

## RS4 2008 Breakout Calendar

Tuesday 29 April 2008

7:00 pm – 9:00 pm	Welcome Reception
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### Technical Pre Conference

Time	Tuscan Ballroom I & II
8:30 – 10:00 am	<b>Open House / Hardware and Software Demos</b>
10:00 – 10:10 am	<b>Introduction / Welcome to Technical Enablement</b>
10:10 – 11:00 am	<b>T01 Planning for Systems Management</b> This session will discuss five keys to success in planning a systems management solution for a retailer. It will explore what's new in 2008, with a focus on how the IBM systems management solution can be applied strategically in a complex landscape of retailer environments.
11:00 – 11:50 am	<b>T02 SureMark Printers &amp; Keyboards, Now even Better</b> Reliable printers are critical to point-of-sale (POS). IBM makes the best ones even better! Learn the technical advantages of the SureMark printer family over the competition and explore the technologies IBM is considering for future SureMark printers. Also explore concepts for new POS keyboards.
12:00 - 1:30 pm	<b>Lunch Tuscan I &amp; II Foyer</b>
1:30 - 2:15 pm	<b>T03 AnyPlace Kiosk</b> What technical lessons have been learned since the launch of the new kiosks last fall? What are the future plans for our kiosk portfolio? Join this session as we share tips and tricks for the current kiosks and a preview of potential future offerings.
2:15 - 3:00 pm	<b>T04 Self Checkout Solutions</b> Checkout CHEC (IBM Checkout Environment for Consumer-Service)! The new IBM Self Checkout Solution is a stable base framework that enables business partners and customers to extend/customize for their environment, integrate their POS software, incorporate Systems Management, and it's integrated into an ergonomic hardware design for better serviceability. With all the different configurations now available, customers can have Self Checkout anyplace.
3:00 - 3:15 pm	<b>Refreshment Break Tuscan I &amp; II Foyer</b>
3:15 - 4:00 pm	<b>T05 POS Drivers and Touch Displays, Clearly Better!</b> Discover the technology that makes IBM Touch Screens the best in the marketplace. We will review the newest Acoustic Pulse Recognition along with capacitive and resistive designs and see why infrared is superior.
4:00 - 4:45 pm	<b>T06 Store Integrator GUI and GUI Tools</b> With the release of SI Version 2, the GUI now supports the new self checkout software, Checkout Environment for Consumer-Service (CHEC), in addition to the 4690 POS applications (ACE, GSA, and SA). SI V2 has new functions available in the GUI as well as new tools to enable your development of GUI screens. This session will focus on what the new functions are and how to use those tools to create an operator interface to delight your users.
4:45 - 5:00 pm	<b>T07 Store Integrator and Data Integration Facility Futures</b> This short session will give you a brief overview of "what's to come" with Store Integrator and Data Integration Facility and what to do to prepare for the next release.

## Wednesday 30 April 2008 RS4 Conference – Day 1

Time	Venetian Ballroom V (Executive Track)	Venetian Ballroom III (Sales 1 Track)	Venetian Ballroom IV (Sales 2 Track)	Ligurian III (ISV Track)	Tuscan Ballrooms I & II (Technical Track)
7:00 am – 5:00 pm	Registration & Information Desk, Tuscan Foyer				
6:45 am -7:45 am	Breakfast, Tuscan Ballroom IV				
8:00 am -10:00 am	Opening General Session, Tuscan Ballroom III				
10:00 am – 10:30 am	Refreshment Break, Tuscan Foyer				
10:30 am – 4:30 pm	Mastery Testing Center open – Michelangelo I				
10:30 am – 11:30 am	A01 Retail Store Solutions: Driving IBM's Retail Initiative	A02 Selling General Merchandise and Specialty Retail Solutions	A03 IBM POS Family Update	A04 Self Checkout: Software and Services to Drive Partner Success	A05 SureMark Printers & Keyboards, Now even Better
11:30 am -1:00 pm	Lunch, Tuscan Ballroom IV / Sponsor Showcase, Tuscan Foyer / Networking				
1:00 pm – 2:00 pm	B01 Reducing the Total Cost of POS – a new IDC Total Cost of Ownership (TCO) Model	B02 Selling & Winning in Small and Medium Business (General Business)	B03 Selling IBM's Systems Management Solutions	B04 Extend Your Business with Kiosk Solutions	B05 SurePOS 700
2:10 pm – 3:10 pm	C01 IBM Global Financing – Economic Stimulus Offerings	C02 Understanding and Winning in the Consumer Service Market	C03 Retail Enterprise Security From IBM Internet Security Services	C04 Implementing Windows & Linux Offerings – Keys to Success	C05 SurePOS 500
3:10 pm – 3:30 pm	Refreshment Break, Tuscan Foyer				
3:30 pm – 4:30 pm	D01 Stuff Partners Need to Know	D02 Retail Store in a Box – IBM BladeCenter-S designed for Stores	D03 SurePOS Family Hardware Requirements	D04 Getting Started with SOA and Retail Integration Framework	D05 SurePOS 300 SurePOS 100
4:40 pm – 6:00 pm	E01 Ingram Partner Meeting	E02 Arrow Partner Meeting	E03 ScanSource Partner Meeting	E04 Latin America Meeting	E05 Under the Covers / Open House
<b>Wednesday</b>	<b>Free Evening</b>				

## Thursday 1 May 2008 RS4 Conference – Day 2

Time	Venetian Ballroom V (Executive Track)	Venetian Ballroom III (Sales 1 Track)	Venetian Ballroom IV (Sales 2 Track)	Ligurian III (ISV Track)	Tuscan Ballrooms I & II (Technical Track)
7:00 am – 4:00 pm	Registration & Information Desk, Tuscan Foyer				
6:45 am -7:45 am	Breakfast, Tuscan Ballroom IV				
8:00 am – 1:40 pm	Mastery Testing Center open – Michelangelo I				
8:00 am -9:00 am	F01 Big Blue Goes Green! IBM's Green Initiative	F02 Ask An RSS Sales Manager	F03 How to Sell Self Checkout Solutions	F04 POS Competitive Landscape	F05 Planning for Systems Management
9:10 am -10:10 am	G01 Market Assessment: IBM's Value Cuts Through the Uncertainty	G02 Selling Food Service & Hospitality Solutions	G03 4690 Solutions: Winning with 4690	G04 Interfacing Your Application to RMA	G05 POS Drivers and Touch Displays, Clearly Better!
10:10 am -10:30 am	Refreshment Break, Tuscan Foyer				
10:30 am -11:30 am	H01 Global Technology Outlook	H02 4690 Solutions: Winning with ACE	H03 SureMark Printers offer Amazing Performance and	H04 Multi-Channel Retailing: Required to Serve the Cross-Channel Shopper	H05 Microsoft Offerings – Tips & Tricks

			Innovations!		
11:40 am – 12:40 pm	J01 POS Competitive Landscape	J02 The Value of Selling IBM	J03 Attach This! Selling I/O	J04 4690 Solutions: Extending your Business with Store Integrator	J05 Linux Technical Update
12:40pm -1:40 pm	Lunch, Tuscan Ballroom IV / Sponsor Showcase, Tuscan Foyer / Networking				
1:40 pm – 2:40 pm	K01 RSS Steps Up the Growth Initiative	K02 Connect This!! Connecting new Consumer Touch Points to POS	K03 Clothing Your Customer in Care – Choosing the Right Maintenance Option	K04 Technology & Trends	K05 4690 / ACE Update
2:40 pm – 3:00 pm	Refreshment Break, Tuscan Foyer				
3:00 pm – 5:00 pm	Closing General Session, Tuscan Ballroom III				

## Session Abstracts:

### A01. Retail Store Solutions: Driving IBM's Retail Initiative

Juhi Jotwani

In this session you will explore IBM's view of the retail marketplace and learn how IBM's assets and investments are aligned with these four pillars of the IBM value proposition: innovative design and usability, ease of manageability, ease of serviceability, and eco-friendly/green initiatives.

### A02 Selling General Merchandise and Specialty Retail Solutions

Mark Westerberg / Chris Foster

Discussion will focus on industry trends and market opportunities in general merchandise. This session will also review methods, applications, and solutions used by Business Partners to close business.

### A03 IBM POS Family Update

Alan Outlaw

IBM is focused on gaining market share with our POS family of products. This elective session will enable the attendee to understand IBM's current SurePOS 100, 300, 500, and 700 product lines, positioning, market segments, and road maps. Topics will include SurePOS product overviews, new projects in plan, recent customer wins, and competitive differentiation. Whether a novice or expert on the IBM offerings, you'll find this session valuable in understanding IBM's complete solution offerings.

### A04 Self Checkout: Software and Services to Drive Partner Success

Fredrik Carlegren

Growing demand by consumers for self-service has led to increased focus on self checkout. In fact, given both options, 45% of consumers actually prefer self checkout compared to 41% of consumers who prefer full service checkout, according to Self Service World. Whether retailers' looking to implement self checkout are larger or smaller, have big stores or small stores, are grocers or specialty merchants...they often look to Business Partners to lead the way and provide value-added services. At this session, you'll hear about our efforts to change the game of self checkout. Learn what IBM's new Checkout Environment for Consumer-Service (CHEC) software can do for you and how it puts more control in your hands. Hear about IBM's complete portfolio of offerings, including new efforts that let you place self checkout - anyplace. Learn how IBM services can support your work, whether it's POS integration or creating custom software extensions. And learn how Retail Store Solutions education and training can get you on the path to IBM self checkout authorization, which will enable you to market and sell these solutions to your customers.

### **A05 SureMark Printers & Keyboards, Now even Better**

Jim Black

Reliable printers are critical to point-of-sale (POS) systems. IBM makes the best ones even better! Learn the technical advantages of the SureMark printer family over the competition and explore the technologies IBM is considering for future SureMark printers. Also explore concepts for new POS keyboards.

### **B01 Reducing the Total Cost of POS – a new IDC Total Cost of Ownership (TCO) Model**

Scott Langdoc

Global Retail Insights, a unit of IDC, has worked to develop a new model to understand the total cost of ownership of POS systems. This session reviews the elements of cost associated with POS systems and identifies opportunities to reduce cost through systems management, serviceability and green initiatives. IDC will review the surprising findings of this white paper, which should help IBM sellers articulate the capabilities found in RSS solutions that will assist retailers in reducing costs and optimizing their POS investments.

### **B02 Selling & Winning in Small and Medium Business (General Business)**

Chris Foster / Gail Stremlo

This session will concentrate on winning IBM Business Partner strategies, testimonials, resources, and solutions in General Business. Emphasis will be on the “medium” area of SMB and the session will be IBM Business Partner focused.

### **B03 Selling IBM's Systems Management Solutions**

Pete Harris

Come and learn about the SureVantage pillar, Manageability, and how IBM hardware is enabled for systems management. Gain an understanding of how systems management has a positive impact on TCO and how Remote Management Agent (RMA) can be used to facilitate systems management for retail applications systems.

### **B04 Extend Your Business with Kiosk Solutions**

Norma Wolcott

Today's consumers have become the "do it yourself" generation, comfortable with technology as the vehicle to attract, interact, and transact for products and service across all aspect of their lives whether it is in retail, healthcare, hospitality or many other industries. In fact, according to an IBM study of 1,000 consumers, 69% indicated they expect more and more businesses to offer a self-service option. Join this session to understand how some partners have extended their offerings to include kiosk solutions and how this has allowed them to capture a portion of this growing consumer service opportunity. You will also gain insights into how your business can participate in this high-growth area.

### **B05 SurePOS 700**

Shirral Davis

Learn what differentiates the SurePOS 700-7X3 family from previous models and the competition. This session will look at popular technical topics with sales teams and customers and will cover the design elements of the SurePOS 700 that drive home the value of SureVantage. The topics selected include the NRF demo components, cool processors, interaction with RMA, and Light Path Management.

### **C01 IBM Global Financing – Economic Stimulus Offerings**

Jennifer Merrick

In response to the U.S. economic stimulus package that President Bush signed into law 2/13/08, IBM Global Financing has announced our new Economic Stimulus Advantage offering. Clients can select from either enhanced low rates or a no-charge three month deferral on true leases for new IBM and non-IBM equipment installed in 2008. Come learn all the details.

### **C02 Understanding and Winning in the Consumer Service Market**

Norma Wolcott /TBD

Today's consumers have become the "do it yourself" generation, comfortable with technology as the vehicle to attract, interact, and transact for products and service across all aspect of their lives whether it is in retail, healthcare, hospitality or many other industries. In fact, according to an IBM study of 1,000 consumers, 69% indicated they expect more and more businesses to offer a self-service option. By 2011, IHL estimates that demand for self-checkout systems and other kiosks should push the dollar value of transactions to nearly \$1.3 trillion, and that usage of self-service continues to grow at a rapid pace. Join this session and understand how you can help your customers capture a piece of this significant opportunity and drive growth for your business as well.

### **C03 Retail Enterprise Security From IBM Internet Security Services**

Russell Huff

Learn about some of the retail security threats and the potential costs of a security breach to the retailer. Understand 'all the buzz' about the Payment Card Industry Data Security Standard (PCI-DSS). Hear about the products, consulting capability, and managed security services offerings available from IBM Internet Security Services (ISS).

### **C04 Implementing Windows & Linux Offerings – Keys to Success**

Art Wiencken / Heinz McArthur

This session will review how an ISV can leverage IBM Windows and Linux OS offerings. Topics covered include: What are the advantages of obtaining these offerings from IBM? What IBM resources are available to help? What do you order and how do you order it?

### **C05 SurePOS 500**

Mark Pickles

Join us for a technical update on the SurePOS 500 including hints and tips and recent enhancements. Gain the insights that will help you be successful with this key POS platform and learn about the exciting plans for the SurePOS 500 family.

### **D01 Stuff Partners Need to Know**

Ted Clark

In this session, Business Partners will hear from the RSS Warranty Operations team and the RSS Channel Enablement team on how they can leverage resources and programs from IBM. Learn about programs designed for Business Partners who want to offer warranty and/or post warranty maintenance support for their customers, and hear about the most recent resources, programs and incentives to help Business Partner maximize their revenue potential for 2008.

### **D02. Retail Store in a Box - IBM BladeCenter-S designed for Stores**

Sai Chan

Review new exciting Blade offerings designed for Retail Stores.

Retailers are investing in new store technology to improve service, enhance the customer's experience, drive operational excellence, and create superior merchandizing to promote loyalty from their customers. At the same time, new application workloads are increasing the processing power and storage required inside the store and driving complexity into the store management and operations. Retailers want to control the operational cost to maintain, migrate, and power the necessary IT in the store of the future as well as providing simplicity for scaling up to empower their creative expansions. In this session we will investigate how you can leverage this new "store of the future" infrastructure that is designed for retail to enable growth strategies for your clients and what resources are available to help them to achieve their business goals under the current challenging economy.

### **D03 SurePOS Family Hardware Requirements**

Peggy Weavil

This session will begin with an overview of the IBM SurePOS family roadmaps and will then shift to an interactive discussion about marketplace requirements. There are many factors that drive change to existing point-of-sale (POS) products. Market trends, geography-specific needs, and environmental factors are just a few that affect development of new POS products. This session will give you an

opportunity to voice new requirements, customer feedback, and insights that are needed to help Retail Store Solutions retain its leadership in the POS market.

#### **D04 Getting Started with SOA and Leveraging the IBM Retail Integration Framework for Client Value**

Dean Trilling / Judith Escott

This session will discuss the opportunities and benefits of establishing a Services Oriented Architecture (SOA) in retail and extending the SOA roadmap to the store. We will explore issues associated with store process supporting solutions and IBM infrastructure available to enable a reliable and resilient in store, on demand environment. We will explore the Store Integration Framework, Retail Integration Framework, and WebSphere Remote Server for Retail and how these solutions and approaches enable and extend a Services Oriented Architecture to the store.

#### **D05 SurePOS 300 / SurePOS 100**

Mazen Al-Rousan / Mark Pickles

This session will discuss the technical advantages and challenges of the SurePOS 300, including lessons learned and hints and tips. We will also explore the features and benefits of the exciting new SurePOS 100 platform.

#### **E01 Ingram Partner Meeting**

#### **E02 Arrow Partner Meeting**

#### **E03 ScanSource Partner Meeting**

#### **E04 Latin America Meeting**

#### **E05 Under the Covers / Open House**

TSS team

Stop by for an informal visit with the Technical Sales Support specialists. "Kick the tires," touch the products, and ask questions about the RSS Portfolio.

#### **F01 Big Blue Goes Green! IBM's Green Initiative**

Juhi Jotwani

This session covers IBM's eco-friendly / green initiatives and how sellers can leverage this information to sell IBM solutions.

#### **F02 Ask An RSS Sales Manager**

Moderator: Gary Figueira –Canada, Raul Souza Neto-Latin America, Larry Grevers-Grocery and Drug, Chris Foster-General Merchandise West, Mark Westerberg-General Merchandise East, Ben Winchester-High Growth Segment, Ted Clark-Channels

In this informal question and answer session, you will have the opportunity to quiz the sales management team on how best to partner with IBM.

Want to understand how to escalate issues? Sales execution and strategy? Competitive positioning? How to engage multiple brands? The management team will be at this session to answer any questions you may have.

#### **F03 How to Sell Self Checkout Solutions**

Fredrik Carlegren

Growing demand by consumers for self-service has led to increased focus on self checkout. In fact, given both options, 45% of consumers actually prefer self checkout compared to 41% of consumers who prefer full service checkout, according to Self Service World. IBM is focused on helping retailers evaluate and deploy self checkout in their unique environment, regardless of segment and store size. Come hear about our efforts to change the game of self checkout. Learn about the value of IBM's new Checkout Environment for Consumer-Service (CHEC) software and how to sell the value of software against our competitors. Hear about IBM's complete portfolio of offerings, including new innovative offerings that let

you place self checkout - anyplace. And learn about the complete set of IBM services available to support your unique customer requirements.

#### **F04 POS Competitive Landscape**

Jon Hoffman

This session will discuss how competitive analysis can help you close deals and describe what is available and where to find it. This session will explore our competitor's sales strategies and assertions and IBM RSS engagement rebuttals. Also covered is recent competitor's technology to watch out for and a quick review of what the competition had on display at NRF that you should care about.

#### **F05 Planning for Systems Management**

Brian Taylor

This session will discuss five keys to success in planning a systems management solution for a retailer. It will explore what's new in 2008, with a focus on how the IBM systems management solution can be applied strategically in a complex landscape of retailer environments.

#### **G01 Market Assessment: IBM's Value Cuts Through the Uncertainty**

Alan Outlaw

Forecasts call for 2008 to be a challenging year for retailers. Challenge creates opportunity, and retailers will adjust in ways still to be determined. IBM is well positioned with solutions that help retailers improve their existing stores, closely manage expenses, grow globally, implement new formats, and turn customers into advocates. Why IBM? Because IBM reduces uncertainty for the retailer with experience, a track record of innovation, and the ability to furnish solutions plus provide years of support. IBM has the partner network to integrate solutions and to target the growth of GMB retailers.

#### **G02 Selling Food Service & Hospitality Solutions**

Paul D'Arco

This session will review IBM's success in this marketplace and discuss our offerings. Industry and market trends will also be covered.

#### **G03 4690 Solutions: Winning with 4690**

Bill Noonan

The best POS solution just got better... take a look under the hood of the new IBM 4690 POS platform. Learn how IBM is enhancing 4690 OS for the future. Come hear how the best, most dependable platform for processing retail transactions is evolving to meet the future opportunities and challenges in retail.

#### **G04 Interfacing Your Application to RMA**

Pete Harris

This session will cover the details of how an ISV successfully utilized the Agents, and the Retail Extensions for IBM Director, to interface their application to RMA. Also, learn how a partner integrated their Management Application with RMA.

#### **G05 POS Drivers and Touch Displays, Clearly Better!**

Jim Black

Discover the technology that makes IBM Touch Screens the best in the marketplace. We will review the newest Acoustic Pulse Recognition along with capacitive and resistive designs and see why infrared is superior.

#### **H01 Global Technology Outlook**

Myron Flickner

Each year IBM Research creates the Global Technology Outlook (GTO) that highlights technology trends affecting the IT industry. This session discusses GTO trends relevant to the Retail industry giving you critical insights into the impact of future technology on your business. As examples, various consumer centric projects from the IBM Research labs will be highlighted.

#### **H02 4690 Solutions: Winning with ACE**

Mike Puma / Katie Cook

The best POS solutions just got better...take a look under the hood and discover why ACE is the market leading application for high volume retailers. Learn how retailers large and small are using ACE to innovate in their stores to improve the customer experience and employee productivity. Gain an understanding of the dynamics in the market place pushing retailers to leverage their point of sale to differentiate their brand and how ACE and the entire 4690 POS solution stack is uniquely positioned to enable that differentiation.

### **H03 SureMark Printers offer Amazing Performance and Innovations!**

Dave Stanhope

Are you one of those people who think that 'a printer is a printer' and anyone's printer will work? Well, this session will cause you to think again! Be among the first to see some new printing technologies in action and expect to walk away amazed at how current and future SureMark printers outperform competition in every way, including print speed, ease of use, ease of maintenance, groundbreaking green initiatives, and the innovative designs that you expect from IBM - the makers of the world's premier POS Printers!

### **H04 Multi-Channel Retailing: Required to Serve the Cross-Channel Shopper**

Craig Stevenson

Join this session to learn about the latest trends in cross-channel shopping and the strategies retailers are employing to better serve the cross-channel connected consumer. This session will also cover IBM's Multi-Channel portfolio and how sellers can plug IBM retail solutions into a customer's multi-channel strategy.

### **H05 Microsoft Offerings – Tips & Tricks**

Mazen Al-Rousan

Join us to learn the latest Microsoft based offerings from RSS. We will discuss and compare the various platforms, present the advantages and disadvantages of each, and provide you with some of the tools and tips necessary to successfully implement Microsoft Windows offerings on the IBM retail hardware platforms.

### **J01 POS Competitive Landscape (Repeat)**

Jon Hoffman

This session will discuss how competitive analysis can help you close deals and describe what is available and where to find it. This session will explore our competitor's sales strategies and assertions and IBM RSS engagement rebuttals. Also covered is recent competitor's technology to watch out for and a quick review of what the competition had on display at NRF that you should care about.

### **J02 The Value of Selling IBM**

Ted Clark / (Plus BP Excellence Award winners)

Join some award winning IBM Point of Sale Solution Providers as they share their insights, and answer questions in an open panel discussion format. The discussion will center on the value of selling IBM Retail Store Solutions, and the value of the IBM relationship, in their diverse target segments.

### **J03 Attach This! Selling I/O**

Nancy Schultz / Katherine Isham

This session will focus on the market opportunity and business needs that are driving strong demand for our touch displays. We will cover new information that highlights the key values and competitive differentiators of the IBM peripheral offerings that complement our SurePOS systems and the AnyPlace POS. Attend this session and learn how to improve attach rates and increase the volume you sell of our outstanding displays and I/O.

### **J04 4690 Solutions: Extending your Business with Store Integrator**

Steve Soost

The best POS solution just got better.... take a look under the hood and discover how Store Integrator and Data Integration Facility enable retailers to integrate ISV solutions better and faster. Learn how



retailers are leveraging a strategic integration architecture to increase their speed to market and be more responsive to their business users while simplifying their support structure.

### **J05 Linux Technical Update**

Heinz McArthur

What's new with IRES and Linux on POS? Session will cover characteristics of the latest IRES release, how to configure new AnyPlace Kiosk and SurePOS 700 models, migration considerations, and RMA integration tips.

### **K01 RSS Steps Up the Growth Initiative**

Paul D'Arco / Ben Winchester

Session will focus on the overarching global market that is driving a new emphasis on non traditional retail. Session will outline new RSS coverage model and target focus areas including - Gas & Convenience, Independent Grocer, Gaming, Hospitality, Healthcare, Telco and "S" in SMB.

### **K02 Connect This! Connecting new Consumer Touch Points to POS**

Asif Samad

No longer do we see the cash register as the sole "point-of-sale" for the consumer in retail stores. Solutions for additional consumer touch points such as fuel pumps, car washes, kiosks, self checkout, and mobile POS are becoming increasingly requested by retailers. For all of these solutions, retailers are seeking a consistent shopping experience for consumers while at the same time seeking an integration approach that offers consistent, yet simple POS integration such that the next touch point is a "plug-in" rather than a "do over." IBM's Retail Store Solutions services team (the NRSC) will share our experiences in tackling these solutions for our 4690 customers and examine what lessons are valid for the non-4690 POS domain.

### **K03 Clothing Your Customer in Care – Choosing the Right Maintenance Option**

Jim Predmore / George Salmi

Regardless of whether you have been selling IBM Hardware Maintenance services for years or are considering selling them for the first time the "Clothing Your Customer in Care – Choosing the Right Maintenance Option" information session will provide you with the information you need to be able to effectively communicate the benefits of IBM Hardware Maintenance services to your customers. This session will also show you how to match the available service options and contracts to your customer's needs in order to generate revenue for your business.

### **K04 Technology & Trends**

Dave Landers (Hardware) / Bill Noonan (Software)

What's hot in technology? How do these things apply to retail? Come hear Dave Landers and Bill Noonan speak about current trends in both hardware and software technology as it relates to the retail environment.

### **K05 4690 / ACE Update**

Heinz McArthur

This combined presentation will cover new features, planning considerations, and technical tips for 4690 Operating System and ACE.