



Retail Track – Business Leadership Forum

Learn how IBM clients are aligning their organizations around information and leveraging analytic capabilities to shape business outcomes. Social media and the internet has transformed the retail industry and how retailers interact with customers. And with shrinking margins, many retailers are searching for a way to differentiate themselves and increase wallet share. In this track, discover how retailers are analyzing big data from social media, transactions and customer profiles - to predict behavior and deliver personalized experiences that will increase customer loyalty and profitability.

Tuesday, November 5, 2013	Time	Speakers	Session #	Room
Big Data & Analytics: No Longer a Hype and Delivering Business Value in Retail Today	10am – 11am	Jim Kerney, IBM Kevin Robertson, IBM	LRL-3646	South Pacific H
Luxottica Gains Actionable Customer Insight	11:15am – 12:15pm	Dave Doster, Luxottica Ted Westerheide, Aginity	LRL-2260	South Pacific H
Retailers Capitalizing on Evolving Consumers' Use of Mobile with Presence Zones & Big Data	1:45pm – 2:45pm	Matt Demmler, IBM Swanie Tolentino, IBM	LRL-3645	South Pacific H
Merchandising Analytics Best Practices	3pm – 4pm	Danielle Dahlstrom, IBM Lars Andersen, Top Toy Bob Caton, Quantisense	LRL-2510	South Pacific H
Bon Ton Department Store Chain Enables Merchant Organization with First-Class Analytics	4:30pm – 5:45pm	Paula Post, Bon Ton Dan Russell, Armata Solutions	LRL-3683	South Pacific H

Wednesday, November 6, 2013	Time	Speakers	Session #	Room
Driving Consumers to our new Multi-brand and Multi-channel Distribution Sales Channels requires Big Data & MDM	10:00am – 11:00am	Cecil Stewart, ASICS Andre De Locht, IBM	LRL-1669	South Pacific H
Want to Become a Smarter Retailer - Come See what Power Systems Can Do for You and How One Customer is Winning	11:15am – 12:15pm	Ed Eskew, TYR Sport Inc. Terri Lundak, IBM	LRL-1343	South Pacific H

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