Retail and Consumer Products
Session Highlights

At Information On Demand EMEA Conference 2009, the Retail and Consumer Products industry track will address the most pressing business issues and challenges this industry faces today, present real life case studies from leading organisations and share the latest practical ideas from both industry and information management experts.

Please Note: This Roadmap is accurate at the time of publication, but is subject to change. Please check the Conference website for the current agenda - **ibm.com**/software/Europe/data/conf

Wednesday, 3 June

Time / Location	Session
09:00 – 10:15 Main Auditorium	**GRAND OPENING SESSION** "Delivering Information On Demand, Information Agenda and New Intelligence to drive sustainable growth in times of change" **Speaker**: Ambuj Goyal, General Manager, Information Management, IBM Software Group Martin Jetter, Country General Manager, IBM Germany Caroline Van Marcke, CIO, Van Marcke Group NV Regina Casonato, Vice President Information Management Infrastructure, Gartner
10:45 - 11:30 Room 41 Level 2 **BLD - 2279**	**BPM Project into Application in the Retail Business** Development of a global unified reporting system at Vivarte - from financial to operational store reporting. **Speaker:** Frederic Dupont, Project Manager, Vivarte
10:45 – 11:30 Room 12 Lyon **BLD - 2647**	**Making Supply Chains Smarter with IBM's InfoSphere Traceability Server** Global and complex supply chains present multiple business challenges- from supply chain inefficiencies to the induction of counterfeit product. Enabling traceability can help address these challenges. **Speaker:** Jennifer McGinn, InfoSphere Product Marketing Manager, Information Management, IBM Software Group
11:45 – 12:30 The Launchpad **BLD - 2433**	**Successful Migration to SAP DB2 at large German Retailer** Successful Unicode Conversion combined with a migration to DB2 with proven TCO. **Speaker:** Joerg Peinelt, WW Solution Lead SAP Services, Information Management, IBM Software Group Alexander Seelert, IT-Consultant, IBM Global Business Services
11:45 – 12:30 Room 9 Estrel Hall B **BLD – 2062**	**IOD as our Driver for Business Transformation** Learn how Information on Demand, InfoSphere and Enterprise Content Management solutions have contributed to the transformation of Van Marcke Group. **Speaker:** Caroline Van Marcke, CIO, Van Marcke Group NV
14:00 – 14:45 Main Auditorium	**Featured Keynote - Data Management** Hear from IBM's General Manager for Data Management. **Speaker:** Arvind Krishna, Vice President, Data Management & Worldwide Information Management, IBM Software Group
15:00 – 15:45 Room 35 Level 1 **BLD - 2450**	**A New Day had Dawned: How to Drive Change through Performance Management** How global companies are driving change through Performance Management - with a special guest appearance from the world's largest beer brewer, focusingon the AB-InBev case story. **Speaker:** Michel Fontaine, Director, Global Business Intelligence and Shared Support Functions, InBev Marc Teerlink, Consulting Leader West & South Europe, Business Intelligence & IOD, IBM Global Business Services
16:15 – 17:00 Main Auditorium	**Featured Keynote - Business Intelligence and Performance Management** Hear from IBM's General Manager for Business Intelligence and Performance Management. **Speaker:** Rob Ashe, General Manager, Business Intelligence and Performance Management, Information Management, IBM Software Group
17:15 – 18:00 Room 8 Estrel Hall C **BLD – 2124**	**Insight Into Promotions Tracking at MGI Metro** Delivering a promotional inventory and guaranteed stock availability. **Speaker:** Paul Chang, Emerging Sales Manager, IBM Software Group

17:15 – 18:00 Room 41 Wing 3, Level 5 **BLD – 2665**	**Information Agenda for Consumer Products and Retailers, Demand Driven SCM Collaboration** This session will provide an in-depth analysis of the opportunity to drive improved collaboration and efficiencies in Supply Chain Management for Retailers and Consumer Products companies through improved visibility of consumer data. **Speaker:** Randall Howard, Industry Marketing - CPG, Information Management, IBM Software Group
17:15 – 18:00 Room 41 Wing 3, Level 6 **BLD – 2105**	**Achieving Economy of Scale in a Globally Distributed Environment** Go global. The world is flat. Business without borders. How can you achieve this at a lower cost? **Speaker:** Cathy Elliott, Informix Marketing Manager, Information Management, IBM Software Group
14:00 – 18:00 Room 208 Wing 2	**"Make, Ship and Sell" Industry Roundtable** A forum for open discussion on the retail, transportation and manufacturing industries most pertinent business challenges and the adoption of technology to address them. **Hosted by:** Industry experts from IBM's Software Group and Global Business Services and Industry and Technology Analysts
From 18:00	**Welcome Reception** **The IOD Connection** Business Partner Expo Solution Centre and IBM IOD Experience

Thursday, 4 June

09:00 – 10:15 Main Auditorium	**GENERAL SESSION** "Leveraging new intelligence to innovate and drive smarter business outcomes" Introducing Frans Johannson, author of the renowned book – The Medici Effect. **Speaker:** Frans Johannson, award winning author, thought leader and entrepreneur
10:45 – 11:30 Main Auditorium	**IBM's Vision of a Smarter Planet** Bridget will bring the Smarter Planet initiative of IBM to life. This initiative brings a new level of smart to how the world works and how to do things better, more efficiently and productively. **Speaker:** Bridget Van Kralingen, General Manager, IBM Global Business Services, Northeast Europe
11:45 – 12:30 Room 10 Estrel Hall A **BLD - 1791**	**Smarter Retail: IBM's Retail Performance Analytics Solution Portfolio** Retailers who leverage the current situation to advance their analytical capabilities will not only weather the current crisis better but will also be positioned for a strong competitive advantage in the future. **Speaker:** Jim Zalles, Senior Managing Consultant, IBM Global Business Services
14:00 – 14:45 Main Auditorium	**Featured Keynote - InfoSphere** Hear from IBM's General Manager for InfoSphere, Data Warehouse, Data Integration, Data Quality **Speaker:** Jim Welch, General Manager, InfoSphere, Information Management, IBM Software Group
14:00 – 14:45 Room 41 Wing 3, Level 2 **BLD - 2185**	**Butcher of the Future with RFID-based Real Time Information** On time information taken from RFID-infrastructure is an important enabler for business value based on RFID in METRO Group. **Speaker:** Christian Plenge, Head of Research & Innovation, Metro Group Information Technology GmbH
15:00 – 15:45 Room 41 Wing 3, Level 6 **BLD - 2323**	**Building an Enterprise Data Warehouse Platform at Gamesys Ltd** Replacing an existing reporting Infrastructure with an Enterprise Data Warehouse utilising the IBM Balanced Warehouse, Retail Data Model, Cognos and IBM SWG Services. **Speaker:** Tom Hillary, CTO, Gamesys Ltd Stephen Addison, Systems Management Specialist Consultant, Information Management, IBM Software Group
15:00 – 15:45 Room 10 Estrel Hall A **BLD - 2148**	**5 Secrets to Effective Financial Performance Management in SAP Environments** Develop new insights into the use of five principles to deliver effective FPM. **Speaker:** Jason Lovinger, Program Director, Cognos BI & PM, ERP Market Strategy, Information Management, IBM Software Group
16:15 – 17:00 Main Auditorium	**Featured Keynote – Enterprise Content Management** Hear from IBM's General Manager for Enterprise Content Management. **Speaker:** Ron Ercanbrack, General Manager, Enterprise Content Management, Information Management, IBM Software Group
16:15 – 17:00 Room 10 Estrel Hall A **BLD - 2234**	**Supporting 2500 Users with InfoSphere Warehouse at Karstadt** Supporting large numbers of users and reports with InfoSphere Warehouse at Karstadt saving several million Euros. **Speaker:** Ralf Bruhnke, Controller, Karstadt Warenhaus GmbH
17:15 – 18:00 Room 12 Lyon **BLD - 2300**	**Managing Content Intensive Processes With IBM FileNet BPM** This session looks at the latest trends in business process management (BPM) and reviews IBM FileNet® Business Process Manager with its latest features and describes how it can help you better streamline and manage your business processes, particularly those that deal with various types of content. **Speaker:** Danny Pidutti, Program Director Business Process Management Product Marketing, Information Management, IBM Software Group
20:00 'til Late	**IOD Networking Event**

Friday, 5 June

10:00 – 11:00 Main Auditorium	**GENERAL SESSION** "Exploring new technologies and business approaches to drive business performance" A panel of experts share their views and take your questions. **Chair:** Frans Johansson, author of The Medici Effect **Speaker:** Mike Ferguson, Managing Director Intelligent Business Strategies Arvind Krishna, Vice President, Data Management & Worldwide Information Management, IBM Software Group Dr. Peter Waggett, Emerging Technology Strategy Programme Lead, IBM Global Technology Outlook Dr. Christian Plenge, Head of Research and Innovation, MGI Metro Group Hansjoerg Fromm, European Leader, Centre for Business Optimisation, IBM Global Business Services
11:30 – 12:15 Room 13 Strasbourg **BLD - 2222**	**Smart Searching for Businesses of the Future** The talk gives insights in to the implementation of a semantic search engine, which allows internet users to find information about people, projects, products and places within the Fraunhofer-Gesellschaft, the largest organisation for applied research in Europe. **Speaker:** Melanie Gnasa, Head of Text Mining, Fraunhofer Institute Intelligent Analysis and Information Systems Alex Lang, Senior Portal Architect - WebSphere Portal Lab Services, IBM Software Group
11.30 – 12.15 Room 3/241 **BLD - 1838**	**Establishing a Competency Centre for your Information Agenda** Help customers understand the value of an IOD Competency Centre and how IBM can help establish an IOD Competency Centre within their own organisation. **Speaker:** Michael Dziekan, Information Management Strategy & Planning, IBM Software Group
11.30 – 12.15 Room 3/441 **BLD - 1974**	**Leading European Fashion Retailer Uses IDS to Drive Operational Efficiency** One of the leading fashion retailers in Germany talks about how they have been very successful in that very dynamic market by using an IDS-based solution for enterprise resource planning (ERP). **Speaker:** Nadine Brehm, VP Sales and Marketing, AVM GmbH & Co. Softbase KG Alexander Koerner, Consulting IT-Specialist, Information Management, IBM Software Group
12:30 – 13:15 Room 9 Estrel Hall B **BLD - 2245**	**Experience of a Major French Wholesaler using InfoSphere MDM for PIM** How one of the major wholesaler players in France is handling Purchase and Sales Price in IBM InfoSphere MDM for PIM. **Speaker:** Bruno Livier, IT Operation Director, Wolseley Ariel Aubry, Senior Partner, EdifiXio
12:30 – 13:15 Room 41 Wing 3, Level 3 **BLD - 2168**	**Case Study: Putting a New Face on Health and Beauty Retail** Transforming business at Boots, using IBM Warehousing technologies. **Speaker:** Jay Parmer, Enterprise Architect, A leading Health and Beauty Retailer in UK

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