

Post National Retail Federation Event

First event - April 10th, 2013

Second event - April 26, 2013



IBM

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IBM Client Center

São Paulo

The post NRF Event

The IBM Client Center São Paulo hosted 80 retail clients in two separate post NRF events, on April 10th and April 26th 2013. The client list ranged from large and medium supermarket chains to clothing retailers and hardware stores interested in solutions for their challenges. How to fulfil the demands of instrumented and smarter consumers, industry trends and IBM's vision for the future of retail.

The Client Center event was inspired by the 2013 NRF, presenting relevant industry content such as the IBV study and the Smarter Commerce Framework approach addressing the different challenges retailers are facing today. With client testimonial who spoke to our invitees how IBM solutions like Campaign Management are helping them get better business results and address the demands of instrumented and smarter consumers.

Following a few presentations in our auditorium, we took clients through a demonstration tour in our newly renovated Client Center, with NRF demonstrations such as Future of Shopping, Turning insight into Action, Tealeaf, Social Media Analytics, Mobile Device Manager, iLog Logistic Network Planning, Cognos TM1 Financial Planning and Motorola Store Solutions.

This event was very successful in positioning IBM as a thought leader and a strategic partner by showcasing our knowledge and solutions through relevant presentations and insightful demonstrations allowing our clients to experience IBM's investment, vision and strategy.

Post NRF Event Agenda

Both event agendas started with presentations and ended with a demonstration tour.

- Post NRF 2013 Highlights
- IBV Study and Brazilian Retail Trends presentation
- Economic scenarios: A World Vision and Brazil presentation
- Client Testimonial: Marketing Director at Vivo Telecommunications spoke about Campaign Management
- IBM Client Center Demonstration Tour:
 - Future of Shopping Experience
 - Turning Insight Into Action
 - Tealeaf Web and Mobile
 - MDM - Mobile Device Manager
 - Motorola Store Solutions
 - ilog - Logistics Network Planning
 - Cognos TM1 - Financial Planning

Client Center Demonstration Tour

Demo Tour



Multi Industry Room



Data Center & Coffee Area



Demo Room 1




Video Conference Room



Demo Room 3

Client Center Demonstration Tour



Groups	Demo 1	Demo 2	Demo 3	Video Conf.	Coffee Area	Multi Industry
Yellow	1	FREE	2	3	4	5
Blue	5	FREE	1	2	3	4
Silver	4	FREE	5	1	2	3
Green	3	FREE	4	5	1	2

- Once all the groups are inside the respective rooms (as the colours indicate above) the demonstrations will begin simultaneously.
- Each group will have a tour guide, to help control the time of the demonstrations and the tour flow from room to room.

Future of Shopping Demonstration – Multi Industry Room



The interactive White Board was used to highlight the important points being covered in the demonstration.

- How to use social networks to better understand the consumer and what he seeks
- Customize marketing actions
- Enrich the customer's experience with presence online and inside the store
- Empower your sales force with information about your clients, products and the availability of your products on handheld devices

Future of Shopping Demonstration – use of technology



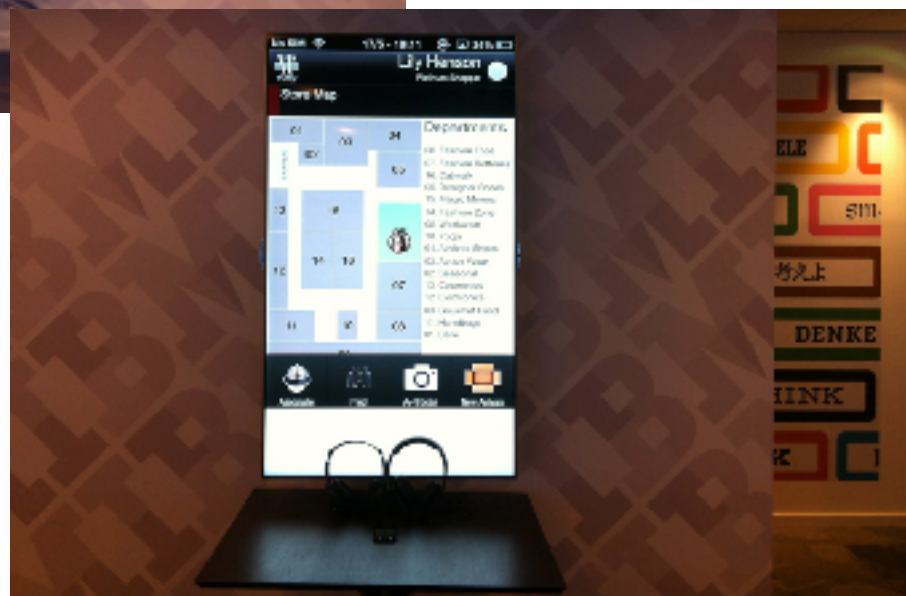
Use of technology for the FoS demonstration:

Front of the room:

- Left hand side of the Video Wall - Demo PART 1
- Right hand side of the Video Wall - Demo PART 2

Opposite wall (back wall) to the video wall:

- Smart TV rotated portrait mode – PART 2 Phone



Event Feedback and Outcome

- ❑ We received very positive feedback from IBMers and clients at the end of the event.
- ❑ The NRF demonstrations made a very big impact on the clients perception of IBM's capabilities and solutions, many clients expressed interest in continuing the conversations about our solutions and how we can collaborate.
- ❑ After the NRF event we had one to one discussions with 23 clients about our Industry Solutions, Smarter Commerce and Analytics Solutions.
- ❑ 11 NEW business opportunities identified during the event that are being validated by the sales teams.

- ❑ Client comments after the demo tour:

“ Very interesting, I had no idea IBM had so many solutions for the Retail Industry. We always think of IBM as having hardware, never thought I would see this kind of solutions and vision from IBM.”

“ I have not seen a technology company that has such a complete solution portfolio, I am very impressed.”

“This event was very insightful, thank you.”