

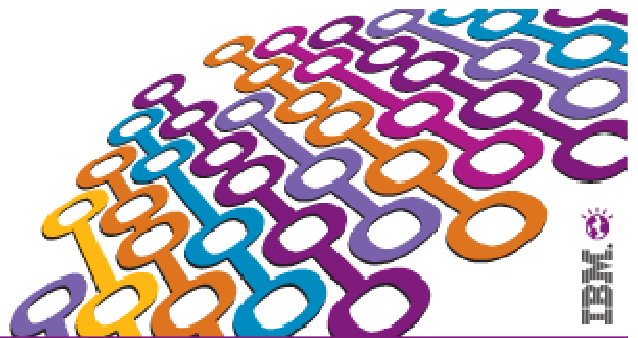
IBM Software

Impact2012

The Premier Conference for Business and IT Leadership

Innovate. Transform. Grow.

April 29-May 4 Las Vegas, NV



Register today at ibm.com/impact

Retail and Consumer Products

Retailing has gone through major transformations driven by a combination of four external factors — economic conditions, demographic changes, consumer behavior and technology innovations. These changes demand a greater urgency for retailers to address new marketplace realities. Today, retail is all about being better, faster, and leaner. Retailers are therefore leveraging technology to reduce operating costs, streamline processes, mitigate risks and create value. Transforming IT capabilities also enables them to respond faster to changes and ensure customer loyalty (by aggregating and analyzing customer data), resulting in a sustainable competitive advantage.

At IBM, we can help our Retail and Consumer Products clients to innovate, transform and grow their organizations. The Impact 2012 Global Conference (April 29-May 4) brings together IT and business and provides an opportunity for our clients to learn how aligning their technology and business strategy can help them change the game and accelerate their success.

Forbes Business Leadership Forum

The Forbes Business Leadership Forum offers more than 40 sessions that provide leadership skill development to help businesses achieve success through smarter decisions and agile processes. Within the Business Forum there will be dedicated Industry sessions that provide business clients with practical insights about industry-specific solutions to help them manage dynamic business processes and complex technology environments.

Technology Program

An extensive Technology Program offers over 500 technical education sessions, including industry-specific implementation success stories, technical education, lectures, workshops, hands-on labs and networking opportunities.

Impact 2012 offers sessions for executives from Retail and Consumer Products in both programs. Listed below are some of the session highlights.

Business Sessions

Technology Sessions



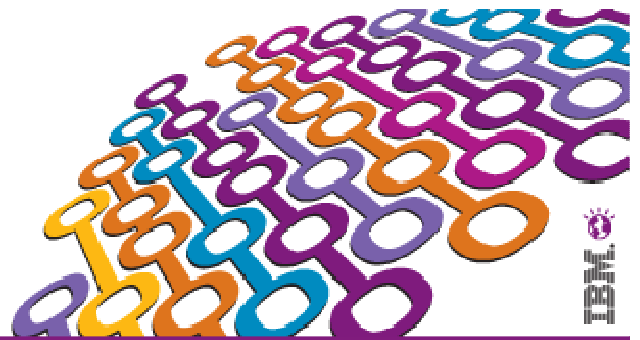
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Session: 1683	Title: From Hours to Minutes with Business Rules: Sodexo's Story	
Track: Business - Business Agility Industry Outcomes	Date: Tuesday, May 1, 2012 Time: 1:30 PM – 2:45 PM	Location: Delfino 4105
	Role: Business Executive	
	Speaker: Caroline Blouvac, Sodexo; Monique Lefranc, Sodexo	
	Abstract: Two and half years ago, Sodexo Group moved away from an Excel-based calculation and reporting system used to manage purchasing income and supplier contracts to a rule-based solution. The new solution empowers business users, complies with Sarbanes-Oxley regulations, scales to the growing number of suppliers, supports multicurrency, multi-country contracts and responds to an increasing need for reporting. By implementing the new solution, Sodexo has improved forecasting quality, making it possible to take corrective action in case of a shortfall. Also, Sodexo has reduced the revenue calculation time from over two hours to just minutes, turned audit results to "satisfactory," and achieved tool adoption by business users beyond expectations. These results have led to requests for future local deployments.	
Session: 2822	Title: TBC's Agile Platform Improves Customer Experience, Growth and Profitability	
Track: Business - Business Agility Industry Outcomes	Date: Tuesday, May 1, 2012 Time: 4:45 PM – 6:00 PM	Location: Delfino 4104
	Role: C-Level	
	Speaker: Steve Smith, TBC Corp	
	Abstract: Tire Battery Corp (TBC), has employed the IBM WebSphere software suite to fuel its new connected commerce environment. TBC is in the middle of a major IT and business transformation. From e-commerce through to its point-of-service and third-party providers and devices, TBC has used the SOA environment to drive new revenue, products and services into its thousands of corporate retail operations and the automotive industry. Its SOA layer connects all supplier and product data in an integrated fashion, and serves that information down any current or future distribution channel, web, mobile, kiosk or POS. Strategically, the SOA layer will support its focused retail and technology acquisition strategy. TBC will then consolidate bolt-on acquisitions and increase organic growth while leveraging its technology platform to create a growing, dynamic enterprise.	



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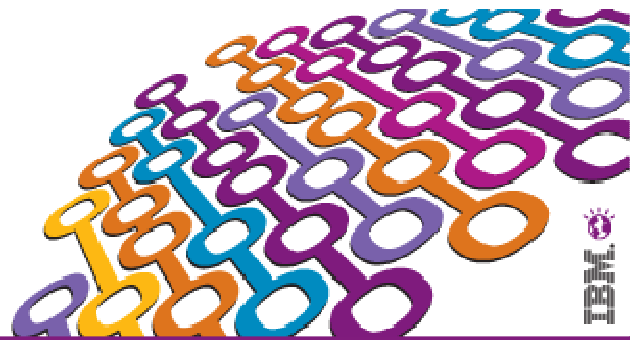
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Session: 1261	Title: Cost Control Through Application Virtualization - A Retailer's Journey	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Monday, April 30, 2012	Location: Murano 3205
	Time: 3:45 PM – 5:00 PM	
	Role: Systems Administrator	
	Speaker: Erik Solinger, Customer; Eric Gillespie, IBM	
	Abstract: Suffering from the sprawl of an ever-expanding middleware tier? This session will highlight one retailer's ongoing journey to shatter the myth, "Our application requires a dedicated platform!" The client will review how the company successfully transitioned from a historical standard of "a dedicated platform per application" to a pooled/shared infrastructure, while addressing the concerns of application isolation, security and the overall footprint of the middleware tier.	
Session: 1008	Title: New Strategies for Cross-Channel Retail Integration	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Tuesday, May 1, 2012	Location: Murano 3205
	Time: 1:30 PM – 2:45 PM	
	Role: IT Executive	
	Speaker: Kenneth D. Lawler, IBM; Geert Van De Putte, IBM	
	Abstract: Leading-edge retailers are realizing that responding to the cross-channel shopping habits of the smarter, empowered consumer requires a more integrated retail enterprise. IBM's Retail Industry Framework and its integration architecture provide a best-in-class model for integrating disparate channels and unifying the customer experience. Based on customer success stories (from Kroger, Walmart, Yves Rocher, and others) we show how IBM's framework and suite of integration software brings this about.	

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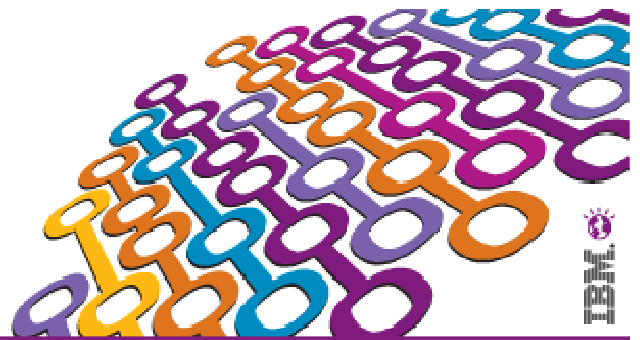
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Session: 1074	Title: Simplify B2B Through Collaboration, Using IBM DataPower XB60	
Track: Technology - SOA, Connectivity & Integration	Date: Tuesday, May 1, 2012	Location: Lido 3003
	Time: 1:30 PM – 2:45 PM	
	Role: Architect	
	Speaker: Jonathan Quinn, ESAB; Anders Wasen, Enfo Systems	
	Abstract: See how ESAB has extended their SOA implementation to include their B2B messages, including EDIFACT using IBM DataPower XB60, WebSphere Transformation Extender, WebSphere Message Broker and IBM MQ. They have gained greater efficiency and ease of monitoring by terminating B2B formats, such as EDIFACT in DataPower XB60. In this session, you will see how they have designed and implemented this solution in their environment.	
Session: 1957	Title: Centralized File Transfer Edition Solution Connecting 2500 Retail Locations Using MQ and WebSphere Message Broker	
Track: Technology - SOA, Connectivity & Integration	Date: Tuesday, May 1, 2012	Location: Lido 3005
	Time: 1:30 PM – 2:45 PM	
	Role: Architect	
	Speaker: Christopher Ryan, The Kroger Company; Steve Reichert, The Kroger Company	
	Abstract: This session will demonstrate a file transfer solution built on WebSphere MQ File Transfer Edition and Message Broker, which connects 2500 retail locations to a centralized environment. Kroger built this managed file transfer service in order to connect all 2500 of its retail locations. Points of emphasis during the presentation will include MQ & FTE architectures, queuing techniques to accommodate scale, configuration of WMB to interface with FTE and legacy systems, use of ANT to submit transfers, and monitoring service design showing transfer state. Discussion points will give a holistic view into the creation of Kroger's file transfer service through their use of IBM software. The lecture will provide value to both technical and non-technical attendees with interests in topics such as MQ, FTE, WMB, retail, ESB and EMS.	

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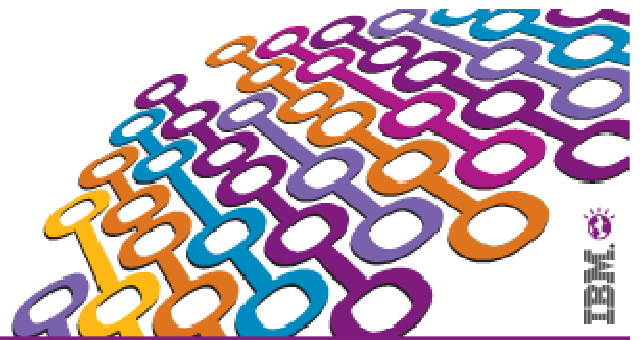
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Session: 2646	Title: Kimberly Clark Achieves Simplicity and Speed with IBM Cast Iron	
Track: Technology - SOA, Connectivity & Integration	Date: Wednesday, May 2, 2012	Location: Lido 3003
	Time: 3:15 PM – 4:30 PM	
	Role: Architect	
	Speaker: Santiago Cardarelli, Kimberly Clark	
	Abstract: Kimberly Clark wanted to implement a global customer relationship management in an agile way with simplicity and speed. In order to achieve these goals, IBM Cast Iron was key in the Salesforce.com integration with other on premise applications such as SAP R/3 and SQL Server databases. When Salesforce.com decided to implement a global CRM, an analysis for choosing a middleware was performed. The need was the agility, simplicity and speed for a rapid implementation. Now, one year later, we can say that the selection was correct. We built more than 40 interfaces, and Cast Iron is very useful for implementing new interfaces rapidly and without having to code. This session will show how Cast Iron was key in the Salesforce.com implementation.	

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