

## *RSS Makes Big News at Retail's "Big Show"*

Key product announcements defining IBM's on demand retail environment and important customer announcements made news at the National Retail Federation's annual event -- the biggest retail show of the year -- January 11 through January 14 at the Javits Center in New York. Industry leaders and analysts met at the well-attended event where IBM products highlighted included:

- new IBM SurePOS 500 point-of-sale systems that are specially designed for the demanding food service industry.
- the new Store Integration Framework, which is the new technology and architecture for IBM's store of the future vision
- The IBM Retail Environment for SUSE Linux, a service and support offering for SuSE's open standards-based Linux retail store operating system that has been, optimized for POS systems
- two new models of the SurePoint Solution Flat Panel Touch Display, extending IBM's infrared technology leadership in retail environments

Important customer announcement featured by RSS at the NRF show included:

- that Sears, Roebuck & Company has selected the IBM SurePOS 700 series to standardize its store point of sale infrastructure
- that Pathmark, IBM's very first point-of-sale customer 30 years ago, has selected IBM for its POS and grocery applications

"Given that the National Retail Federation's annual trade is unequalled in importance for the retail industry it contains the industry's center-of-gravity -- we could not find a better time or place to announce key customer wins at Sears and Pathmark, and to announce exciting new products, including our Store Integration Framework -- the IT environment for "retail on demand," said RSS General Manager, Tom Peterson.

The IBM booth, entitled "Retail on demand. Experience it right now," made a strong and very visible presence at the show. It included the IBM Solution Center and the Retail Store Solutions Lab, where demonstrations for both the consumer and retailer roles were featured. These demonstrations showed how "retail on demand" can help make for a superior shopping experience, make store managers and sales associates more productive, help marketing managers target the right promotions to the right customers, help buyers create the right assortment at the right price, and help supply chain managers ensure the products get to the right store at the right time. The demonstrations also showcased leading edge technologies, including Radio Frequency Identification tags (RFID), Digital Merchandising, and new Point of Sale solutions, as well as the on demand operating environment for retail.

Personal Shopper Tours were popular at the event, the biggest Retail Industry show of the year. IBM offered single-customer and group guided tours of the IBM booth, offering a Customer Experience Tour (20 minutes) or an Enterprise Tour (20 minutes). Additionally, customers could opt for reservation-only guided tours through the IBM Operating Environment pedestals and Executive Briefings on various IBM offerings took place throughout the show

Lee Scott, CEO of Wal\*Mart, started off the opening day of NRF with "Strive for Excellence", where he presented how Wal\*Mart has been able to stay ahead of the competition. Immediately following, IBM hosted the "Super Session", entitled "Leadership in a World of Extremes", where a panel of industry experts discussed the leadership skills and capabilities retailers need to develop in order to differentiate themselves to their consumers, and how these capabilities will

transform the roles of their employees. IBM's Ming Tsai hosted the event, and NBC's Forrest Sawyer moderated.

IBM Retail Industry and RSS executives Peterson, Christian Nivoix, Ming Tsai, and Ken Keating held a series of interviews with retail media and retail analysts as part of IBM's outreach.

After the event Ken Keating, worldwide director of marketing for RSS gave members of the RSS team and the "volunteer army" at the show a special thanks. On IBMers who attended, Keating reported "our competitors typically staff their booths with their newest employees who don't have any experience, let alone retail experience. We staffed our booth with over 150 people who, collectively, have over 2000 years of retail experience. Clearly, putting our best and brightest in front of our customers is a difference-maker!"

Facts about IBM's successful presence at NRF include:

- We gave 85 Personal Shopper Tours, personally escorting over 700 customers through our booth. This was double our 2003 record. Customer feedback has been overwhelming. Many customers asked to get the demo on site and we are prepared to use it with customers to help them visualize these solutions in their environment
- We gave over 130 executive briefings to over 200 retail companies, on topics ranging from Retail on demand Strategy, Retail on demand solutions and IBM Point of Sale solutions. This is over double our 2003 record
- IBM had over 2500 customers at our Super Session, "Leadership in a World of Extremes". Customer feedback forms returned to NRF reflect a very positive response.
- We had over 600 attendees at our Tavern on the Green cocktail reception; 475 of these were customers. NRF feedback from this event: "“Anyone who is anyone in retail was there!”"