

You are invited to attend:

Innovative Solutions for Mid-Market Retailers

Industry Strategies and Technology Working Hand in Hand...



Raleigh Retail Executive Briefing Center

Registration Questions: Terrie MacNeil, xd2macnl@us.ibm.com, 920-499-4214

We recommend travel to arrive the night prior to day one and return flights should be booked for after 3:00pm on day two.

August 18 - 19, 2009

Day 1

8:00 A.M. to 5:00 P.M. – Raleigh Retail Executive Briefing Center
6:30 P.M. to 8:30 P.M. – Retail Executive Hosted Dinner

Day 2

8:00 A.M. to 1:30 P.M. – Raleigh Retail Executive Briefing Center
1:30 – 2:30 P.M. Optional Lab Tour

The Next Generation...Today!!! See your store in a whole new light.

Discussion Topics Address:

We combine industry trends with real store settings & solutions in our Retail Innovation Center. See how retailers...

Create loyalty and advocacy through a smarter shopping experience
Reduce cost and improve business performance through smarter operations
Create business value through analytics for smarter merchandising and supply chains

- **The New Economy Retail Industry Trends & Directions: Focus on Value – Do More with Less – Act with Speed**
- **Store Innovation (including IBM point of sale, self-service technology, mobile devices)**
- **Cross-Channel Retailing**
- **Business Intelligence**
- **Back Office Optimization (with IBM server technology)**

Seats are limited. Contact your IBM Representative to register today!

IBM Retail Executive Briefing & Innovation Center
Research Triangle Park, North Carolina
(Detailed directions to the center will be supplied to all confirmed participants. Times are approximate.)