



IMPACT 2010 addresses the most pressing business issues and challenges the Retail and Consumer Products industries face today, presents real life case studies from your peers and shares the latest practical ideas for doing more with less in the new economy

Monday	<p>Session ID: 2535</p> <p>2:30 - 3:15 p.m. Marco Polo 804</p>	<p>Peer Perspective: 400 Professionals Weigh In on the Supply Chain <i>Karen Butner, Global Supply Chain Management Leader, IBM Institute for Business Value</i></p> <p>Business and technical leaders come together to discuss, whiteboard, and collaborate on key overall business issues within your industry to respond to the ever-increasing dynamic and personalized nature of your business networks.</p>
	<p>Session ID: 2490</p> <p>3:45 - 5:00 p.m. Marco Polo 807</p>	<p>Shaping the Demands of the Smarter Consumer <i>Mark Campanella, Director, IBM SWG Industry Solutions</i></p> <p>IBM's Smarter Consumer study examines how consumers want to interact with their retailers, including highlighting how preferences differ across generations and how the preferences of consumers in emerging markets vary.</p>
	<p>Session ID: 2421</p> <p>5:15 - 6:30 p.m. Marco Polo 807</p>	<p>Delivering a Seamless Cross Channel Customer Experience via Mobile Web <i>Luis Rodriguez, IBM</i></p> <p>A customer will share lessons learned as they embarked on their mobile journey to make it an extension of their business model to deliver a seamless shopping experience.</p>
	<p>Session ID:1993</p> <p>03:45 - 05:00 p.m. Venetian Marcello 4405</p>	<p>Walmarts ESB Gateway Implementation <i>Zheng Xia, Walmart; Daniel Kies, IBM Architect</i></p> <p>Walmart has recently architected and deployed SOA as an enterprise standard for integration. Walmart will describe some of the challenges they faced in this deployment.</p>
Tuesday	<p>Session ID: 1496</p> <p>10:15 - 11:30 a.m. Venetian Galileo 1001</p>	<p>Using Social Media to win the hearts and wallets of today's customer <i>Panel including Michael Cooper, HomeDepot.com</i></p> <p>In this interactive session and you will leave armed with tips and strategies to improve your success with customer acquisition, retention, sales and satisfaction using Social Media.</p>
	<p>Session ID: 2723</p> <p>1:30 - 2:45 p.m. Marco Polo 807</p>	<p>The Home Depot Innovates their Customer Experience <i>Michael Cooper, VP HomeDepot.com; Errol Denger, IBM Commerce Strategy</i></p> <p>We will examine the latest innovations in mobile, social, widgets and the best practices that are driving real results and show how The Home Depot has embraced these concepts to transform the cross channel customer experience.</p>
	<p>Session ID: 2546</p> <p>1:30 -2:45 p.m. Galileo 904</p>	<p>Transforming B2B Online Commerce to Build Your Brand <i>Srini Rangaswamy, IBM Product Manager</i></p> <p>This session will focus on Business-to-Business (B2B) online commerce sales and marketing best practices Hear how Texas Instruments leveraged their e-commerce channel to assist marketing and pre-sales activities.</p>
	<p>Session ID: 2938</p> <p>1:30 -5:150 p.m. Venetian Galileo 1001</p>	<p>Whiteboarding: Expense Management for Loyalty & Promotions Software <i>Interactive with IBM Architects</i></p> <p>Business and technical leaders come together to discuss, whiteboard, and collaborate on key overall business issues within your industry to respond to the ever-increasing dynamic and personalized nature of your business networks.</p>



Tuesday

Session ID: 2489
Track: Enhanced Cust Experience

3:15 - 4:30 p.m.
Marco Polo 807

Customer Panel: Creating Exceptional Web Experiences
Customer Panel; Moderator: Larry Bowden, IBM , VP Portal & Mashups
The vision and future directions of IBM WebSphere Portal, Portal Accelerators, Collaborative technologies, aimed at providing customers the next generation platform for clearly differentiated web experiences will be the core of this session

Session ID: 1627

4:45 -6:00 p.m.
Marco Polo 807

Cardinal Health Innovates their Supply Chain, Powered by IBM Industry Software
George Kuntz, VP SC Systems, Cardinal Health; David McCarty, Director, IBM
In this session we will discuss the Consumer Products Industry Framework and how it can provide a roadmap for competitive differentiation. Cardinal Health who will discuss their success in the area of building a "Smarter Supply Chain".

Session ID: 2208

4:45 - 6:00 p.m.,
Venetian San Polo 3403

Get Started using BPM BlueWorks Today
J. Basrai, Sr. Product Manager, IBM, J.Sneed, Manager IBM
BPM BlueWorks empowers business leaders and analysts by providing collateral for learning about BPM, pre-built industry content to accelerate business process discovery and design, community and social networking

Wednesday

Session ID: 1146

10:15 -11:30 a.m.
Venetian Palazzo N

Web 2.0 and Social Networking for the Enterprise
Anthony Bernal, Executive IT Specialist, IBM
See how Portals, Connections, and Mashup technology can work together to provide a comprehensive platform upon which you can grow into social networking technology and its use within your organization.

Session ID: 1710

10:15 - 11:30 a.m.
Venetian Galileo 1001

Loblaws keys to implementation of a modern SOA environment
Sai Kong, Loblaws; Chris Mak, IBM Architect
We will take you through the journey of how a Canadian retailer unraveled the 'spaghetti' mess of legacy systems to implementing a modern SOA environment. How does one find the start of a spaghetti mess? Come and find out !

Session ID: 2938

10:30 - 2:15p.m.
Venetian Galileo 1001

Whiteboarding: Expense Management for Loyalty & Promotions Software
Interactive with IBM Architects
Business and technical leaders come together to discuss, whiteboard, and collaborate on key overall business issues within your industry to respond to the ever-increasing dynamic and personalized nature of your business networks.

Session ID: 1994

1:30 - 2:45 p.m.
Marco Polo 701

Kroger Creates an Agile Store Platform for the Future
Andrew Johnston, Manager - Integration Services, Kroger; Geert Van De Putte, IBM
Explore how Virtualization, WRS and WebSphere Message Broker Retail Store edition created a foundation for Store Platform Services in a large Retail environment. Discover a SOA platform that can scale to the Cloud.

Session ID: 1230

4:45 - 6:00 p.m.,
Venetian Casanova 603

Easy Hogar y Construcccion Cencosud multi-channel case study
Leonard Ramirez, Chief Enterprise Architect; Fabio Sanchez, Easy Hogar y Construcccion
Learn how EASY the home improvement division of Cencosud build the first SOA Store in south america in 8 months and how the company is developing its multi channel strategy using state of art IBM technology.

Session ID: 2711

Wednesday, May 5
3:15 - 4:30 p.m., Marco Polo 701

An extended sommerce sites model enabling rapid deployment of sites
Shilpa Kotiyan, Ascendant Technologies
his session presents a case study of how a current e-commerce site was re-modeled into the standard extended sites model such that it would help simplify future creation of hosted stores easily without requiring significant development.



Register for a FREE Business Value Assessment Clinics

Are you struggling to convey how the latest technology will create a meaningful ROI for your organization? Are you unclear on how to build a compelling business case for change? An IBM Industry Business Value Assessment consultant is ready to help. Our team will provide free, one hour consultations to help you begin to shape the business case for your initiative. Get tips on how to build a business case in language that is meaningful to the decision-makers in your organization. Learn how to identify and quantify the value drivers associated with your project. Take advantage of our experience in developing financial value metrics for technology projects in multiple industries. Sign up today. Space is limited.

Register at: www.ibm.com/impact/clinics.html

Global Solution Center Clinics

Interested in brainstorming on your business challenge with one of IBM's Industry Solution Architects? During *free* one hour sessions, leading Solution Architects from IBM's Global Solution Center (GSC) will be available to discuss the latest Industry Solution work being implemented by IBM and create a customized one day Executive Briefing Agenda to be subsequently delivered to you at no charge. The GSC has over nine years of experience in conducting client Executive Briefings being leveraged by decision-makers to facilitate business and IT interactions focused on specific client business challenges. Briefing results include identification of actionable activities to be pursued further by both the client and IBM. Sign up today by indicating which industry you are interested in discussing. Space is limited.

Register at: www.ibm.com/impact/clinics.html

Business Agility Symposium - Promotions Event Management

Thriving in today's environment and embracing a dynamic business network means increasing agility throughout processes and systems. This special interactive symposium will help you overcome the organizational silos and rigid IT systems that inhibit change, and unleash your business agility. This symposium is not simply presentations. After an insightful keynote focusing on the experiences of your peers, get ready to roll up your sleeves for interactive breakouts to dig into ways to improve promotions event management. Discuss how to discover key processes, maximize the value of business interactions and optimize productivity and resources.

Register at: www.ibm.com/software/websphere/events/impact/symposium.html

Industry Solution Center Demos

Discover the Art of the Possible. Visit the Industry zone in the solution center to see compelling demos that are relevant to your industry.

Also experience the amazing IBM Immersive Mobile Shopping Experience, an integrated shopping solution that allows customers to harness the power of their mobile phone for a smarter personalized shopping experience. The solution utilizes IBM hardware, software, and research technologies to allow consumers to shop with their mobile phone.

Customers will be able to use voice recognition for item location, 2D interactive store maps, personalized promotions, and interactive displays all with their mobile device. The Immersive Mobile Shopping Experience also integrates with IBM business partner Holition to provide customers the ability to try on jewelry and apparel using a retail industry best of breed augmented reality solution.

Open on Sunday from 5 pm to 8pm, and Monday, Tuesday and Wednesday from 11:30 to 4pm

Industry and Technology Tours

Guided tours of the Impact 2010 Solution Center will be available every 45 minutes from 11:30 AM to 3:15 PM Day 1 - Day 3 of Impact (May 3, 4 & 5.) All tours gather and begin at the Solution Center welcome/information desk located at the main entrance of the expo; Hall D.

Guided tours are offered by an Industry and/or a Technology Solution focus. There are 6 Industry Tours and 5 Technology Solution Tours to choose from, more detail can be found below.

Register at www.ibm.com/websphere/impact/tours