services, Software Development and Engineering. John holds a B.S. in Engineering from the University of Pittsburgh and a MBA from Florida Atlantic University.

FedEx, and Procter & Gamble. He is a Senior Fellow at the Center for Research in Innovation at the Kellogg School of Management. He has advised three White House Administrations, the National Science Foundation and MIT's Media Lab, Europe

A frequent guest of the media, Dr. Canton is a commentator on CNN. He was named “the Digital Guru” by CNN and “Dr. Future” by Yahoo. Dr. Canton's media coverage has included CNBC, Fox, PBS, ABC, Fortune, The Wall Street Journal, Bloomberg Report, The New York Times, US News and World Report, CEO, CIO and CFO Magazines. His Global Futurist blog is followed by a world-wide audience.

Mobility and 4G Implications for Retail

by Hollis Posey, Chairman, Next Retail Group, LLC

The situation

The 4G wireless land rush is well under way. US network providers are scrambling to deploy equipment, procure devices and corral customers – and generating a lot of interest and noise around the proceedings. The carriers are advertising heavily and making claims and counter claims about speed and coverage. Tech industry followers are piling on. Consumers are buying gear and signing contracts. All of which is happening seemingly with little concern for the fact that 4G isn't fully defined and that there are multiple competing technologies vying for official status – minor details in the minds of the contending class, I suppose. (The International Telecommunications Union (ITU) says it won't complete its 4G standard until 2012 at the earliest, so expect continuing confusion along with a headlong roll out).

4G was originally conceived as a wireless technology hitting theoretical speeds of 100 Mbps or higher that would support gaming and streaming video among other services. Officially 4G was called International Mobile Telecommunications (IMT) – Advanced. Given the state and rate of the developing standard against commercial pressures, the ITU granted leave late last year for carriers to label technologies 4G if they offered a substantial improvement in performance and capability beyond currently deployed 3G systems. So carriers deploying LTE (Verizon first), WiMAX (Sprint), or HSPA+ (AT&T, T-Mobile currently) were all freed to use the 4G label – and so commence the “4G” land rush even though no commercially available technology anywhere in the world comes close to the 100 Mbps data rate. (Realized data rates for systems deployed so far range from 2 to 10+ Mbps. Performance where 4G is available is noticeably better than 3G, but coverage is generally spotty and somewhat unreliable.)

Complicating matters further, each of the major US carriers is taking a different approach to staking out territory (where and when to roll out) based on its own strategic goals and departure point – effectively partitioning 4G users by geography, as well as by technology. Verizon made an early LTE launch in 38 metropolitan areas that contained deployment costs but still was within reach of roughly one-third of the U.S. population, for instance. The various roll out strategies add timing and coverage complication for individual and business users looking to make a best fit and long term choice.

The significance

Regardless, choices will be made and “4G” will mark a significant technology turn - making up in appeal for

whatever it lacks in crispness in the network underpinnings. The 4G technology family opens up Apple's iPhone and iPad space to other device and platform suppliers. These other suppliers are rushing to fill the gaps and build new ecosystems around the demand for smart phones and tablets. Platform and network players are leading the way. Device and app providers have signed on. More entrants and new services can be expected to follow as installation bases become established. There's little doubt that in the large “4G” will be a commercial and social success judging from the investments being made, the interest being generated, and the possibilities ahead. There's also little doubt there will be big winners and losers in the transition.

Like a throughway without cars, a speedy network of itself holds little interest. Enter the rest of the 4G ecosystem. Principal players in the revolution beyond the network providers include mobile phone, pad, and netbook manufacturers, platform providers (like Google and Microsoft), and app and services providers. Multiple players with different strengths and strategies are contending at each technology/solution level for market share - making for a bewildering array of combinations and possibilities. Another technology free-for-all is shaping up. Who will the winners be? What are the opportunities and risks for a retailer? How can an organization engage early for maximum advantage and minimize the odds of getting burned on outdated/unsupported equipment or dead ended software and partnerships or having its customer base partitioned?

Retail impact and a way forward

Retail organizations are faced with an increasingly confusing tangle of mobile systems and components that promise huge business opportunity but create significant IT challenges. (The Mobile Retailing Blueprint from NRF/ARTS is an excellent resource for those unfamiliar with the possibilities and issues.) Despite the fog, retailers can little afford to ignore the tide. New mobile systems can provide a direct channel to customers and new tools for associates and operational enhancements. Just staying on the sidelines has its risks given the potential for negative press in uncontrolled/unmonitored venues.

Decisions about when and how to engage 4G begins with an organization's strategic intent. Incorporating 4G capabilities into strategic planning is the recipe for capitalizing on this technology wave. Making appropriate technology choices and mitigating risks requires a clear view of the 4G

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The Partner Pavilion

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

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

Headquartered in suburban Detroit, with offices in Florida, Texas, Washington and New Jersey, 4690World provides store systems support to a variety of retailers from California to Germany to Saudia Arabia. 4690World is unique among other IBM POS business partners in that typical employee skills include Java and C Sharp programming, and integration capabilities over multiple ERP platforms such as AS/400; UNIX/AIX, with adherence to J2EE standards.

This skill set has allowed 4690World to successfully sell and support IBM’s Store Integrator and DIF, new features of the 4690 O/S that have significantly improved the “openness” of the 4690 operating system.

In the last couple of years, 4690World has uncovered many retailers that experience the pain of batch nighttime polling of TLOG data. These legacy systems require 3rd-shift personnel to bring critical data from the stores in the middle of the night, often containing corrupt data and requiring key support personnel to be awakened from their beds to help trouble shoot the issues.

With TRICKLE data collection, this problem goes away. Sales data is pushed to a HOST WEB server on minute-to-minute intervals without any human intervention and data integrity problems can be repaired during normal business hours. The expense of specialized night operators is decreased and most importantly, key executives have access to almost-real-time reporting of detailed sales analysis.

Rio Grande, 4690World’s Trickle Data Collection application, provides a cross-platform integration framework that exposes all 4690 Store System data to any J2EE-enabled HOST system. RioGrande is running on IBM I-Series, P-Series, as well as Linux and Windows. At the IBM Retail User Group’s 2009 conference, Grocery Outlet and 4690World with Rio Grande were the winners of the prestigious Retail Innovation Award.

Data is then parsed and loaded into a database, making it readily available with popular BI presentation tools, to any need-to-know party with a WEB browser. Databases currently running include SQL Server, DB/2 and Oracle.

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

Beyond the 4690...4690World’s SPECIALTY STORE STRATEGY – Microsoft Dymanics AX Retail

Microsoft Dynamics AX for Retail is a relatively new end-to-end ERP/POS application with tiered architecture, making it possible for the user community to add/change extensions without modifying the base application. The most signification value statement for this suite of applications is the total integration of POS into not only the ERP merchandising, but all the way to the Financial and Accounting systems.

4690World’s includes the support of Dynamics AX on IBM platforms, which they will be showing at the 2011 IRUG. Dynamics AX POS application is running on the SurePOS 7xx hardware.

Plans are in place to provide systems integration between IBM ACE POS and Dynamics AX ERP, using RioGrande as the “plumbing” to transport the appropriate data.

Conclusion

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

Capitalizing on the Smarter Consumer

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once an uninterrupted flow is becoming a series of moments that may be separated by days or weeks – from awareness, to research, to purchasing, to possession.

The shopping process has not only become more fragmented, it has also become more compressed. The retailer's window of opportunity to influence her is shrinking from hours to minutes. Some of the biggest influences on the consumer are outside the retailer's control.

Serve me, don't sell to me

Today, it is more difficult for retailers to reach and sell to target customers. Smarter consumers are departing from their demographic and socioeconomic roots and are using technology to control their own experiences. So what can retailers do? They can understand that consumers want to be served and not sold to. Consumers are asking retailers to listen, know and empower them.

Listen to me

Through social networking, consumers engage in instant dialogue with each other about their interests and experiences with retailers, products and brands. Listening and participating in these conversations can provide retailers with insight into what customers want. But retailers must be willing to give these consumers incentives for discussion such as discounts, trial offers or access to areas of exclusive content.

Know me

Of course, listening is just the start. It's also essential for retailers to show that they know their customers by providing a personalized shopping experience. Consumers told us that this is their top consideration when deciding where to shop and the area where retailers need to improve.

The best thing a retailer can do to increase spend is give its customers promotions for items they regularly buy. When we probed further, consumers also want retailers to personalize the store or online experience by remembering their preferred payment methods and receipt types.

Empower me

Lastly, retailers have to empower their customers by making it as easy as possible to complete the shopping process, which includes providing the right services and letting consumers choose how they interact. More than 40 percent of the people we surveyed want to check product prices wherever they are and get promotions based on the items they scan. And 50 percent are willing to use a personal mobile device to avoid the checkout lane.

Smarter consumers demand smarter retailers

Smarter retailing starts with the recognition that consumers are conducting a conversation many retailers know

nothing about. Listening to this digital dialogue will help retailers understand and serve their customers better.

Smarter retailing also entails leveraging customer data. That's actually the most powerful weapon in a retailer's armory because it uncovers when consumers are buying products for themselves, when they are buying products for others and when they are experiencing life-changing events. Since what you see isn't always what you get, retailers must embrace, manage and analyze a vast amount of data to personalize consumer interactions.

Finally, smarter retailing allows organizations to leverage this intelligence to allow consumers to shop when they want as they want – and that requires a totally different mindset. Recognize that customers are not passive recipients but active participants in the shopping process. Give them facilities they need to participate in that process, and make it feel like a pleasure to serve them.

How can IBM help?

- **Business Consulting and Delivery Services** – IBM helps retailers formulate, implement and operationalize programs to respond to changing customer buying behaviors, align organizational structure and metrics, and transform customer-centric processes.

- **Retail Industry Solutions** – IBM offers a comprehensive portfolio of retail solutions comprising merchandising and supply chain management, multi-channel retailing, retail performance analytics and TotalStore solutions to help retailers deliver the fastest time to value at the lowest risk.

- **Retail Center of Competency** – IBM helps retailers make the best use of technology to streamline costs, reduce inefficiencies, aid product development and speed go-to-market activities. It also helps retailers build new capabilities to better understand, track and respond to consumer preferences, drawing on its team of highly skilled experts from around the world.

To request a full version of this paper, e-mail us at iibv@us.ibm.com

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New This Year!!! IRUG Provides Multipurpose Conference

The IBM Retail User Group, in partnership with CrowdCompass will provide a multiplatform mobile app for the 34th Annual IRUG Conference in Orlando, FL. The 2011 theme, “Tools to Captivate the Connected Customer”, will focus on emerging mobile technology and retail solutions to captivate the increasingly mobile and technologically savvy retail customer of the 21st century. This year’s conference will not only provide attendees with information but will also have a working mobile application to showcase the technology.

The app provides IRUG Conference attendees a single tool to access the full conference agenda, announcements, conference messaging, social media, Twitter feeds, interactive maps, session locations, speaker bios and session content, exhibitor information and other rich content with graphics and hyperlinks. Since the app and its content are saved directly on each phone, access to vital information is never interrupted even when WiFi or Cell internet is intermittent or unavailable.

Mobile technology has monumental potential to change the way retailers work and their customers shop. Every year our conference connects a range of vendors with retailers determined to find the right technology and solutions for their business. However, these retailers have wildly divergent needs, making it a challenge for attendees to make the right connections. The 2011 IRUG Conference App makes for effective community building and ideas and experience sharing easier with a range of integrated communication and reference tools.

The 34th Annual IRUG Conference App is free and can be downloaded by searching for CrowdCompass on the iTunes Store or Android Market or directing your device browser to <http://j.mp/irug2011>. The link will automatically detect your device and download the appropriate app. The same link will redirect unsupported platforms to a website with the same content as on the app. In addition to the annual conference the app will be a valuable tool to get connected and stay connected.

Mobility and 4G Implications for Retail

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landscape and where your organization is headed. Systems architecture is a key tool for analyzing the landscape and assessing any implementation of interest.

As in the early stages of all technology turns, there are no simple answers. However, the outcomes of prior technology contests can say a lot about where to place bets. The PC OS, browser, search engine, and social networking wars have dimensions and parameters that translate fairly readily to 4G. The Windows-OS/2 and Netscape-Internet Explorer competitions provide clues to likely outcomes at the platform level, for instance. And while it’s true that the web’s long tail has opened up opportunities for many successful niche players, it’s also true that it has effectively provided monopoly power to strong aggregators like Google, Facebook, and Twitter. There are plenty of models to look to. Analysis around the major 4G players and their ecosystem relationships at each level of the solution stack offers insight and allows projections as to how 4G may play out. These projections can be plugged into an organization’s strategic plan to make the most of its mobile and 4G investments.

Summary

Mobile technology is a disruptive force for retailers - going well beyond straightforward replacement or addition of devices and technology. Mobile changes and extends business processes. It also brings a whole new set of issues. Before undertaking mobile implementations, retailers should have 3 to 5-year strategic plans that describe how business processes will be affected and what the technology infrastructure that supports them will be. Flexibility and wariness are in order – mobile technology continues to change rapidly. 4G marks yet another major IT wave. Leading retailers will do well to incorporate it into their business operations.

Join Us



Tuesday Keynote

Richard Gilbert

Director of Store Systems

Duane Reade

“The Point of Sale Journey from the Cigar Box to the Cloud”

Tuesday - May 17, 2011

8:30 am - 9:00 am



Reade, Inc. As a department head and business partner, Rich is primarily focused on setting the technology direction in support of front store and pharmacy operations. During his tenure at Duane Reade his purview has grown to include development and support for Point of Sale, Pharmacy store systems, Pharmacy Central Fill, Pharmacy Mail Order, IVR, Third Party Administration and Pharmacy Data Warehouse.

Rich also established the Store Install Group to handle the installation of store equipment and telecom wiring as well as the Technical Field Group to handle all store equipment issues.

He is a member of several internal operating committees including IT Leadership, PCI, HIPAA, SOX, Pharmacy, Pricing and Loyalty to name a few.

Rich was instrumental in bringing to market the first customer loyalty program to be launched by a chain pharmacy in 1999. In 2005 he brought the program to the next level with a centralized database. In 2010 he returned to the drawing board to develop a new loyalty program with features such as electronic rewards redemption and Super Saver clubs. The program was immediately embraced by the public and to date claims an active membership of over 2 million.

Rich's career in technology spans 30 years. Prior to Duane Reade, Rich held leadership positions at the Rock Bottom drug store chain and CitiGroup.

Andrew B. Morris

CEO & Founder

Morris Advisors, Inc.

“The Mobilized Merchant”

Tuesday - May 17, 2011

9:30 am - 10:00 am



Andrew will explore the role of alternative payments in the mobile retailing revolution. More than 95% of U.S. consumers now own a mobile phone and about half of those are smartphones. U.S. mobile commerce sales were \$4 billion in 2010 and are doubling year over year. Consumers are making online purchases on their mobile devices and using them to enhance their in-store shopping experience. Forrester projects that 40% of retail sales will be cross-channel enabled by 2012 and the resulting opportunities and challenges for retailers are game changing. Learn how technology standards are critical for successful mobile integration and how mobile payments, if deployed strategically, can help retailers reduce payment processing costs and enable personalized mobile marketing and self-service.

Andrew B. Morris is the CEO and Founder of Morris Advisors, Inc. an independent management consultancy based in Johns Creek, Georgia (Atlanta) and specializing in payments, loyalty marketing, mobile commerce and e-business. He has over 20 years of professional experience in consulting and executive management roles and is a frequent speaker at industry conferences and events. Mr. Morris' recent consulting work has focused on alternative payments, mobile financial services, mobile retailing, and the role of CRM and loyalty marketing in emerging payments trends.

Collaborating with a number of other leading consultants and subject matter experts, Mr. Morris has prepared detailed analyses of numerous alternative and mobile payments and mobile marketing companies. He has advised banks, merchants, processors, wireless carriers, and other key stakeholders regarding related product, marketing, and sales strategy. He is currently the Chair of the Alternative Payments Committee for the National Retail Federation's Mobile Retailing Initiative. Recognizing the role of mobile channels in the delivery of financial services for underbanked consumers, Mr. Morris also recently developed an Alternative Financial Services (AFS) strategy for a regional bank seeking to leverage its branches located in Wal-Mart stores.

Wednesday Keynote

Chris Schwanz

National Accounts Program Manager
International Dairy Queen

“PCI Compliance in Franchised Environments”

Wednesday - May 18, 2011
9:30 am - 10:00 am



Threats to payment card security have become more complex and dynamic in recent years. While PCI compliance has been achieved by most large retailers, small merchants and their vulnerable payment systems have become an area of opportunity for card data criminals and therefore a huge concern for franchisors. In this session, Chris will discuss the challenges, successes, and key learnings from Dairy Queen’s PCI compliance efforts within their franchise community. In addition, he will look forward at how the landscape may change in the future with emerging payment technologies and ever sophisticated fraudsters.

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 and payment systems.

Daniel L. Hopping

*President and CEO
Next Retail Group, LLC*

“The Emerging Consumer Culture”

Wednesday - May 18, 2011
10:45 am - 11:30 am



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

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

Daniel L. Hopping, *President and CEO, Next Retail Group, Inc.* is a global technology futurist, author, inventor, consultant and speaker and will address. With four decades of hands-on experience, Dan’s area of expertise is forecasting the impact that technology will have on the retail industry and tomorrow’s consumer. Dan has worked with hundreds of retail companies and has been involved with dozens of retail “*store of the future*” projects in almost every segment of Retail. His company, *Next Retail Group*, works with retailers to keep them abreast of the latest technologies and how their utilization of technology affects the enterprise’s competitiveness. The consumer is changing much faster than retailers—have traditionally been able to change their systems, making planning for change a critical function.

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

IBM Retail User Group 34th Annual Conference Agenda

“Tools to Captivate the Connected Customer”

Sunday - May 15, 2011

- 7:00 am - 2:30 pm Golf
Sponsors: 4690World & QVS
- 8:30 am - 1:30 pm Disney Tour
Sponsor: Source Comm
- 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 - May 16, 2011

- 7:30 am - 8:30 am Continental Breakfast
Sponsor: Hypercom
- Exhibit Hall open
- 7:30 am - 6:00 pm Registration
- 8:30 am - 8:40 am Welcome
Michael Sachar, President
- 8:40 am - 9:00 am **IBM Executive Perspectives**
Steve Ladwig, IBM
- 9:00 am - 9:30 am **Mobilize - Why You Should Act NOW!**
Darrell Sandefur, The Kroger Co.
- 9:30 am - 10:30 am **Future Smart: Managing Extreme Change**
James Canton, Ph.D
- 10:30 am - 1:00 pm Exhibit Hall open
- 10:30 am - 11:00 pm Refreshment Break in Exhibit Hall
Sponsor: Balance Innovations
- 11:30 am - 12:30 pm Lunch in Exhibit Hall
Sponsor: Zebra
- 1:00 pm - 1:30 pm **IBM 2011 Retail Strategy**
John Gaydac, IBM Corporation
- 1:45 pm - 4:30 pm Elective Sessions
- 4:30 pm - 6:30 pm Exhibit Hall Open
- Refreshment Break in Exhibit Hall
Sponsor: Clarity
- 7:00 pm Banquet
Sponsor: Fujitsu

Tuesday - May 17, 2011

- 7:30 am - 8:30 am Continental Breakfast in Exhibit Hall
Sponsor: Seamark International
- 7:30 am - 8:30 am Exhibit Hall Open
- 8:30 am - 9:00 am **The Point of Sale Journey from the Cigar Box to the Cloud**
Richard Gilbert, Duane Reade
- 9:00 am - 9:30 am **The Mobilized Merchant**
Andrew B. Morris, Morris Advisors
- 9:30 am - 9:40 am **2011 Innovation Award**
- 9:45 am - 10:45 am **Super Sessions**

Tuesday - May 17, 2011

- 10:45 am - 11:30 am Refreshment Break in Exhibit Hall
Sponsor: Retail Tech Inc.
- 10:45 am - 1:30 pm Exhibit Hall Open
- 12:00 pm - 1:00 pm Lunch in Exhibit Hall
- Lunch & Learn - *Birds of a Feather*
- 1:30 pm - 2:30 pm Super Sessions (repeat)
- 2:45 pm - 4:30 pm Elective Sessions
- 4:30 pm - 7:00 pm Exhibit Hall Open
- 5:00 pm - 7:00 pm Reception in Exhibit Hall
Sponsor: Motorola Solutions

Wednesday - May 18, 2011

- 8:00 am - 9:00 am Breakfast
- 8:50 am - 9:30 am Associate Meeting
- 9:00 am - 9:30 am User Group Business Meeting
- Election of Directors 2011-2012
- Prize Drawing - ThinkPad
- 9:30 am - 10:00 am **PCI Compliance in Franchised Environments**
Chris Schwanz, International Dairy Queen
- 10:00 am - 10:30 am **Shopping Experience in the Palm of their Hand**
Richard E. Mader, ARTS
- 10:30 am - 10:45 am Refreshment Break
Sponsor: Ingenico
- 10:45 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 Lunch
- 12:00 pm - 5:30 pm IBM POS Application Focus Group

Thursday - May 19, 2011

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

Friday - May 20, 2011

- 8:00 am - 12:00 pm Self Checkout Focus Group

Exhibit Hall Hours:

- | | |
|---------|--------------------|
| Monday | 7:30 am - 8:30 am |
| | 10:30 am - 1:00 pm |
| | 4:30 pm - 6:30 pm |
| Tuesday | 7:30 am - 8:30 am |
| | 10:45 am - 1:30 pm |
| | 4:30 pm - 7:00 pm |

IBM Retail User Group

Elective Session Topics

“Tools to Captivate the Connected Customer”

Architecture/Infrastructure

Architecture and Implications of 4G Mobile Computing for Retail

4G mobility is rolling out at an incredible rate with new devices, platforms, services, and software coming from a multitude of established and new players. Consumer take up is outpacing supply for many offerings. As with past major technology waves, this one will have its rough spots. And it will produce winners and losers among its drivers and those who seek to ride it. What can we expect and how can retailers prepare to ride this wave smoothly? Attendees of this session will take away new appreciation and insight for leveraging 4G mobility.

Hollis Posey, Next Retail Group

“End to End? Point to Point? Deciphering the Buzz”

The payments industry has been talking about “End to End Encryption” or as some like to call it, “Point to Point Encryption” as a means to protect payment card data and reduce PCI audit scope for several years now but finally we are starting to see some real world implementations. This session outlines the various technologies available, their differences and what you need to consider when implementing E2EE or P2PE in your retail environment. No matter what your chain/store format is, this session will be of great value to you.

Patty Walters, Hypercom

How Standards Enable Retailers to Compete in a Consumer Controlled World

The project was completed in little over 8 months and included involvement from 5 vendors to revamp an aging system infrastructure including POS, Data Warehouse, Payment, CRM and Customer Service. The end result was the creation of a real time retailing environment running on a cloud that will enable them to quickly and efficiently implement new ideas based on the ever changing consumer.

Jim Nadler, Trevarian Portal LLC

Implementing Hosted, Cloud Based, SaaS Solutions – Been There, Doing That

Pier 1 Imports will share its recent experiences with implementing hosted, Cloud Based, SaaS (Software as a Service) Solutions. After an overview of Pier 1’s implementation including:

- Return on Investment Drivers
- Compliance and Controls Considerations
- IT Security Requirements
- Business Investment and Ownership Expectations

an interactive Q&A session will follow.

Matt Johnson, Pier 1 Imports

Karen Paramore, Pier 1 Imports

Reducing PCI Scope Through End to End Encryption

This presentation provides attendees with a first-hand presentation on a retailer’s implementation of end to end encryption to remove all clear text cardholder data from their environment, reduced their PCI scope and made them more secure. Hear how this IBM customer successfully integrated end to end encryption as a key component of their payment systems and overall payment security business plan.

Jeff Wakefield, VeriFone, Inc.

SaaS Solutions for Coupon Validation can Solve Many Business Problems

SaaS coupon validation which can analyze live transaction data and respond in milliseconds can solve a multitude of business problems expand the capability of your POS and even extend the life cycle of your POS equipment. A SaaS solution can offer complex promotion rules, simplify digital coupon execution, prevent paper coupon fraud, relieve some of the burden of your current loyalty system, feed real-time data to other business applications, and handle deal stacking between digital and paper coupons.

Richard Thibedeau, Intelligent Clearing Network

Supporting the Retail Store Infrastructures

The retail store environment has changed immensely over the last 20 years and continues to change every day with the advancement and adoption of new technology. Retailers are recognizing the importance of the mobile channel with increasing numbers of consumers using smartphones as a way to research products, and deliver cross channel promotions. This interactive session will address the issues and challenges the connected customer poses to the current infrastructures prevalent in most stores, and how to be prepared for the future.

Jamie Jamieson, Spencer Technologies

David Strickler, Spencer Technologies

Customer Service

Forever Fresh

As the food industry rapidly evolves in line with the fast-paced world economy, grocers are experiencing greater challenges related to fresh management. Grocers seek to meet consumer demands in product freshness while trying to reduce as much waste as possible, posing both significant challenges and tremendous opportunities. This session addresses the various implications that fresh food retailers encounter, including product declarations, country of origin, labeling, traceability and legal liabilities. In addition, attendees will learn about the opportunities this revolution is providing, such as better service at the counter, in-store-couponing, event-based marketing, and other advancements supporting sales

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2011 Elective Sessions

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growth and margin protection. All that with solutions already available, some of which will be referenced by customer in this elective session.

Robert Weisz, Bizerba

Mobile Payments: How Retailers and Consumers Will Meet in the Middle

This session takes a look at why and how retailers and consumers are both moving towards mobile payments using mobile POS and NFC. It will walk attendees through the current mobile payment initiatives, the state of the market, and available solutions. Challenges associated with implementation including security, paper receipts, and loss prevention will be covered.

Erik Vlugt, VeriFone, Inc.

“Mobile Retailing Blueprint” A Comprehensive Guide for Navigating the Mobile Landscape

The question of whether consumers will adopt smartphones and other mobile devices is becoming less relevant. The more relevant question is “*What is the best way for retailers to capitalize on consumers*” (the *Connected Customer*) rapidly evolving use of their mobile devices. Mobile phones are changing the way retailers, suppliers and customers both communicate and do business. Our phones are always with us – and always on, connecting retailers to current and potential customers regardless of location or time of day.

Richard Mader, ARTS

David Hogan, NRF

The Mobilized Merchant: How Mobile Payments Can Propel the Revolution in Retailing

In this session, we will explore the role of alternative payments in the mobile retailing revolution. More than 95% of U.S. consumers now own a mobile phone and about half of those are smartphones. U.S. mobile commerce sales were \$4 billion in 2010 and are doubling year over year. Consumers are making online purchases on their mobile devices and using them to enhance their in-store shopping experience. Forrester projects that 40% of retail sales will be cross-channel enabled by 2012 and the resulting opportunities and challenges for retailers are game changing. Learn how technology standards are critical for successful mobile integration and how mobile payments, if deployed strategically, can help retailers reduce payment processing costs and enable personalized mobile marketing and self-service.

Andrew B. Morris, Morris Advisors, Inc.

Customer Touch Points

Digital Coupons, In Real Time!

Looking for ways to connect directly with your shoppers to offer them relevant personalized offers before they shop? Interested in reducing the cost of couponing while minimizing fraud and costly in-store handling of paper coupons? During this exciting educational session we will explore the entire digital coupon ecosystem, from digital processors to

coupon publishers to clearinghouses. Most importantly, we will discuss seamless implementation options for retailers with IBM 4690 ACE, SA and ACE for Independent Grocers. Digital coupons are happening in REAL TIME and we will show you how!

Bill Catania, M-Dot Network

Mobility Will Keep You Moving

Mobility is the hot new technology in retail today. It will impact the point of sale, the back office, couponing, clienteling and almost any aspect of the store experience. It comes in a variety of flavors, Apple iOS, Android, Windows Mobile, and requires a comprehensive strategy in order to minimize the effort required to implement. Gene Cornell will talk about the possibilities inherent to mobile, and how to best maximize them with a minimum of headaches.

Gene Cornell, President, Cornell-Mayo Associates

Moving Beyond Transactions to Interactions with Mobile Solutions

Not since the Internet have we seen a more disruptive technology to the retail landscape than mobile. With Nielsen projecting that smartphones will make up more than half of all phones in the U.S. by the end of 2011, the rise of the mobile-enabled shopper is rapidly growing. Consumers are using their mobile devices for product research, price comparison and purchases, with store associates now serving customers that may know more about the particular products offered inside the store than they do. The democratization of mobile technologies has fundamentally shifted the ROI model for retailers. Smart phones are now commodities, wireless standards have simplified network configuration, and users have demanded best of breed interface design. This technology shift enables retailers to re-think their customer interaction model and equip associates with devices and data typically found behind the cash wrap to anywhere on the store floor. Mobile solutions empower the store associate with richer information to serve customers while delivering a more personalized, efficient interaction from point-of-interest to point-of-sale. In this session, learn about the key considerations for deploying mobile inside your stores, from stakeholder success to extending your existing POS infrastructure efficiently, effectively, and securely.

Jerry Rightmer, Starmount Systems, Inc.

Retail Mobility in 2011 and Beyond

The retail industry must embrace new technologies such as smartphones, tablet devices, and the mobile Web as tools that can help grow their business. Forward-looking retailers are already integrating digital, mobile, and social

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2011 Elective Sessions

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media technology to connect with a new generation of digitally-savvy consumers, and the explosion of smartphones, tablet devices, and social media can be used as levers for a comprehensive mobile strategy among retailers — opening up new selling opportunities, and helping to create loyal customer communities. Global Bay CEO Sandeep Bhanote will discuss how retailers can integrate multichannel data from e-commerce and store systems to provide them with a comprehensive view of customer data, and how this will lead to more well-rounded selling experiences.

Sandeep Bhanote, Global Bay Mobile

The Benefits of Automated Cash Recycling for Retail Payment Solutions

Automated cash recyclers provide retailers the missing link for an efficient, cost-effective cash management process. Fit for purpose designs handle all customer cash needs at Self Check Out Terminals and Attended Retail Payment Lanes. Properly integrated devices deliver a measurable return on investment by reducing non-value add labor, increasing security and improving the customer experience. The industry leaders in this technology have developed systems that are appropriately sized for the retail environment and include the key features needed to provide complete cash handling functionality. Automated cash recycling is positioned to revolutionize the way consumers interact with retail points of purchase and how stores manage their cash flow to improve profitability.

Joshua Clapper, MEI

Russell Strickland, MEI

Transforming Virtual Gifts into Tangible Gifts with Social Networks

Thanks to social networking sites, texting and the abundance of mobile devices, the way people interact is evolving. People are now in constant communication with friends and loved ones. It is difficult to show a small gesture of gratitude or friendship instantaneously, when your relationship is mostly virtual or separated by miles. However, thanks to the connectedness social networks like Facebook offer to people, products and communities, merchants have a new and interactive way to engage with their customers. During this session, Dom Morea of First Data will show how offering tangible gifts through social networking sites can build revenue, increase sales and foot traffic as well as improve the overall customer experience.

Dom Morea, First Data

Store Operations / Solutions

Buckle Up for WIC EBT: 90 Agencies, 10 Years, 1 Wild Ride

WIC is considered by many to be the most complex and costly transaction in grocery retail. Now, a new Congressional mandate, passed in December 2010, requires electronic delivery of WIC Program benefits by October 1, 2020. More than 30 States are already actively planning for WIC EBT delivery. Several of these States will implement in the next 24 months and expect retail POS systems to be capable of

supporting WIC EBT technology. Come learn about how federal and State agencies are laying the foundation for WIC EBT through developing standards and integrating new business rules into POS systems.

Chris Harr, PA Department of Health

Erin McBride, USDA, Food and Nutrition Service

Bob Hoblit, WIC Direct System

Mobile Marketing – Are you Ready?

Honeywell's session on mobile marketing will address how retailers can drive sales, lower costs and increase customer loyalty by implementing new mobile applications. The presentation will focus on mobile marketing and mobile POS trends and applications such as mobile couponing, electronic loyalty cards, and mobile payment.

Taylor Smith, Honeywell Scanning & Mobility

Trends / Management

Advances in Pattern Recognition Technologies Allow Scanning Without the Barcode

Asian robotics manufacturers, the US military, and cell phone companies have invested hundreds of millions of dollars in visual pattern recognition technologies. The applications allow machines to recognize the real world that they live in. These technologies have an unexpected benefit for the retail market: retailers can now scan without having to find the barcode. How does this new capability transform store operations and the customer experience?

Alec Hudnut, CEO, Evolution Robotics Retail

Opportunities in Outsourcing; When Does it Make Sense?

When and where do opportunities for outsourcing exist? This session will explore the subjects of technology assistance and call center support, how to know whether this makes sense for your organization and how to increase response and customer satisfaction through this approach. We will also review the process of selection for facilities and locations that excel in that arena for your scenario.

Robert Grimes, EVP, Tech Global Partners / Accuvia

The Payment Systems Industry: Impact of Chip & PIN

The modern electronic payments industry has evolved in its complexity and value as well as its importance to customers, financial institutions and merchants. The introduction of EMV technology, a sophisticated fraud fighting standard, will enable unprecedented utility, convenience and efficiency. EMV will also provide a platform for mobile payments, mobile marketing and more sophisticated loyalty programs. Harnessing this transformational technology sooner rather than later will afford the retail industry the opportunity to achieve exceptional levels of cost effectiveness, security and gratification in transacting.

Stephen Braceland, President, STJ Retail

2011 IBM Elective Sessions

Capitalizing on Today's Smarter Consumer: Understanding and Responding to the Needs and Wants of your Consumer

When today's consumers make decisions, it's a multi-layered process. While they continue to expect the highest-value personalized promotions, consumers also seek a highly personalized shopping experience delivered in the moments when they choose to shop. In short, consumers are looking for remarkable experiences. Join IBM as we explore: how the shopping process is changing; what innovations consumers will want in the future; which innovations will provide a return on loyalty; and, what consumers value besides product quality and price.

Melissa Schaefer, IBM

Cross Channel Order Management Enables a Unified Customer Experience

The "demanding" consumer of a few years ago — who expected to be able to research, shop, buy, track, receive, and return merchandise via any combination of channels within a retailer's brand — has now become the "rewired" consumer, expecting a smarter seamless retail experience across all brand touchpoints (including the store and at POS). Now, with channels merging (e.g., customers with smartphones in your store), the need to enable a seamless end-to-end cross-channel customer experience has never been greater. Join this session to learn about the changing expectations of the multi-channel consumer and hear how innovative retailers are redefining the cross-channel customer experience to drive sales, bolster customer loyalty, and tilt the competitive playing field in their favor.

John Stelzer, IBM

Dynamic Store Merchandising for Retailer Profitability

Retailers have huge amounts of customer and product data that has until now been difficult to use in the store to influence customer buying decisions. Dynamic Store Merchandising enables execution within the store, this means that areas of sunk cost margin erosion such as waste on perishable items (typically 3% of a grocer's turnover) or shelf out of stocks (between 1.5% and 4% of turnover) can be very effectively targeted. DSM also allows the retailer to manage promotions in store, either to a predetermined schedule, or in response to the stores actual trading conditions that day.

Andy Park, IBM

Gateway to Smarter Checkout: Winning with 4690

Come see the exciting new capabilities possible with 4690 OS Version 6. Service Oriented Architecture positions 4690 OS for the future and introduces new business models that can revolutionize the usage of POS terminals.

Peggy Weavil, IBM

Getting the mix right: Deploying in-store technology for operational efficiency, front-end labor optimization and consumer experience

Driven by their own operational initiatives and the demands of mobile consumers, retailers face constant uncertainty

around identifying, deploying, and managing must-have technology in their stores. This session will address this challenge by answering four questions:

- How will emerging technologies (mobile, self-scan, other automation) change in-store processes over the next five years?
- How will the role of current technologies (POS, self-checkout, kiosk) change?
- How can retailers optimize the mix from a store operations perspective, including labor, capital, and selling space considerations?
- How do consumer preferences or shopping personas influence this mix?

Tadd Wilson, IBM

IBM Loss Prevention and Profit Improvement

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.

Ken Duffy, IBM

Increase Loyalty and Sales with Digital Coupon Solutions

As consumers become savvier and more connected, they are increasingly drawn to digital incentives that are accessible and measurable from wherever their digital life leads them. Demand for digital coupons is increasing at a startling rate. This session will provide insight as it relates to the growth and demand for digital coupons in retail, while providing an overview of the Zavers solution. The capability provides a digital, paperless, cloud-based solution which powers marketing programs on IBM's Supermarket Application and ACE POS platforms.

Bob Hoffman, IBM

Russ Everhart, Zave Networks, Inc.

Innovating the Customer Experience by Connecting Marketing, Sales, and Analytics

In this session we will introduce IBM's strategy to innovate the customer experience with advanced marketing and behavioral analytics. You will learn how leading companies across a range of industries are embracing this strategy to transform the brand experience and how IBM's strategic investments will benefit you.

Ken Duffy, IBM

Optimizing front end checkout with new modular IBM Self Checkout System 6

Customers are changing the future of checkout at the same time that self-service continues to rise in popularity. This session will focus on IBM's recent announcement about the need for a new — but not ordinary — self checkout solution to

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2011 IBM Elective Sessions

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match this dynamic. This new innovative self-service checkout solution is designed to support optimal configurations regardless of store size, basket size or the size of your wallet. Learn how your front-end can include integrated self checkout lanes, ultra-slim cashless self checkout lanes, separated scanning and payment or stand-alone pay stations all based on the same core self-service checkout modules. In addition, we will focus on how IBM's purpose-optimized software environment becomes a primary driver to lower Total Cost of Ownership (TCO) that retailers strive to achieve.

Brian Taylor, IBM

Reduce Costs of Managing Retail Systems with Improved Systems Management

Learn how IBM Retail 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

Brian Taylor, IBM

Research in Retail...exploring the future

Imagine if you could peek into the future - - to wonder at the advances of society, business and technology five to ten years from now. That is exactly what IBM Research has strived to do with the Global Technology Outlook (GTO). IBM Research and a global community of some of the world's top scientist consider the cultural and business aspects in which technologies will be used and the impact they will have on IBM and the world. This session will discuss the current global technology outlook and also share how IBM research is directly supporting the retail industry with specific technologies, projects and proof of concepts.

Cathy Lasser, IBM

The Future of Shopping: How Technology Will Enable a Smarter Shopping Experience

As the "consumerization of technology" continues to accelerate, consumers are becoming Smarter. They are more informed, empowered and demanding than ever, expecting retailers to provide a consistent, relevant and seamless shopping experience. Join this session as we explore the impact that technology is having on consumer expectations and the future of shopping. We will discuss how retailers can satisfy these 'smarter' shoppers by leveraging an enterprise digital platform.

Craig Stevenson, IBM

Richard E. Mader

Executive Director, ARTS

"Shopping Experience in the Palm of their Hand"

Wednesday - May 18, 2011

10:00 am - 10:30 am



Dick Mader will address consumers relying on handheld devices for everything from phone calls to web surfing; retailers are looking to mobile as the next frontier of the shopping experience. Dick will offer best practices and learning opportunities for retailers diving into m-commerce and the need for standards as retailers move into the 21st century with mobile technology.

Mr. Mader has over 35 years in retail information management, progressing from programmer analyst to serve as SR VP and CIO for Boscov's and Bon-Ton Department Stores, and Director of Corporate Systems for Federated Department Stores. Mr. Mader formed MIC in 1999 to provide strategic consulting services to retailers and vendors. Mader's principal client is the National Retail Federation (NRF) for whom he serves as the Executive Director of the Association for Retail Technology Standards (ARTS). ARTS was founded in 1993 to speed the implementation of technology in retail by reducing costs through standards. Mr. Mader was a founding member and volunteer chairman before becoming executive director.

Mr. Mader led ARTS in the developing the Standard Data Model the complete guide to retail data, XML schemas to integration applications within the retail enterprise, standard requests for proposal (RFPs) to guide retailer in selection applications and the Unified Point of Service Standard that allows the connectivity of peripherals from one manufacturer to the POS terminal of another without reprogramming.

Latest ARTS activities include publication of whitepapers on SOA, Cloud Computing and Mobile in retail.

Mr. Mader has been recognized as a leader in Retail Information Technology by multiple publications and organizations. He frequently makes presentation in Europe, Asia Pacific and USA.

The Super Sessions

2011 Exhibitors

Customer Connectivity and Mobile Information Management are Reshaping the Retail Industry:

This inter-active panel of industry experts will address the connected consumer; revitalizing the customer experience, and managing mobile information anywhere, anytime and improving associate productivity and maximizing supply chain efficiencies. Managing on the move gives customers on-demand access to product information as they shop, provides retailer's accurate accounting for stock, and provides on-hand availability to satisfy customer demand.

Retailer and shopper mobility drives measurable results from the warehouse to the sales floor to merchandise in the hands of the customer. More and more retailers are recognizing the importance of the mobile channel to increase customer loyalty. With increasing numbers of consumers using smartphones to help run their lives, mobile presents a great opportunity for retailers to deliver valuable content and offers. Customers and retailers alike are using mobile as a way to research products, deliver cross channel promotions and coupons and loyalty programs.

The Super Session will explore innovative mobile shopping, personalized product information, special offers and social media empowering consumers; setting the stage for integrating mobile payments with opt-in marketing and loyalty programs. The consumers' newest shopping lifeline is their mobile phone; but its vast scope is challenging: ranging from mobile payment—with PCI issues—to M-Commerce, in-store operations (from price-checking to watching streaming demos to text-based two-way real time communications) to figuring out how far to leverage geolocation data.

Moderator:

Frank Riso, Motorola Solutions, Inc.

Panel:

Darrell Sandefur, The Kroger Co.

Ravi Bagal, Verizon

Richard Mader, ARTS

Andrew B. Morris, Morris Advisors, Inc.

Matthew Donegan-Ryan, CrowdCompass

The Store: Why it Matters and How it is Changing:

Technology has fundamentally changed the way we shop. We are increasingly 'instrumented' — that is, comfortable with using multiple kinds of devices and channels to buy what we want. Consumers demand an increasingly efficient, consistent, and personalized experience across all channels, driving changes across a retailer's entire enterprise.

But, physical stores still capture more than 90% of retail sales and remain the primary channel for consumer brand experience. This super session will showcase store-level innovations from retailers around the world that embody the

4690World, LLC
ACI Worldwide
Agilysys, Inc.
Axper
Balance Innovations, LLC
Bizerba North America
CipherLab USA
Clarity, formerly MATRA Systems, Inc.
Cornell-Mayo Associates
Corporate Safe Specialists
Crane Payment Solutions
Datalogic, Inc.
DataMax Systems Solutions
Direct Source, Inc.
EDJ Enterprises, Inc.
Elavon
ENS-Engineered Network Systems Inc.
Epson America, Inc.
EXTOL International
Fujitsu America Inc.
Global Bay Mobile Technologies, Inc.
Honeywell
Hypercom Corporation
IBM Corporation
Ingenico
Intelligent Clearing Network (ICN)
M-Dot Network
MEI
Mikropis Holding
Motorola Solutions, Inc.
PAX Technology, Inc.
QVS Software, Inc.
Radius-Solutions
Retail Tech Inc.
Retail Technologies Corporation (RTC)
SAM Group, Inc.
Seamark International, LLC
Source Communications, LLP
Spencer Technologies
Starmount Systems, Inc.
Synthesis Retail Solutions
TDX Tech
VeriFone, Inc.
Zebra Technologies

store's continued importance in four key areas: front-end/checkout, self-service, in-store mobile, and multi-channel. It will also offer considerations for immediate next steps that retailers can take to ensure their stores continue to be the most critical channel within a larger multi-channel strategy.

Moderator: IBM Retail Store Solutions

New - IBM Retail User Group Conference Technology Pavilion

In these times of rapid advancements in technology it has never been more important for retailers to embrace change and apply creativity and uniqueness to enhance the consumer experience. Technology and innovation has been a driving force behind competitive advantage in retail.

A crucial aspect of building a successful conference is offering the right topics and education for our attendees. For the 2011 conference, the IBM Retail User Group is offering a new technology resource, the "Technology Pavilion". IRUG will provide a platform for technology innovators to showcase new products and solutions that will captivate the customer and push the technology envelope.

The "Technology Pavilion" will feature nine products or solutions from IRUG associate members and new innovators. A technology bay in the "Technology Pavilion" will demonstrate products not shown in the booth. At the conference be sure to visit the "Technology Pavilion" and acquaint yourself with the companies and their products.

IBM

IBM Promotions and Loyalty Management Solution (PLMS)

IBM Promotion and Loyalty Management System (PLMS) is a new, comprehensive promotions engine that allows retailers to define, deliver and execute timely, relevant promotions to build consumer advocacy and loyalty. With a simple, intuitive user interface, marketing – not IT – can execute high volumes of targeted offers quickly and easily, including 3rd party e-Coupons.

CrowdCompass

CrowdCompass Mobile Event App

CrowdCompass creates conference and tradeshow mobile applications. By combining event guides, maps, QR code scanning, messaging and social networking in native apps for iPhone, iPad, BlackBerry and Android devices, CrowdCompass enables event organizers to produce better connected, less wasteful and more successful events.

SCOPIX

CUSTOMER SERVICE SUITE

SCOPIX gives retailers the solution to increase in-store customer service through the use of technology driven services, driving sales and profit increases without increasing expenses. The SCOPIX Suite uses in-store video technology, turning in-store activities into actionable data never before available. Retailer's using the SaaS offering find it quick to implement, drive sales, and deliver profit.

Stratix Corporation

End-to-End Enterprise Mobile Solutions

Stratix is a leader in enterprise mobility, delivering mobile consulting, Stratix Mobile software and mobile managed services. Many of the world's Fortune 500 companies in Retail, Field Service, Transportation and Logistics have chosen Stratix for our experience in delivering end-to-end mobility solutions and our ability to drive results in productivity, efficiency and customer satisfaction.

Motorola Solutions, Inc

Speech Control T.E.A.M. Solution

Tap into the power of inventory status, product information, an associate's location, and connect with another store through the power of voice commands and an IP network wrapped up in a small package. Constant connectivity to people and data without the need of visual displays allows store associates to get the information they need and keep their focus on delivering the best customer experience.

Secret Sauce Partners

Fit Predictor

Fit Predictor, matches any consumer with apparel that fits them best, simply and non-invasively. No complicated measurements or time-consuming surveys are required. By analyzing transactional and descriptive data across hundreds of brands and millions of apparel consumers, Fit Predictor accurately predicts whether an item will fit and specifies which size to buy.

Global Bay, Mobile Technologies, Inc.

GBmobile Retail Suite

The GBmobile platform drives critical performance metrics such as rapid delivery of actionable business intelligence, revenue opportunity, customer service, productivity and cost-efficiencies.

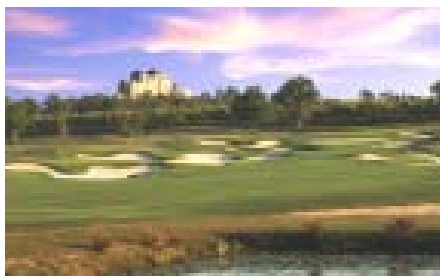
The enterprise class platform enables mobility by managing the mobile user interface, local data storage, the synchronization of data and application updates, and the integration to back end systems. The platform takes the engineering burden out of mobile deployments so customers can stay focused on developing and deploying their business applications.

VeriFone, Inc.

Verizon

2011 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, May 15, 2011, at the International Course at ChampionsGate Golf Club. The International course, which is the highest rated course in Florida, has the look and feel of a links-style layout in the British Isles, designed by International golf champion Greg Norman and is the World Headquarters of David Leadbetter Golf Academy.

The International Golf Course offers a golf experience unlike any other in the Orlando area, but one that will be familiar to those who have played the links courses of Australia or the British Isles. The International was clearly influenced by Greg Norman's "Open" success and features a wild, windswept appearance. The fairways are peppered with devilish pot bunkers, over 130 in total, making it a tough challenge to safely reach small slick greens. At a stretch of over 7,300 yards, it has one of the highest course ratings in Florida. Truly one of America's most distinctive golf challenges, the course's infrastructure was designed to host major competition.

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 7:30 am sharp. The day will commence with registration at 7:00 am and we will wrap things up around 2:00 pm. Lunch is included. **There is NO cost for this outing for Retailers.** Associate members, spouses, and guests can register at a cost of \$115 per participant. Club rental is \$65 per associate player if required. If you would like to participate, please complete the golf registration form. **Please note:** Space is limited and registrations must be as soon as possible.

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

Disney's Keys to the Kingdom Tour

Behind the Scenes Disney Tour

Sponsor: Source Communications



Disney's Keys to the Kingdom Tour highlights the fascinating history of Walt Disney World Resort and provides backstage access to secret areas of Magic Kingdom theme park. Unlock the door to the mysteries behind the creation, development and daily operation of the Magic Kingdom® Park on this 4 1/2 to 5-hour walking tour. Discover the remarkable history of the Park and hear intriguing stories about Walt Disney and learn how his innovative ideas, revolutionary visions, creative philosophies and amazing accomplishments brought the Theme Park to life. Explore some of those mysterious "backstage" locations about which you've always wondered and learn secrets of your favorite attractions.

One unforgettable highlight is a trip below Magic Kingdom theme park into the service tunnels known as the Utilidors. This is one urban legend that is absolutely, and almost unbelievably, true the Guest accessible areas of Magic Kingdom theme park are actually on the second floor or "stage" of a massive structure. The first floor – called the Utilidors – allows Cast Members, deliveries and even trash to be unknowingly transported below Guests' feet as they wait in line for their favorite attraction.

The tour is set up for 25 people, on Sunday, May 15, 2011. The tour is free to retail members. Associate members, spouses, and guests may register at a cost of \$115.00 per person. Boarding time is 15 minutes prior to scheduled departing time. The bus departs from the Omni Orlando Resort. The chartered bus will leave the hotel at 8:30 am for the tour and return to the hotel at 1:30 pm. Soda, water and snacks will be provided on the bus on the return trip to the hotel.

Please note: Participants must be at least 16 years old. Please keep in mind that Disney's Keys to the Kingdom Tour is an outdoor walking tour, so be sure to check the weather report and dress appropriately.

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

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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 2011 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.