



## **Galleries Lafayette selects Blue Martini and IBM to power multi-channel gift registry**

Leading French department store to deploy IBM technology and blue martini sales optimization systems to manage strategic service

**Issue Date:**

29 Mar 2004

**Location:**

Paris, France/San Mateo, Calif

Blue Martini Software, Inc. (NASDAQ: BLUE) and IBM today announced that Galleries Lafayette, one of the world's most renowned department stores, has selected Blue Martini and IBM to power its multi-channel bridal gift registry program. With the solution, Galleries Lafayette will provide its customers with unparalleled service in the store, online, via the call center, and over e-mail.

"The wedding registry program is a highly visible, strategic service for us," said Eric Renard, CIO of Galleries Lafayette. "It provides us with an opportunity to establish lifelong relationships with young, new couples, as well as deepen our relationships with their extended friends and families. By providing exceptional service during the registry process, we are building bonds with our customers we hope will last for generations."

Galleries Lafayette will use the new system to provide customers with seamless interactions across all touchpoints. In addition, Galleries Lafayette will use the system to automate key processes, such as proactively recommending follow-ups by sales associates, or letting customers know when they should add additional gift options within certain price ranges. The solution will be comprised of Blue Martini sales optimization systems, IBM WebSphere, and IBM pSeries hardware.

By late 2004, Galleries Lafayette wedding registry customers will be able to use the solution, which will be hosted by IBM and enabled by IBM integration services. "The new Bridal Registry will optimize Galleries Lafayette's processes and change the way they do business with their customers. It transforms this essential area of the business, giving customers the best service on demand when and where they want it," says Alain Benichou, IBM Vice President, Distribution Sector, Europe, Middle East and Africa.

"Galleries Lafayette has been providing customers with exceptional service for over 100 years," said Monte Zweben, Chairman and CEO of Blue Martini Software. "We are delighted to support this legacy, and to help Galleries Lafayette continue to set the standard in customer service."

### **About Blue Martini Software**

Blue Martini Software is a leading provider of sales optimization systems. Our software proactively guides sales people, partners, and customers through sales interactions, helping them to sell more. Over 160 companies worldwide including Carrefour, DuPont, Harley Davidson, Kohl's, Mitsubishi, Panasonic, Saks Fifth Avenue, and Sprint have adopted our sales optimization systems to sell more effectively. Blue Martini Software is headquartered in San Mateo, California and can be reached at 650-356-4000 or [www.bluemartini.com](http://www.bluemartini.com).

### **About IBM**

IBM, the world's largest information technology company, is the leader in providing the Retail

Industry with a full range of e-business solutions, including: point-of-sale systems, automated self-checkout systems, other hardware and software technology, consulting focused on business transformation, IT strategy and planning, store operations improvement, and supply chain optimization, and with services, such as outsourcing, managed operations, systems integration, and application development and design. IBM has a list of retail customers in 100 countries worldwide that reads like a "Who's Who" of retailing. For more information on IBM Retail Solutions, please visit <http://www.ibm.com/industries/retail>

### **About Galeries Lafayette**

Galeries Lafayette was founded in 1893, the last in a series of Parisian department stores. Today, the group has 59 town-centre stores throughout France and one in Berlin. The main store on the Boulevard Haussmann alone attracts over 80,000 visitors a day and houses a dedicated women's department under a magnificent listed dome. An adjoining building is home to a men's store (Lafayette Homme) and a foodhall (Lafayette Gourmet). On 5 March 2004, a brand-new homeware department (Lafayette Maison) was opened across the street. In all, the Boulevard Haussmann site offers 65 000-sq m of retail space. Galeries Lafayette's long-standing values reflect more than ever the vision of its founders, true pioneers of modern commerce who helped democratise fashion. In 2003, the Galeries Lafayette group posted sales of EUR 5.5 million and employed over 35,000 staff.