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## IBM Retail Technology Forum Technology to enhance the customer experience

**Date:** Wednesday 11th May 2005  
**Location:** Chelsea Village, Stamford Bridge, Fulham Road, London, SW6 1HS

*How can you surprise and delight your customers and at the same time differentiate yourself from competitors who are targeting the same audience with often the same products?*

It's a key question that retailers face in an industry where customer expectations for personalised service delivery are rapidly intensifying. This requires retailers to change their entire business models and experiment with innovative ways to differentiate themselves and respond in an on demand way to the consumer.

To explore how technology can help retailers achieve this, IBM would like to invite you to our first **Retail Technology Forum – Technology to enhance the customer experience**. This is a unique opportunity to see and hear about the broad range of IBM retail technologies and services that can help you achieve an on demand responsiveness to your customer. Come and find out about the latest advances in POS and in-store technology – including digital media, supply chain management and RFID, employee productivity, and the back-office systems and services that are needed to create a robust IT environment.

The event is being held at Chelsea Village, London, home to Chelsea FC, and will comprise of demonstrations that bring together IBM technology and services addressing every major area of the retail business, centred around four key themes: **Shopping on demand, Employees on demand, Suppliers on demand and Systems on demand.**

Technical experts and industry consultants will be on hand to answer your questions, with the opportunity for individual briefings. There will also be a seminar session focused around these four areas, pulling together key elements of the day's demonstrations for a more in-depth analysis. During the lunch break you will be able to enrol on an exclusive tour of the Chelsea football grounds, including the changing rooms, press and interview suites, pitch-side and the dug outs. For those wishing to stay, we will round off the day with a drinks reception, providing an opportunity to network with your peers and colleagues in a relaxed atmosphere.

To register for this exclusive event, kindly refer to the attached document for options and registration details. We hope to see you there.

Yours sincerely

Chris Evans  
Director of Distribution Sector  
IBM EMEA Region North

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Suppliers. On demand



Employees. On demand



Shopping. On demand



Systems. On demand



# IBM Retail Technology Forum

## Technology to enhance the customer experience

Wednesday 11 May 2005

Chelsea Village – Home to Chelsea FC  
Stamford Bridge, Fulham Road,  
London, SW6 1HS

## IBM Retail Technology Forum

*Technology to enhance the customer experience*

The event is being held at Chelsea Village, London, home to Chelsea FC, on Wednesday 11th May 2005, and will bring together IBM technology and services that address every major area of the retail business, centred around four key themes:

- **Shopping.** *On demand – Revolutionise the store and transform the shopping experience so customers get an experience customised to their needs, based on the information they have provided*
- **Employees.** *On demand – Enable your workforce by providing home office and store teams with the information and tools they need to perform their jobs more effectively and efficiently*
- **Suppliers.** *On demand – Focus the supply chain to deliver the right products to the right place at the right time so the customers get the products they want when and where they want them*
- **Systems.** *On demand – Operate on demand by leveraging existing infrastructures more effectively to make it easier to deploy innovations flexibly, quickly and securely*

As the number one IT supplier to the UK retail industry, IBM has accumulated a wealth of expertise and experience over the last 30 years. This is your chance to access that expertise first hand.



# IBM Retail Technology Forum

*Technology to enhance the customer experience*

## Solutions showcase

### Session 1

Solutions showcase available from 10:00am

Buffet lunch available from 12:00pm followed by a full stadium tour of the Football Club. (pre-booking required)

Individual consultant briefings available if pre-booked.

### Session 2

Solutions showcase available from 13:00pm

Individual consultant briefings available if pre-booked.

## Seminar programme – Agenda

- 15:00** Welcome and Introduction
- 15:10** The changing role of technology in Retail
- 15:40** Enabling Linux in a retail environment
- 16:10** Improving Employee Productivity in Stores – A case study
- 16:40** Coffee
- 17:00** Reaping the rewards of RFID and a consumer driven supply chain
- 17:30** The Customer Experience – Maximising the benefits of technology touch points in-store – now and in the future.
- 18:00** Drinks reception and buffet
- 19:30** Close

## Some of the solutions featured include:

- *Self Checkout*
- *Anyplace Kiosk*
- *All the latest POS technology – SurePOS 300, 500 and 700*
- *RFID in the supply chain*
- *Digital Media*
- *IT Optimisation*
- *VisualStore*
- *IRES (enabling Linux in a Retail environment)*
- *Personal Shopping Assistant*
- *Retail Education Services*
- *Application Management Services*
- *WebSphere Product Centre*
- *Store Integration Framework*

\* Please note that some demonstrations may be changed without notice

## Registration

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1 For complimentary registration on this event, first decide which elements you're interested in attending:

- *Session 1. Solutions showcase*
- *Lunch*
- *Stadium Tour*
- *Session 2. Solutions showcase*
- *Seminar*
- *Drinks reception*

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2 Then consider whether you would like to reserve an individual briefing session in respect of:

- *In-store technology*  
*(Please state your area of interest)*
- *Supply Chain*
- *Employee productivity*
- *Systems and infrastructure*
- *Other (Please specify)*

We will endeavour to make an appropriate specialist available and will call to arrange a convenient time.

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3 Finally, call us on **0800 161 3323**

or e-mail us at **[ibm@itseminars.com](mailto:ibm@itseminars.com)**





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