IBM

Delivering a Smarter Shopping Experience with the Retail Integration Framework

Highlights

- *Provide a seamless shopping experience across all channels and touchpoints, allowing customers to interact however, whenever and wherever they choose*

- *Integrate and streamline critical business processes across multiple systems, departments and organizations*

- *Improve service, intimacy and loyalty with a unified view of your customers*

- *Give customers everything within arm's reach by enabling mobile shopping*

- *Improve process efficiency and brand integrity with a multi-channel product information management solution*

- *Implement a flexible multi-channel platform that allows you to add new solutions as your business demands them*

- *Deploy social technologies that allow you to turn customers into advocates*

Delivering a Smarter Shopping Experience – turning shoppers into advocates.
As a retailer, turning shoppers into advocates and attracting the shifters – those customers willing to move from their current retailer of choice – is central to your success. To accomplish this, you need to understand the ever-changing shopping patterns and preferences of their target customers and deliver a "Smarter Shopping Experience".

These empowered customers want to shop whenever, wherever and however he or she chooses, experiencing consistent, relevant and timely interactions. Channel designation is irrelevant, as they expect to find product and service choice, quality and availability wherever they shop.

And while receiving knowledgeable advice from sales associates is still important, social interactions and peer perspectives have become a critical dimension in providing compelling and emotionally-connected shopping experiences.

You need to respond by serving your customers as a single brand in a seamless, consistent manner – regardless of channel, touchpoint, or device – or risk becoming irrelevant in this ultra-competitive, globally-connected marketplace.

The Retail Integration Framework
You have always thrived on change, but the need to be able to respond rapidly is more important now than ever. You are inhibited though by systems which are not integrated and processes which are inflexible. Data is plentiful in your organization, yet information is not always accessible when and where it is needed.

The IBM Retail Integration Framework is designed to help you win in an environment like this. It will save you time, lower project costs and mitigate project risk as you implement solutions for delivering a superior shopping experience. It integrates processes and information, and yet still allows you to deploy applications and solutions of your choice.

Make your multi-channel marketing, sales and service more integrated and effective than ever before

IBM combines the breadth of its software portfolio with deep retail industry expertise to enable you to deliver a seamless, consistent and relevant cross-channel shopping experience. IBM can not only help you integrate your disparate channel systems and processes, but also help you create a foundation for a next generation multi-channel shopping environment.

The IBM Retail Integration Framework enables Smarter Shopping Solutions for :
- *Store Checkout Solutions*
- *Next Generation e-Commerce*
- *Single View of the Customer*
- *Multi-channel Order Management*
- *Consumer Mobile Solutions*
- *Kiosk Business Solutions*

Moosejaw Mountaineering adopted this approach as they implemented a solution delivered by an IBM Business Partner, CrossView. With the Retail Integration Framework, Moosejaw now provides a consistent shopping experience, whether the shopper is interacting on the web, store or phone. It does this by reusing the same databases and business logic across all their channels.

The solution allows Moosejaw to deploy capabilities which were previously available only on the web and make them available in the store. Internet

kiosks in their retail outlets create an "endless aisle", giving customers in the store access to a much larger range of products than can ever be displayed on the shelves. The kiosks also enable cross selling, advertising of promotions and access to product reviews, all of which further drives sales productivity. Furthermore, retail sales staff can view the inventory of other Moosejaw store and supplier inventories in real-time, enabling them to provide customers with alternative pickup or delivery options for out of stock items.

Implementing Store Solutions as part of your cross-channel strategy

You wish to create a seamless experience for your customers, so that as they move from the web to a kiosk to a point of sale (POS) in the store, they see the same merchandise and prices, receive the same discounts and accrue the same loyalty points. The IBM Retail Integration Framework for the Store helps establish this consistency, creating opportunities for retailers to offer personalized service, improved employee productivity and consumers to spend more in your store.

The IBM Retail Integration Framework enables you to take advantage of leading edge approaches like support for the ARTS RTI standard and RIFD capability to quickly and cost effectively add innovative function to your POS capability while remaining tightly integrated to your online, store and supply chain operations.

REWE, a leading German retailer and one of the largest in Europe, is implementing new store solutionsthat are built on the IBM Retail Integration Framework. Using the open standard ARTS RTI (Retail Transaction Interface) to leverage their existing environment, REWE has

completed a successful pilot to integrate their current POS application with the new Pecuron® multifunctional POS payment terminal – an innovative payment solution that offers customers flexibility in payment methods from cash or credit card to biometric or cell phone payment.

Whether you are looking for low function support for POS terminals in specialty stores, a solution that offers minimal store function and centralized IT, or are an enterprise where your stores have a wide range of in-store applications and intensive integration requirements, the Retail Integration Framework has the solutions to seamlessly integrate your store and your online presence.

To Learn More

To learn more about how the IBM Retail Integration Framework enables Smarter Shopping Solutions for Retail, contact your IBM representative or IBM Business Partner, or visit

ibm.com/software/industry/frameworks/retail.html