

## Wednesday 9th April

	Executive Round Table			
A	Executive Round Table			
B	European Sales Round Table			
C	Pre and Post Sales Support Round Table			
D	Under the Covers - Hardware Teardown Round Table			
	Italy/Spigit Location: VIP Lounge	France/Benelux Location: Omega	UK/ISA/Nordics Location: Lamda	Cemaas/Germany Location: Theta Sigma
08:30-09:15	A	B	C	D
09:15-10:00	B	C	D	A
10:00-10:30	Coffee Break with Business Partner Exhibition - Sponsored by Retailx			
10:30-11:15	C	D	A	B
11:15-12:00	D	A	B	C
12:00-13:00	Lunch in Aphrodite on Lobby Level			
13:00-14:00	<b>E05</b> Winning in the Mid-Market with IBM	<b>S09</b> 4690 Strategic Roadmap	<b>S10</b> Making Money Selling IBM Services	<b>P05</b> Systems Management - Taking Control of the Store Environment
14:00-15:00	<b>E06</b> Solution Selling into the Retail Store	<b>S06</b> Setting the Record Straight! IBM vs "The Competition"	<b>S11</b> Total Cost of Ownership - How do IBM FSS Products Reduce TCO?	<b>P06</b> De-mystifying IBM's Drivers Stack
15:00-15:30	Coffee Break with Business Partner Exhibition - Sponsored by IBM			
15:30-16:30	Conference Close with European Business Partner Awards in Ballroom on -2 Level		Thomas Buchholz and Luigi Loda IBM European Retail Sales Leaders	
16:30-18:00	Executive Stream Informal Meetings	Sales and Marketing Stream Informal Meetings		Product Education Informal Meetings
18:45	Transportation to Gala Dinner - Sponsored by Access IS			
19:30	IBM Gala Reception & Dinner - Sponsored by SingularLogic			

## Thursday 10th April

07:00-09:00	Breakfast in Aphrodite on Lobby Level			
07:00-14:00	Transfer from InterContinental Hotel to Athens Airport - Sponsored by Metrologic			
09:00-12:00	IBM Meetings in Omikron I and II on - 1 Level			

IBM and the IBM Logo are registered trademarks of International Business Machines Corporation in the United States and/or other countries. Other company, product and service names may be trademarks or service names of others.  
© IBM Corporation, 2008



# attract. interact. transact.

**European Retail** Business Partner University  
April 7-9, Athens 2008

## innovation for retail.



# Welcome

It is our pleasure to welcome you to the third European Retail Business Partner University and to the glorious and historic city of Athens, the economic, industrial, technological, political and cultural hub of modern Greece.

We extend a special welcome to those of you who are new this year at this annual reunion of Business Partners and their IBM colleagues who focus on the European retail marketplace.

The European Retail Business Partner University is designed specifically for executives and professionals from IBM Business Partners and ISV organisations and for the IBM Retail Sales Teams from Europe, the Middle East and Africa. It will focus on the current issues facing retailers and stimulate creative approaches for sales and technical teams how must craft and install intelligent business solutions, meeting client needs.

This year's key note address on Realising the Value of IBM TCO will be given by Scott Langdoc, Vice President, IDC Global Retail Insights. The conference agenda and venue information can be found at the end of this brochure.

We open the conference tonight at 19:30 with a Welcome Reception in the Premiere Lounge Bar located on the tenth level of the hotel which offers a spectacular panorama of the Acropolis and the Athenian skyline. We look forward to you joining us in Athens for an educational, enjoyable and inspirational event.

## Thomas Buchholz

Sales Leader for  
Northeast Europe  
IBM Retail Store Solutions

## Luigi Loda

Sales Leader for  
Southwest Europe  
IBM Retail Store Solutions

## Agenda

Executive Stream (E)	Sales and Marketing 1 (S)	Sales and Marketing 2 (S)	Product Education (P)
Location: VIP Lounge	Location: Omega	Location: Lamda	Location: Theta Sigma

### Monday 7th April

09:00 – 18:00	Registration on - 1 Level InterContinental Hotel – Sponsored by Ergonomic Solutions		
11:00 – 18:00	Transfer from Athens Airport to InterContinental Hotel – Sponsored by Metrologic		
16:00 – 18:00	IBM Meetings in Omikron I and II on - 1 Level		
19:30 – 21:30	Welcome Reception in the Premiere Lounge Bar – Sponsored by Metrologic		

### Tuesday 8th April

07:00 – 08:30	Breakfast in Aphrodite on Lobby Level		
08:15 – 08:30	General Session Doors Open in Ballroom on -2 Level		
08:30 – 08:45	Conference Opening Thomas Buchholz and Luigi Loda IBM European Retail Sales Leaders		
08:45 – 09:00	Welcome to Greece John Terzakis, General Manager, IBM Greece		
09:00 – 09:30	IBM Retail Store Solutions 2008 – Aiming for Growth Jill Puleri, Vice President Worldwide Sales, IBM Retail Store Solutions		
09:30 – 10:00	Key Note Address: Point of Sale – Realising the Value of IBM TCO Scott Langdoc, Vice President IDC Global Retail Insights		
10:00 – 10:30	Coffee Break with Business Partner Exhibition – Sponsored by E2face		
10:30 – 11:00	IBM European Retail Sales Overview Thomas Buchholz and Luigi Loda IBM European Retail Sales Leaders		
11:00 – 11:25	IBM Customer Speaker Gisli Heiðar Bjarnason, Norvik hf., Iceland Lúðvík Andreasson, Nýnerji hf., Iceland		
11:25 – 11:50	IBM Customer Speaker Miguel Angel Ligeró, El Corte Inglés, Spain		
11:50 – 12:00	Conference Agenda Thomas Buchholz and Luigi Loda IBM European Retail Sales Leaders		
12:00 – 13:00	Lunch in Aphrodite on Lobby Level		
13:00 – 14:00	<b>E01</b> Driving IBM's Retail Initiative	<b>S01</b> Clothing the Sale with Microsoft Offerings	<b>P01</b> Retail Store Solutions – Product Announcement Roadmap
14:00 – 15:00	<b>E02</b> Big Blue Goes Green!	<b>S02</b> Winning with Linux – Strategy and Direction Update	<b>P02</b> Positioning and Selling the IBM Any-Place POS Solution
15:00 – 15:30	Coffee Break with Business Partner Exhibition – Sponsored by Quad		
15:30 – 16:30	<b>E03</b> Emerging Opportunities Beyond Retail	<b>S03</b> Delivering Value from Systems Management – Bottom Line Benefit!	<b>P03</b> Are You Thinking of Expanding Your Business to Include a Self Service Solution?
16:30 – 17:30	<b>E04</b> Revealing the Secrets of Development	<b>S04</b> Attach this!	<b>P04</b> Getting the Best from Microsoft & Linux Operating Systems on IBM Systems
18:00 – 19:30	IBM Advisory Business Council Meeting – By Invitation Only		
20:00	IMT Individual Evening Dinners – Sponsored by IBM		