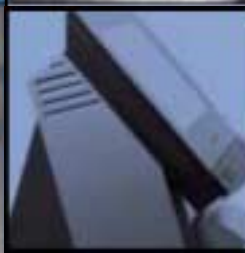


IBM Merchant Reach™ e-business Solutions for Retail



IBM



Sell Anywhere

Build Loyalty



Deliver

Alan Lipson
Americas Group
Brand Manager



IBM MerchantReach™
Solutions for Integrated Multi-Channel Retailing

The Reality of Retailing

Consumers shop for exactly what they want, whenever and wherever they want.

- In-store
- Online
- Catalog
- Kiosk
- Phone, Fax, e-mail

They expect Personalization, Consistency, Convenience across all channels.

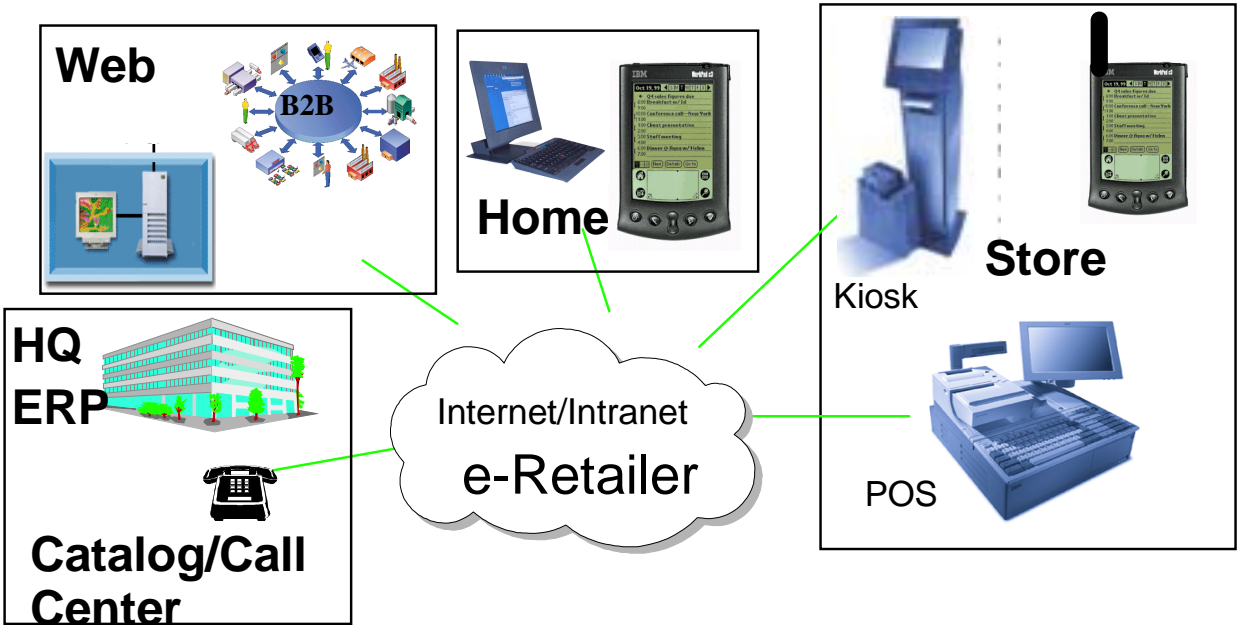


Consumer Logistics

- Research & Planning
 - Item Identification, Feature Analysis, Price Analysis, Value Analysis
- Ordering
 - Store, Catalog, Internet, PDA
- Receipt/Pickup
 - Store Delivery, Home Delivery
- Returns
 - Store Return, Remote Return
- Support & Services
 - Product Expertise, Maintenance Instructions, Loyalty Information

**For the Consumer it's about having choices
and exercising them dynamically...**

Integrated Multi-Channel Retailing



Consumers expect the retailer to deliver consistent, high-quality service, product information and product availability in any channel

IBM MerchantReach: What is it?

A Global portfolio of hardware, software and services

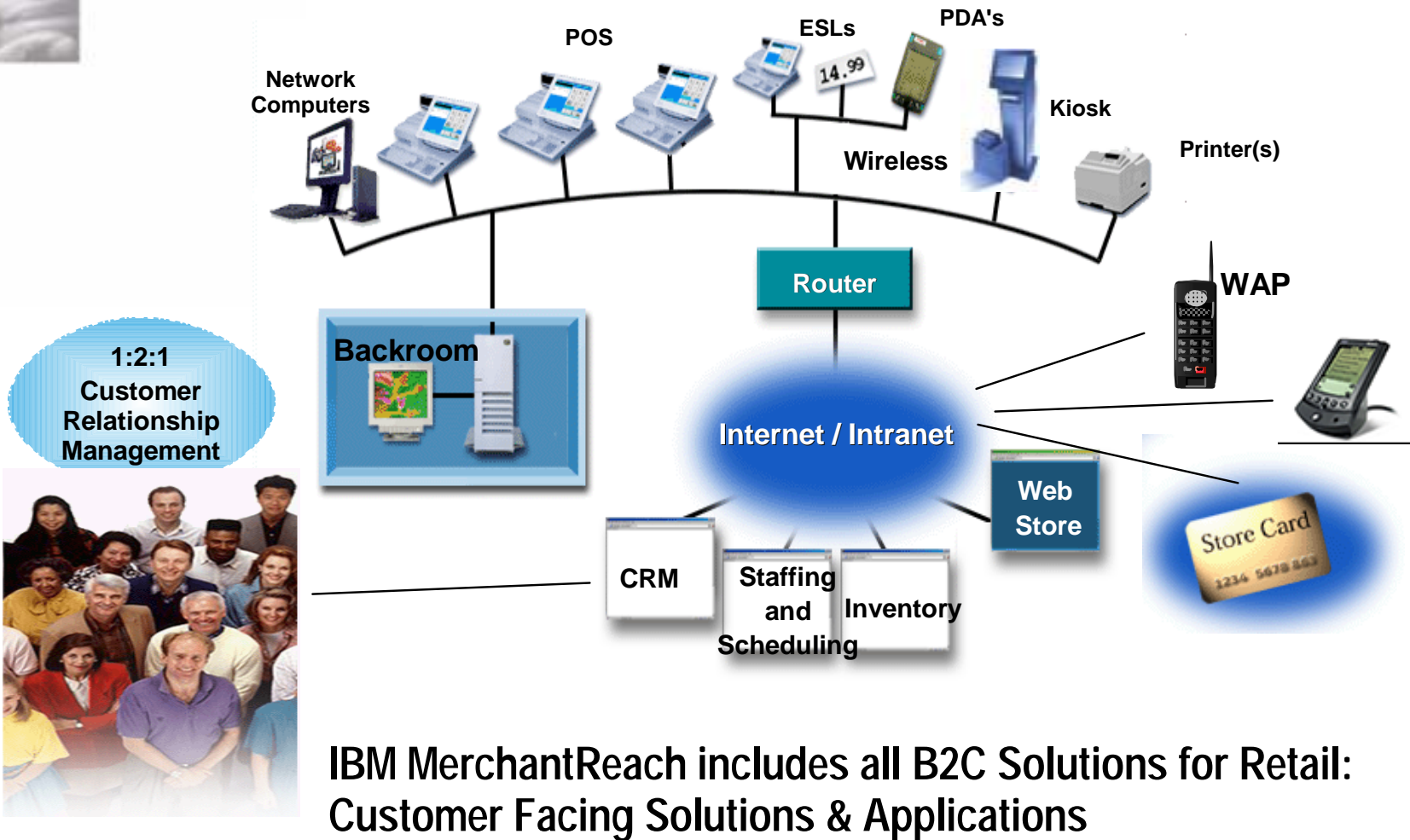
An application architecture and overall integration strategy based on IBM e-infrastructure components

IBM and Business Partner solutions

Allows retailers to create their own brand of service by translating the vision of Integrated Multi-Channel Retailing into reality...

NOW!!

Multi-Channel Infrastructure



In the Store...

Kiosks extend the reach



■ Customer Self Service

- Loyalty Account Access
- Gift Registry
- Instant Credit applications and Credit Payment
- Customer Self-Checkout

■ Merchandise Access

- Product Line Extension - On Line Ordering
- Music Listening and Acquisition
- Game Writing
- Ticketing
- Distributed Direct Advertising

KIOSK

IBM MerchantReach™ Solutions for Integrated Multi-Channel Retailing

In the Store...

IBM Kiosk Services extend the reach

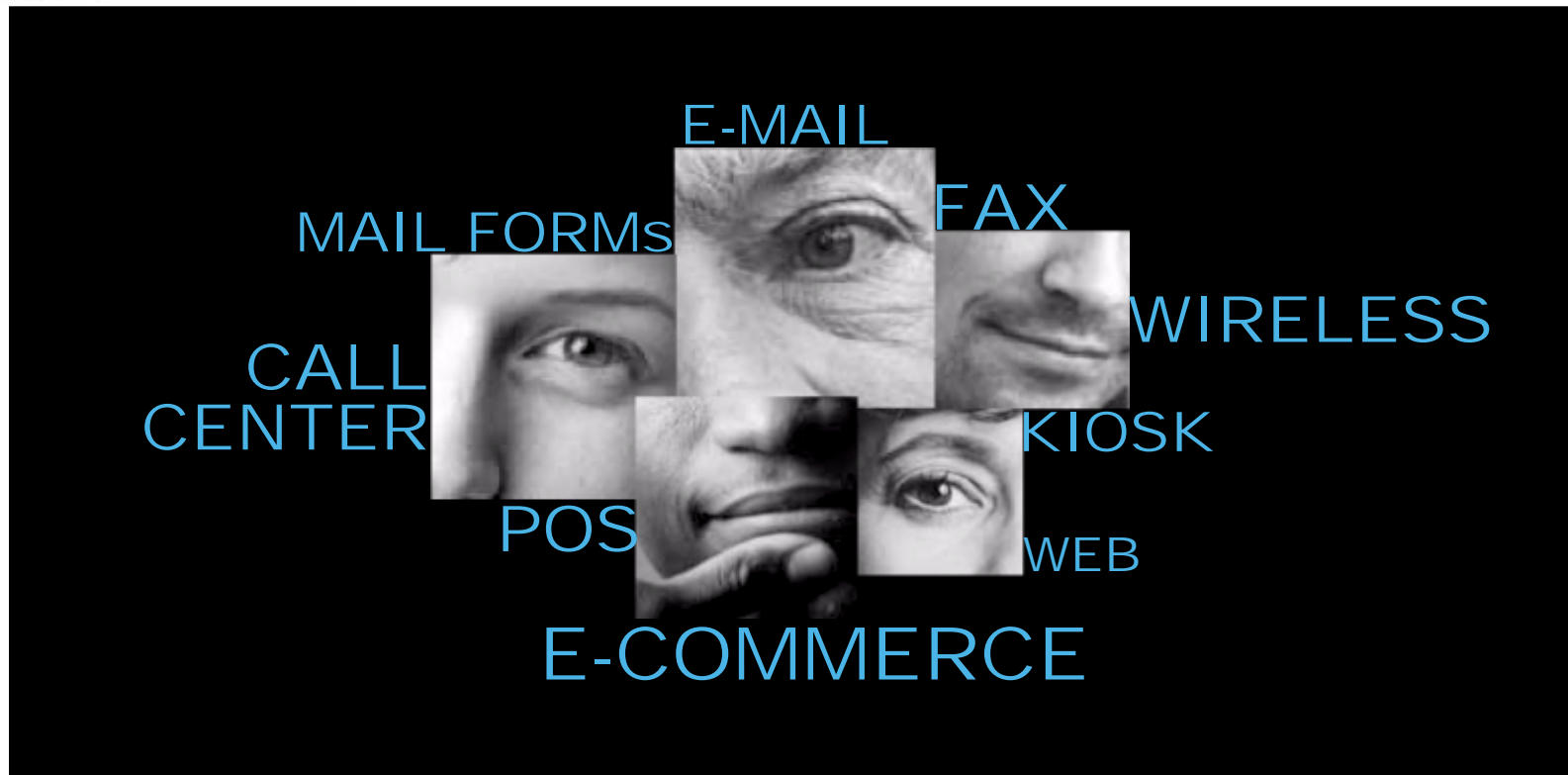
- Consulting services
- Design services
- Deployment
- System management
- Support operations



NetVista



What does this mean for the customer?



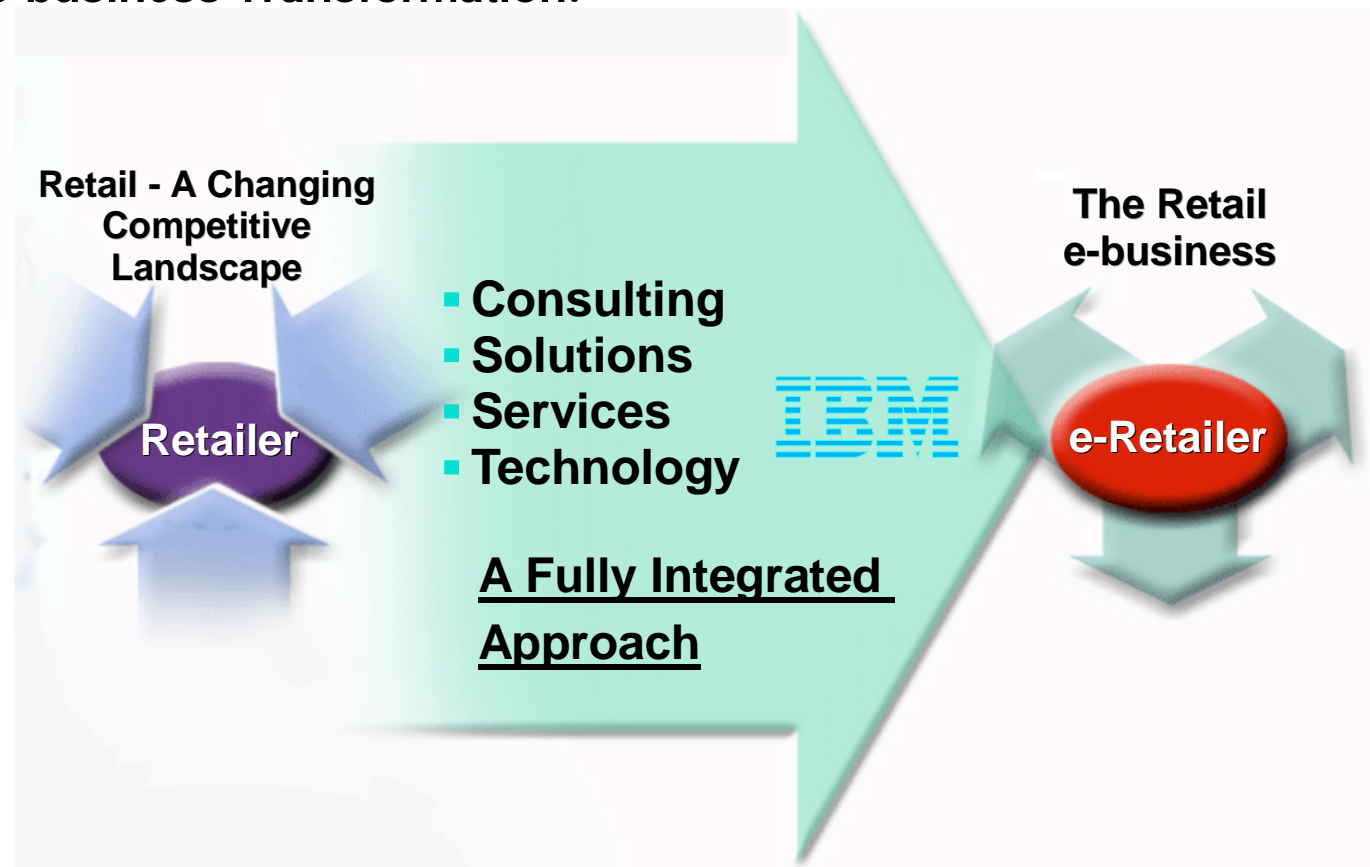
personalization, consistency, and convenience

anywhere, anytime



IBM's Retail Industry Value Proposition:

e-business Transformation:



Leveraging the power of technology to gain maximum competitive advantage for your retail enterprise.