

## From Store to Customer IT Delivering Value

III The conference objective is to look at how effective IT solutions are being used in the store to build customer satisfaction, create competitive advantage and bring value to your business. You'll find out what others are doing to enrich the customer experience, improve store efficiency and anticipate future store operation.

### III CIES CONFERENCE HIGHLIGHTS

- **Practical Retailer Case Studies** are the Trademark of CIES – we talk about the reality, rather than the theory. Learn about real experiences in improving store operations.
- **Benchmarking** – find out what others are doing and see where you stand compared to industry players.
- **Be a Part of the CIES Network** – a unique and exclusive network of senior level management in the food business.
- **Networking & Demonstration Area** – meet and exchange views on the latest advances in information technology in the store.
- **Breakout Sessions** – learn about the latest applications of IT solutions in the store with hands-on demonstrations and animated debate sessions.
- **Store tour programme** – walk the floor with IT and Store Operations Managers to see the IT solutions in action.
- **The Global Reach of CIES** - CIES is a retail-driven association that covers the world. 25 countries will be represented at this conference.
- **CIES Excellence** – over the past 50 years, we've excelled in offering high quality content, service and professionalism. CIES is embedded in the food retail sector.

### III WHO SHOULD ATTEND?

This conference is developed for **Directors of IT, Innovation and Store Operations** in the retail sector.

Companies who found it imperative to attend the CIES IT Conference in the past include: Ahold, Agrostar, Albert Heijn, Auchan, Bongrain, Caprabo, Carrefour, Casino, Coca-Cola HBC, COOP, CVS, Dairy Farm, Delhaize, Dole, El Corte Inglés, Gillette, Henkel, ICA, Jeronimo Martins, Monoprix, Kesko Food, Kraft Foods, L'Oreal, Marks & Spencer, Masterfoods, Metro Group, Modelo Continente, Migros, Musgrave, Nestlé, Norgesgruppen, Pepsico, Procter & Gamble, Rewe, Safeway, Sara Lee, SCA Hygiene Products, Somerfield, Sonae, Spar, Système-U, Tansas, Tesco, Tchibo, Unilever, Wal\*Mart, Waitrose, ...

### III WHO WILL BE SPEAKING AT THIS CONFERENCE ?

CIES would like to thank the conference speakers presenting case studies from the following companies :



#### CIES - The Food Business Forum

**International Headquarters**  
Tel.: + (33) 1 44 69 84 84  
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**Japanese Office**  
Tel.: + (81) 33 341 8014  
Email: japan@ciesnet.com

### III WHAT IS CIES – THE FOOD BUSINESS FORUM

**CIES - The Food Business Forum** is the only independent global food business network. It serves the CEOs and senior management of 175 retailer and 175 supplier member companies, and their subsidiaries, in over 150 countries.

Providing a platform for knowledge-exchange, thought-leadership and networking, CIES has been growing with the food business for over 50 years. Its strength lies in the active commitment of its member companies and its privileged access to key industry players which allows the organisation to facilitate the development of common positions and tools on key strategic and practical issues affecting the food business.

For additional information about CIES – The Food Business Forum visit our website [www.ciesnet.com](http://www.ciesnet.com)

### III THE CIES IT COMMITTEE

The CIES IT Conference 2005 is developed by the members of the CIES IT Committee. The Committee meets on an ongoing basis to address top-of-mind issues in the retail industry and develop the CIES IT Programme for our members.

Chairman:

- |   |   |
|---|---|
| -Eric Gregory, Waitrose, United Kingdom               | -Franz Hölzl, Spar, Austria                   |
| -Nuno Arbantes, Jeronimo Martins, Dystrybucja, Poland | -August Harder, COOP, Switzerland             |
| -Caroline Basyn, Procter & Gamble, Switzerland        | -Sharon Jeske, CIES-The Food Business Forum   |
| -Terje Bjornstadjordet, ICA SA, Sweden                | -Michiel Kamermans, Heineken, The Netherlands |
| -Bruno Cabasso, Carrefour, France                     | -Clyde Pereira, Coca-Cola HBC, Ireland        |
| -Michel Eeckhout, Delhaize Group, Belgium             | -Tony Puckett, Wal*Mart, USA                  |
| -Jean-Luc Galzi, Casino, France                       | -Philippe Van Haecke, Auchan, France          |

CIES would like to thank IBM for its contribution as Major Sponsor of the CIES IT Conference:



CIES would also like to thank the following sponsors for their generous support:



For all information concerning registration and accommodation please contact:  
LSO/ CIES IT 2005 Secretariat, Le Village d'entreprise Green Side, 400 Av Roumanille BP 335, 06906 Sophia-Antipolis Cedex France  
Tel: + (33) 4 92 38 56 50, Fax: + (33) 4 92 38 56 33, Email: it2005@ciesnet.com

For further enquires regarding the conference programme or CIES please contact  
Phoebé Perdreau at CIES- The Food Business Forum, 7 rue de Madrid, 75008 Paris, France  
Tel: + (33) 1 44 69 99 37, Fax: + (33) 1 44 69 99 39, Email: p.perdreau@ciesnet.com  
Conference Venue : InterContinental, Budapester Str.12, 10787 Berlin, Germany  
[www.ciesit.com](http://www.ciesit.com)



# THE CIES IT CONFERENCE 2005

From Store to Customer - IT Delivering Value  
Practical IT Solutions for Improving Store Operations



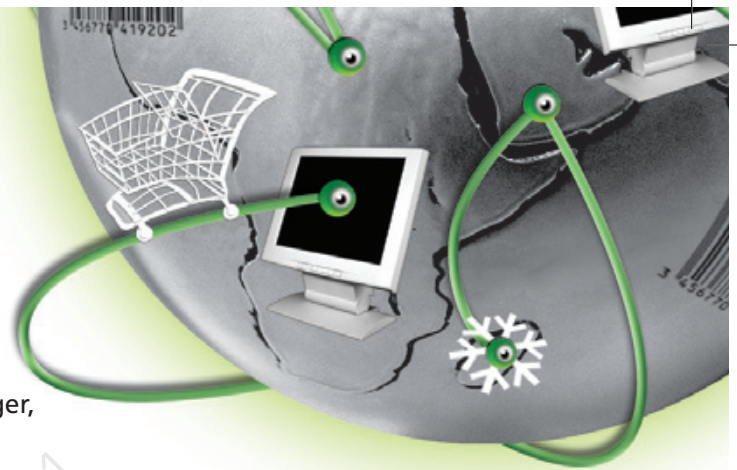
www.ciesit.com  
it2005@ciesnet.com

23<sup>rd</sup> & 24<sup>th</sup> May 2005  
Berlin, Germany



# CIES IT CONFERENCE

From Store to Customer - IT Delivering Value

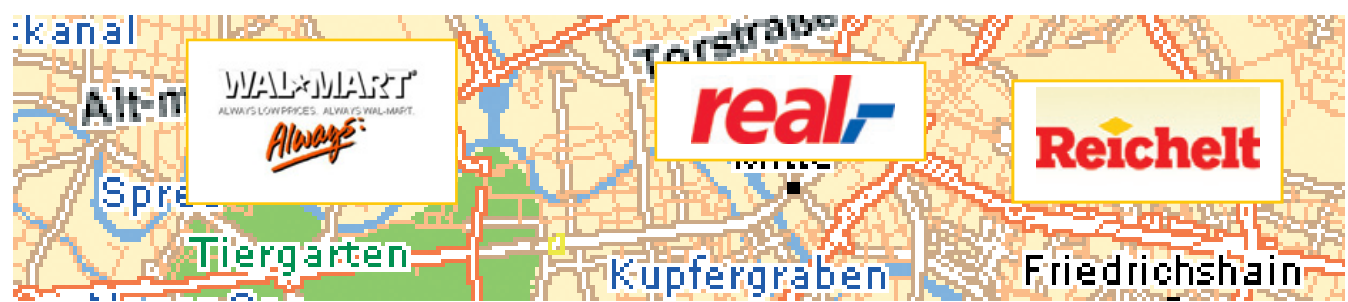


## MONDAY, 23<sup>rd</sup> MAY 2005

**7.30** Welcome Coffee + Registration for Store Tour Programme

### IT IN ACTION STORE TOUR PROGRAMME

**8.00 - 12.30** **Optional store tour programme**  
 Discover the German retail scene by visiting typical stores in Berlin. Walk the floor with Store Operations Managers and see the IT solutions in action. These visits are optional and participants are requested to register for the tour. Visit Wal\*Mart, REAL (Metro Group) and Reichelt (Edeka) to see how in-store operations are helping them drive their business.



**12.30 - 14.00** Welcome Lunch, Networking & Demonstration area open

**14.00-14.30** **Welcome by CIES IT Committee Chairman**  
 Eric Gregory, Systems Director, Waitrose Ltd., United Kingdom

**From Store to Customer – IT Delivering Value : Introduction by Conference Chairman**  
 Kevin Coupe, Content Guy, MorningNewsBeat.Com, USA

### ENRICH THE CUSTOMER EXPERIENCE

**14.30-15.05** **Unique Customer Experience at the Point of Sale**  
 ICA has developed a unique set of on-line services at the point of sale for its customers, including on-line banking services, e-coupons, and horse betting. Discover how sales at ICA have increased as a result of these new services.  
 Jörgen Wennberg, CEO, ICA Banken AB, Sweden

**15.05-15.40** **Improving the Customer Experience through Electronic Shelf Edge Labelling**  
 Find out how this effective pricing tool has helped to improve customer satisfaction at Carrefour.  
 Alain Saint-Martin, Innovation Director, Carrefour, France

**15.40-16.25** Coffee Break, Networking & Demonstration area open

**16.25-17.00** **Right Data, Right Place, Right Time - Moving Customer Service To The Shelf Edge**  
 True Mobility and Real Time Replenishment. How is Waitrose making its wireless infrastructure investment deliver benefits to its customers and Partners now and in the future?  
 Alistair Cairns, Senior Analyst, Waitrose Ltd., United Kingdom

**17.00-17.35** **Improving Customer Service through Self-checkout**  
 See how Tesco has used self-checkout to help improve customer service throughout its stores. What has been the reaction of the shoppers to the new technology? How has it helped free up staff to spend more time with the customer? What is planned for the roll out to other stores?  
 Attila Winstanley, Productivity Director, Tesco, United Kingdom

**17.35-18.00** **Conclusion by Conference Chairman**  
 Kevin Coupe, Content Guy, MorningNewsBeat.Com, USA

**18.00-18.30** Networking & Demonstration Area open

**19.45** CIES Cocktail & Dinner at KaDeWe



An evening of fun and networking with fellow CIES members. Join us for cocktails and dinner at the KaDeWe (Kaufhaus des Westens). The historical KaDeWe, built at the beginning of the 20th century, is one of the largest department stores in Europe (60000 m<sup>2</sup>). Cocktail & Dinner will be served in the fabulous food hall. The KaDeWe is located 900 metres from the Intercontinental Hotel, less than a 15-minute walk.



## TUESDAY, 24<sup>th</sup> MAY 2005

**8.00** Welcome Coffee, Networking & Demonstration area open

### IMPROVE STORE EFFICIENCY

**8.30-9.00** **Improving Forecasting Accuracy and In-store Replenishment**  
 Coop's objective has been to reduce stocks in stores, decrease stress on logistics, reduce cost, and improve on-shelf availability. Why did Coop choose the method it did?  
 August Harder, IT Director, COOP, Switzerland

**9.00-9.30**

**Smart Retailing at Delhaize**  
 Smart Retailing is a new company philosophy at Delhaize with the objective of having a lean or "smarter" retail approach. Find out how it helped the company to improve efficiency and customer service.  
 Johan Duchateau, Retail Projects Manager, Delhaize Group, Belgium

**9.30-10.00**

**The Retailer's Dilemma : Driving Customer Satisfaction with Improved On-shelf Availability while Maintaining Low Inventory**  
 How can businesses today reduce inventory and at the same time improve in-stocks and on-shelf replenishment while remaining profitable? See what processes Wal-Mart put in place to satisfy its customers by having the right product, in the right place at the right time and for the right price.  
 Kendall Trainor, Director of Replenishment Systems, Wal-Mart, USA

**10.00-10.45**

Coffee Break, Networking & Demonstration area open

### BREAKOUT SESSIONS

**10.45-13.00**

<b>Break-out Topics</b>	Point of Sales & Payment methods	People Management
	In-Store Replenishment & Productivity	In-Store Communication & Marketing
	Customer Service Stock	Management & Control

Including presentations on **Retailer Designed Self-checkout** by Franz Hölzl, CIO, Spar, Austria and **True Mobility and Real Time Replenishment** by Alistair Cairns, Senior Analyst, Waitrose Ltd., United Kingdom  
 For detailed information about the breakout sessions, visit our conference website [www.ciesit.com](http://www.ciesit.com)

**13.00-14.30**

Lunch, Networking & Demonstration area open

### ANTICIPATE FUTURE STORE OPERATIONS

**14.30-15.10**

**Transferring Technology into Retail Practice**  
 With its Future Store Initiative, Metro has been able to test new technologies in the store. How have customers reacted to the new technology? What is planned for the roll-out of the technology into practice in other stores?  
 Thomas Ziegler, Chief Financial Officer, REAL, METRO Group, Germany

**15.10-15.40**

**Impact of Future Technology on Customer Service**  
 In an age of unprecedented consumer complexity, when shoppers buying decisions are shaped by unparalleled access to information, just how will retailers connect to consumers in 2010?  
 Christophe Heurtevent, Director of Retail On Demand EBO EMEA, IBM, France

**15.40-16.00**

**Closing Remarks by Conference Chairman**  
 Kevin Coupe, Content Guy, MorningNewsBeat.Com, USA

**16.15**

Bus Departure to Airport



23<sup>rd</sup> & 24<sup>th</sup> May 2005, InterContinental Hotel, Berlin, Germany

For programme updates and on-line registration visit : [www.ciesit.com](http://www.ciesit.com)

