

Microsoft Theater Schedule

Monday, January 14

- 9:30 – 9:50 AM **Microsoft:** Empowering People Through Technology
- 10:00 – 10:20 AM **SilkOaksolutions:** Revolutionize Your Monday Morning Merchandise Review
- 10:30 – 10:50 AM **Microsoft Dynamics™:** Microsoft Scores a Touchdown with the Dallas Cowboys
- 11:00 – 11:20 AM **IP Commerce:** Payment Security and Payment Diversity Should Not Cost a Bundle
- 11:30 – 11:50 AM **Akona Systems:** Improve Store Performance by Streamlining Store Execution
- 12:00 – 12:20 PM **Microsoft:** The Operating System Optimized for Retail Point-of-Sale Devices
- 12:30 – 12:50 PM **RedPrairie:** Consumer Driven Optimization– Synchronizing People and Product Throughout the Retail Supply Chain
- 1:00 – 1:20 PM **Acorn Systems:** Retail Profitability Management – Better Analytics, Best Results
- 1:30 – 1:50 PM **ProfitBase:** Accelerate Deployment of POS KPI's and Metrics
- 2:00 – 2:20 PM **Cactus Commerce:** Driving the Convergence of E-commerce, Social Networking, and Rich Internet Experiences
- 2:30 – 2:50 PM **NCR:** Improving Point of Service Supportability
- 3:00 – 3:20 PM **Microsoft:** Empowering People Through Technology
- 3:30 – 3:50 PM **Galleria:** Intelligent Harnessing of What Customers Really Want
- 4:00 – 4:20 PM **Microsoft:** Microsoft Digital Advertising Solutions – Connecting with Consumers
- 4:30 – 4:50 PM **Retailgent Solutions:** Win the Hearts and Minds of Your Customers
- 5:00 – 5:20 PM **Secure Vantage Technologies:** PCI DSS – Moving Towards Compliance
- 5:30 – 5:50 PM **Media Cart:** Advertise Where They Buy It!

Tuesday, January 15

- 9:30 – 9:50 AM **Microsoft:** Empowering People Through Technology
- 10:00 – 10:20 AM **Accruent:** Real Estate Performance Management
- 10:30 – 10:50 AM **Microsoft:** Microsoft Digital Advertising Solutions – Connecting with Consumers
- 11:00 – 11:20 AM **KSS:** Price Optimization: Combining the Art and Science of Pricing
- 11:30 – 11:50 AM **HCL:** Microsoft Dynamics – Manage Relationship LifeCycles and Customer Loyalty
- 12:00 – 12:20 PM **Epicor/CRS Retail Solutions:** Driving Flexibility with SOA and Web Services
- 12:30 – 12:50 PM **Manhattan Associates:** Taming Complex Supply Chains
- 1:00 – 1:20 PM **Wincor Nixdorf, Inc.:** The Case for Managed Services
- 1:30 – 1:50 PM **Media Cart:** Advertise Where They Buy It!
- 2:00 – 2:20 PM **Microsoft:** Empowering People Through Technology
- 2:30 – 2:50 PM **Secure Vantage Technologies:** PCI DSS – Moving Towards Compliance
- 3:00 – 3:20 PM **Micros Retail:** Extending eCommerce Through Community
- 3:30 – 3:50 PM **NSB Group:** Gaining Value Through Rapid Analytics
- 4:00 – 4:20 PM **Eqos:** Are You Ready to Scale Your Private Label Program?
- 4:30 – 4:50 PM **Fujitsu:** Using Windows Presentation Foundation and Windows Communication Foundation in Retail POS
- 5:00 – 5:20 PM **Microsoft:** The Operating System Optimized for Retail Point-of-Sale Devices

Join Microsoft at NRF's Big Ideas Sessions

- 1:30 – 2:15 PM **Use Location Services to Enhance Your Customer's Experience and Improve Business Analysis:** [Rm 3D04, EXPO Hall](#)
- 2:30 – 3:15 PM **Discover Windows Embedded Products for Retail:** [Rm 3D04, EXPO Hall](#)

- 11:00 – 11:30 AM **Protecting Your Customer Relationship – Beyond PCI DSS Compliance:** [Rm 3D09, EXPO Hall](#)

Microsoft and Partner Theater Presentations

Partner Presentations

Accruent: Real Estate Performance Management

Accruent provides its customers with powerful visualization tools to analyze store locations, predict store performance and maximize store revenue, while reducing development and occupancy costs. With the power of Windows Vista and the 2007 Office System, Accruent's application suite is easier to use and more powerful than ever before. www.accruent.com

Acorn Systems: Retail Profitability Management – Better Analytics, Best Results

Retail Profitability Management by Acorn enhances any strategic initiative through real insight into where you are making and losing money. Measure your business and empower decision-making with true cost and net profitability. See an example as a supply chain is analyzed and optimized from a financial perspective. www.acornsys.com

Akona Systems: Improve Store Performance by Streamlining Store Execution

Ensuring consistent task execution across stores is a principle challenge for today's retailers. Store managers suffer from a barrage of communications to sort through. The result is uncompleted tasks, frustrated employees, and ultimately, a decrease in store performance and customer satisfaction. Store Execution Management enables retailers to deliver consistent store performance across the enterprise by providing a centralized view to plan, execute, and measure task compliance. www.akonasystems.com

Cactus Commerce: Driving the Convergence of E-commerce, Social Networking, and Rich Internet Experiences

True Multi-Channel Retail is here. Learn how to deliver the seamless shopping experience customers expect. Discover how the integration of social networking and other Web 2.0 technologies can increase sales, customer loyalty, and the conversion rate of shoppers to buyers. www.cactuscommerce.com

Epicor/CRS Retail Solutions: Driving Flexibility with SOA and Web Services

Employing innovative service-oriented architecture (SOA) and Web services technology, Epicor|CRS delivers end-to-end, industry-specific .NET solutions for retailers providing a powerful system today and the flexibility and extensibility to grow with the business. www.epicor.com

Eqos: Are You Ready to Scale Your Private Label Program?

Private label programs are helping retailers improve customer loyalty, increase margins, and deliver a steady stream of innovative products. Deploying private label programs requires the ability to establish standard processes, proactively manage global sourcing processes, and work collaboratively with remote suppliers. Learn how Eqos helps retailers with private label programs – from initial product design, through negotiation and purchase, onto sampling and production, with ultimate delivery of product to the distribution center. www.eqos.com

Fujitsu: Using Windows Presentation Foundation and Windows Communication Foundation in Retail POS

Fujitsu will describe our usage of both Windows® Communication Foundation and Windows® Presentation Foundation in the development and deployment of the GlobalSTORE POS application. Fujitsu will discuss advantages of using these components and benefits for Retailer. In addition, Fujitsu will describe our agile development process with these products. www.fujitsu.com/us

Galleria: Intelligent Harnessing of What Customers Really Want

Today's retail world is driven by consumers who are more demanding and less loyal than ever before. The next breakthrough for retailers is therefore the intelligent harnessing of what customers really want in each individual store. Learn how Galleria's space and assortment optimization and automation solution can help retailers to enhance customer centricity, increase sales revenue and improve in-store compliance to head office strategy. www.galleria-rts.com

HCL: Microsoft Dynamics – Manage Relationship LifeCycles and Customer Loyalty

Learn how HCL's EmpoweRetail solution, powered by Microsoft Dynamics™ CRM, provides data analysis across the four dimensions of time, customer segment, store, and product hierarchy, while supporting real-time data exchange with POS/store systems through Web services. EmpoweRetail enables retailers to capitalize on loyalty-based, transaction-oriented systems, while also benefiting from valuable customer relationship management functionality. www.hcltech.com

IP Commerce: Payment Security and Payment Diversity Should Not Cost a Bundle

Expand your payment options while reducing integration costs. Hear why the terms PCI, PA-DSS and QSA should not cause uneasiness within retail organizations, and how security compliance can be expedited through software solutions. www.ipcommerce.com

KSS: Price Optimization: Combining the Art and Science of Pricing

Price Modeling and Optimization provides the ability to accurately predict the effect of pricing and promotional decisions, before they are implemented. By understanding how consumers react to price, a retail merchant makes better pricing decisions. www.kssretail.com

Manhattan Associates: Taming Complex Supply Chains

Manhattan Associates and Microsoft have partnered together to deliver unique customer value to companies with complex supply chain needs. Certified by Microsoft for Dynamics™ AX and proven in the market, customers can confidently deploy Manhattan Associates' best-of-breed supply chain execution solutions with Microsoft's industry leading Microsoft Dynamics™ AX ERP solution. www.manh.com

Media Cart: Advertise Where They Buy It!

MediaCart measurably increases the efficiency of the shopping experience. This technology lets shoppers locate products, check prices and scan and bag their items seamlessly while shopping. By improving operations and providing timely communication regarding products and specials at point-of-sale, retailers can increase sales and profitability. www.mediacart.com

Micros Retail: Extending eCommerce Through Community

Transform your Web site from an occasional shopping spot to a true Internet destination for your customers by building an online community where ideas and information are shared. Learn why community makes a difference and how to make it profitable through a case study about Fetchdog.com's success. www.microsretail.com

NCR: Improving Point of Service Supportability

Ask most retailers to identify their mission critical systems and somewhere near the top of the list will be their POS system. Maintaining 100% availability however can be a challenge at times, especially while trying to address the demands of a rapidly changing business. Learn how the integration of NCR and Microsoft can help retailers achieve their goals through efficient and effective management of their POS systems. www.ncr.com

NSB Group: Gaining Value Through Rapid Analytics

Effective retail decisions require faultless data that is integrated from all channels and devices, secured and delivered to all systems, then analyzed quickly using automated tools for auditing, loss prevention, business intelligence, and performance management. Learn how NSB's Sales Analytics can deliver all these benefits to your business. www.nsbgroup.com

ProfitBase: Accelerate Deployment of POS KPI's and Metrics

The Retail BI Solution consolidates information from Point-of-Sales and other business systems, and applies retail specific business logic to deliver metrics and KPI's to organizations through Microsoft Office PerformancePoint™ Server scorecards, dashboards, and reports. The solution employs out-of-the-box retail specific business logic, KPI's, metrics and data source connection criteria to accelerate deployments. www.profitbase.com

RedPrairie: Consumer Driven Optimization – Synchronizing People and Product Throughout the Retail Supply Chain

RedPrairie is one of the global leaders in consumer driven E2e (end-to-end) solutions, synchronizing people and product throughout the retail supply chain...from the retail shelf, through distribution, back to manufacturing. Come learn about RedPrairie's Microsoft-based E2e solution suite, including their new business intelligence solution based on Office PerformancePoint Server. www.redprairie.com

Retaligent Solutions: Win the Hearts and Minds of Your Customers

Leverage Retaligent's proven Advanced Selling solutions to execute consistent sales best practices that drive increased sales and improved associate productivity. www.retaligent.com

Secure Vantage Technologies: PCI DSS – Moving Towards Compliance

Learn more about the Payment Card Industry Data Security Standard, how it impacts you and ways you can move towards compliance. Demystify the complexities of PCI and get a solid understanding of what you're responsible for and how Microsoft and Secure Vantage Technologies can assist you. www.securevantage.com

SilkOaksolutions: Revolutionize Your Monday Morning Merchandise Review

The Monday morning coordination meeting in a typical retailer brings a significant challenge to quickly analyze, plan, collaborate and coordinate actions across the organization and associated supplier partners. See how Planning Profit Plus, leveraging the Microsoft Office SharePoint® Portal Server and Office PerformancePoint Server facilities, allows you to quickly review performance, re-plan and take action. www.silkoaksolutions.com

Wincor Nixdorf, Inc.: The Case for Managed Services

Chain retailers like dealing with single source solution providers, but they also like best-of-breed options. Managed Services help get the best of both worlds. Multi-vendor systems and maintenance packages give retailers more options and extend the life of their current technology investment. www.wincor-nixdorf.com/usa

Microsoft Presentations **Microsoft®**

Empowering People Through Technology

Businesses don't garner insights or make decisions. Businesses don't close deals or develop new products or find new efficiencies. **People do.** A people-ready business recognizes the role people can play in making the difference between merely existing and thriving in the increasingly competitive global marketplace. It's a business that does everything it can to enhance their employees' ability to make the best decisions and produce the best results they can at every stage of the retail value chain.

Microsoft Dynamics: Microsoft Scores a Touchdown with the Dallas Cowboys

Accurate, timely, and consistent data is the lifeblood of an organization. It drives higher productivity and more confident decision making through a common view across the organization. From POS to ERP, Microsoft Dynamics offers an end-to-end retail solution—the sum of which is greater than its parts. Learn how world class organizations like the Dallas Cowboys are leveraging this solution to drive business success for the team.

The Operating System Optimized for Retail Point-of-Sale Devices

Microsoft Windows Embedded® for Point of Service is Microsoft's retail-optimized operating system platform designed for Point-of-Sale devices. This session gives an overview of the operating system and its application environment which delivers the functionality that retailer's customers demand for point-of-service (POS) systems. Learn how the product's design enables companies to cost-effectively deploy POS systems, self-checkout machines, and kiosk-based devices into retail stores.

Microsoft Digital Advertising Solutions – Connecting with Consumers

Consumers are changing how they consume media with technology. This creates both challenges and opportunities for communicating with consumers. Microsoft Digital Advertising Solutions allows retailers to effectively engage their consumers with various advertising options across our network of properties and sites. We can help you devise a tailored solution that puts you at the center.