



RETAIL. DIGITAL. INFINITE OPPORTUNITY.  
**NRF BIG SHOW 2016**  
JANUARY 17-20 2016 | NEW YORK CITY



# SUNDAY, JANUARY 17, 2016

## SHOW HOURS: 10:00 A.M. – 3:00 P.M.

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- 10:30 A.M.      **RETAIL 2025: CUSTOMIZED PRODUCTS, PERSONALIZED SELLING – RIGHT NOW**  
**Steve Brown, Senior Industry Advisor Retail, Hospitality & Consumer Goods, Intel**  
Join Intel retail futurist Steve Brown for a look into the world of 2025, when smart, connected products and services will be sold intelligently through smart, sensing, semi-automated stores and smart, sensing homes in ways that better meet shoppers' needs. Get ready for the fourth channel, retail robotics, mass customization, zero friction, experiential selling, retail manufacturers, smart shelving, data-driven decision making, same-hour delivery, and AI sales assistants. This will all be brought to you by continued advancements in Moore's Law, sensing, artificial intelligence, and business process innovation.
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- 11:00 A.M.      **NEXT-GENERATION ASSORTMENT PLANNING**  
**Kate Gueldemeister, Product Solution Engineer, SAP America**  
Do you have trouble creating optimized store clusters and localized assortments? How are you managing the transition of planning to fit an omnichannel world? The SAP Assortment Planning for Retail solution, using the SAP Customer Activity Repository application on the SAP HANA platform, uses next-generation technology to optimize the assortment planning process. Whether building clusters, determining width and depth plans, or building out assortments, SAP Assortment Planning for Retail will help your employees achieve their goals. Come learn about the benefits of this brand new retail planning suite from SAP and find out how it can help you compete in an omnichannel world.
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- 12:30 P.M.      **CUSTOMER SUCCESS STORY: THE CONNECTED ENTERPRISE WAREHOUSE**  
**Heather Bothern, Manager, SAP Applications, Harry & David**  
The fresh supply chain has always been a challenge. Imagine one that executes 90% of its velocity between Thanksgiving and Christmas! Come hear how Harry & David brings its incredible pears, and everything else the company creates, to your doorstep.
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- 1:00 P.M.      **DIGITAL MARKETING WITH DIGITALLY ENGAGED SHOPPERS**  
**Paul Donovan, Senior Director, Solutions Marketing, SAP**  
Learn how SAP is connecting the physical and digital worlds of retailers to maximize marketing spend return on investment and to create a compelling customer experience.
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- 1:30 P.M.      **SIMPLIFY YOUR RETAILER WITH SAP S/4HANA**  
**Julie Price, Principal Solution Engineer, SAP**  
Transform your business with the ultimate sophistication: simplicity. SAP S/4HANA, a new, next-generation business suite, is designed to provide strategic value with instant insight across the enterprise – all via a personalized and simple user experience.
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- 2:00 P.M.      **REVOLUTIONIZE YOUR CUSTOMER EXPERIENCE WITH SAP SOLUTIONS**  
**Heather Armstrong, Customer Solutions Director, Retail Strategy, SAP**  
**Kara Lutley, Business Intelligence Solution Engineer, SAP**  
Just as your retail business has evolved over the last few years to adapt to a more mobile, cross-channel, "in the moment" consumer, the SAP portfolio of retail-ready solutions has evolved, too. Learn how SAP enables you to give consumers the products, information, and personalized shopping experiences they want – when and where they want them – with retail and omnichannel commerce solutions from SAP. Harness real-time customer and point-of-sale (POS) insights, reach shoppers across any channel (including mobile), and get the visibility you need to optimize everything from merchandising to your supply chain.
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- 2:30 P.M.      **THE TRANSFORMATION OF A KID'S CLOTHING RETAILER; DEFINITELY NOT CHILD'S PLAY**  
**Sergey Altukhov, Deputy CIO, Detskiy Mir**  
Detskiy Mir is Russia's oldest children's clothing retailer. With a variety of outdated legacy systems in place, the company sought to reimagine its business processes with the implementation of innovative SAP software. Explore how Detskiy Mir has transformed itself into a true omnichannel retailer, enabling the company to radically optimize the customer experience.
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**MONDAY, JANUARY 18, 2016**

**SHOW HOURS: 9:00 A.M. –5:00 P.M.**

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10:30 A.M.

**DIGITAL INFLECTION ON RETAIL**

**Merijn Helle, Vice-President Retail, Industry Value Engineering, SAP**  
**Snehanshu Shah, Global Vice President, SAP Hana, SAP**

Advances in Big Data, Internet of Things, and machine learning technology provides us digitization capabilities to merge the world of e-commerce and commerce, making retail truly omnichannel. Merijn Helle and Snehanshu Shah from SAP will discuss practical digitization strategies to meet short-term customer expectations and achieve long-term business growth with real-world customer examples and solution demonstrations.

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11:30 A.M.

**TRANSFORMING AND REVITALIZING THE ROCKPORT BRAND WITH SAP FASHION MANAGEMENT SOLUTION + SAP HYBRIS**

**Charlene Higgins-Crawford, IT Director, The Rockport Group**

Learn how The Rockport Group is implementing SAP Fashion Management (FMS) and SAP Hybris to integrate their wholesale, retail, and B2B channels to gain global visibility into their operations with a focus on improved inventory management, on-time fulfillment and a unified customer experience. By coupling the best-of-breed single real-time ERP platform and SAP Customer Activity Repository, this comprehensive solution will empower Rockport with adaptable global business processes - needed to meet the highly specific requirements of the omni-channel fashion world.

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1:00 P.M.

**TOP TEN INSIGHTS NEEDED FOR MERCHANT SUCCESS: SAVVY CONSUMERS DRIVE MORE SOPHISTICATED TECHNOLOGY DECISIONS**

**Paula Rosenblum, Managing Partner, Retail Systems Research**

Rapid technology refresh cycles are becoming a way of life in retail to maintain competitive edge. Savvy consumers are putting pressure on retailers and more sophisticated technologies are giving them the opportunity to respond. New technologies are coming to the fore, but additional intelligence is found in "bread and butter" merchandising applications. Learn the top 10 insights merchants need to succeed.

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1:30 P.M.

**ACTIONABLE INSIGHTS FROM REAL-TIME CONSUMER BEHAVIOR**

**Vaibhav Vohra, Sr. Director/Solution Owner, SAP Consumer Insight 365, SAP Mobile Services**

Learn how SAP solutions are enabling retailers to leverage Big Data insights to design more profitable and personalized promotions. Understand how leading retailers are transforming their promotional strategies, generating stronger customer loyalty, and appealing to customers across channels and devices.

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2:00 P.M.

**CUSTOMER LOYALTY LESSONS FROM LADY GAGA**

**Jackie Huba, Customer Loyalty Expert and Best-Selling Author**

Mega pop star Lady Gaga engenders immense loyalty from her fans through her music, her message, and the community she has built around them. Marketing expert Jackie Huba unpacks the methods behind Lady Gaga's success and isolates the customer strategies retailers can use based on research from her book, *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics*.

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2:30 P.M.

**REVOLUTIONIZE YOUR CUSTOMER EXPERIENCE WITH SAP SOLUTIONS**

**Heather Armstrong, Customer Solutions Director, Retail Strategy, SAP**

**Kara Lutley, Business Intelligence Solution Engineer, SAP**

Just as your retail business has evolved over the last few years to adapt to a more mobile, cross-channel, "in the moment" consumer, the SAP portfolio of retail-ready solutions has evolved, too. Learn how SAP enables you to give consumers the products, information, and personalized shopping experiences they want – when and where they want them – with retail and omnichannel commerce solutions from SAP. Harness real-time customer and point-of-sale (POS) insights, reach shoppers across any channel (including mobile), and get the visibility you need to optimize everything from merchandising to your supply chain.

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4:00 P.M.

**END-TO-END SUCCESS IN CUSTOMER EXPERIENCE MANAGEMENT WITH HOBBY LOBBY**

**Jeanne Cotter, VP and CIO, Hobby Lobby**

Hobby Lobby is an industry-leading retailer, offering more than 70,000 arts, crafts, hobbies, home decor, holiday, and seasonal products. Headquartered in Oklahoma City, the company operates over 600 stores across the nation that average 55,000 square feet. With close collaboration with SAP Hybris, Hobby Lobby is achieving end-to-end success in customer experience management and creating a closer connection with their loyal customers.

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4:30 P.M.

**RESPONDING TO THE NEXT WAVE OF RETAIL DISRUPTION**

**Matthias Goehler, SVP Head of Industries, SAP Hybris**

The competitive landscape is being redefined every day by new business models and disruptive, digitally led strategies. Additionally, companies that are embracing digital and executing on their digital strategies are seeing real shareholder and stakeholder value. Get inspired by what some of the leading retailers in fashion, grocery, and hard lines are doing to lead the digital transformation of retail.

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# TUESDAY, JANUARY 19, 2016

SHOW HOURS: 9:00 A.M. –5:00 P.M.

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10:00 A.M.	<p><b>DIGITAL INFLECTION ON RETAIL</b> <b>Merijn Helle, Vice-President Retail, Industry Value Engineering, SAP</b> <b>Snehanshu Shah, Global Vice President, SAP Hana, SAP</b> Advances in Big Data, Internet of Things, and machine learning technology provides us digitization capabilities to merge the world of e-commerce and commerce, making retail truly omnichannel. Merijn Helle and Snehanshu Shah from SAP will discuss practical digitization strategies to meet short-term customer expectations and achieve long-term business growth with real-world customer examples and solution demonstrations.</p>
11:30 A.M.	<p><b>MUDO UNLOCKS ITS FULL RETAIL POTENTIAL WITH AWARD- WINNING SAP HANA IMPLEMENTATION</b> <b>Ali Özgeç Director of Warehousing &amp; Business Intelligence, Mudo</b> In this session, we will discuss how Mudo, one of Turkey's leading apparel, furniture, and home accessories retailers, unlocked the full potential of its data with the SAP HANA platform. Discover how the organization implemented the award-winning project in three months, improving reporting and increasing employee productivity across its 126 stores nationwide.</p>
1:00 P.M.	<p><b>THE DIGITAL TRANSFORMATION OF YOUR B2B E-COMMERCE PLATFORM STARTS NOW</b> <b>Jim Ferolo, Senior Director, Web, Mobile and Digital, Maui Jim</b> Explore the key stages of implementing a B2B e-commerce platform, from requirements definition to development to launch. Learn how experiences with a B2C e-commerce platform can be applied to a new B2B digital implementation, find out what the success factors are, and hear best practices based on Maui Jim's B2B digital transformation.</p>
1:30 P.M.	<p><b>BIG DATA, A RETAIL PERSPECTIVE</b> <b>Tim Hood, Group Vice President, Strategy &amp; Technology, Chief Solution Architect, Retail Industry, SAP</b> <b>Phil Aronowitz, Solutions Consultant, HDS</b> When it comes to Big Data, retailers see their key objectives as to both operate more efficiently and to improve the customer experience. But the questions on the minds of many top executives are "What is Big Data? And how can my company use it for strategic advantage?" Research conducted by Penton sponsored by SAP helps to answer both of those questions for the Retail Industry.</p>
2:00 P.M.	<p><b>HOW BUYERS IN THE RETAIL INDUSTRY CAN STRENGTHEN THEIR NEGOTIATING POSITION AND ENSURE PROFIT MARGINS - AN EXAMPLE WITH GLOBUS HYPERMARKETS</b> <b>Stefan Hilger, CEO, gicom LP</b> Take back the power in vendor negotiations with the latest retail innovations. Join us to discuss how state-of-the-art software can maximize your margins and revolutionize your vendor negotiations, enabling you to negotiate like a pro!</p>
2:30 P.M.	<p><b>REVOLUTIONIZE YOUR CUSTOMER EXPERIENCE WITH SAP SOLUTIONS</b> <b>Heather Armstrong, Customer Solutions Director, Retail Strategy, SAP</b> <b>Kara Lutley, Business Intelligence Solution Engineer, SAP</b> Just as your retail business has evolved over the last few years to adapt to a more mobile, cross-channel, "in the moment" consumer, the SAP portfolio of retail-ready solutions has evolved, too. Learn how SAP enables you to give consumers the products, information, and personalized shopping experiences they want – when and where they want them – with retail and omnichannel commerce solutions from SAP. Harness real-time customer and point-of-sale (POS) insights, reach shoppers across any channel (including mobile), and get the visibility you need to optimize everything from merchandising to your supply chain.</p>

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3:00 P.M.

**GAIN A SINGLE VERSION OF THE TRUTH IN REAL TIME: LET YOUR RETAIL CUSTOMERS LEAD THE WAY**

**Roger Roney, Presales Manager, SAP**

The SAP Customer Activity Repository application enables businesses to collect customer interactions, spanning multiple channels, and combine 360-degree customer insight with real-time inventory, a unified demand forecast, and predictive technologies. Learn how this innovative solution can empower your retailer with a single version of the truth.

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3:30 P.M.

**3 WAYS TO BETTER UNDERSTAND YOUR DATA AND BOOST YOUR BOTTOM LINE: A PANEL DISCUSSION**

**Cathy Han, Co-Founder and CEO of 42 Technologies**

**Alec Hogg, SVP, Global Sales at BeyondCore**

**Deepak Aher, Global Head, Market Enablement & GTM, SAP Startup Focus, Moderator**

Don't miss this panel discussion featuring two retail start-ups from SAP Start-Up Focus as they share their insights and customer stories. At the session, we will discuss three things retailers get wrong about analytics, why data remains underutilized, how to encourage more of your team to understand and leverage data, and current data trends in retail.

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