

# WINNING I.T. STRATEGIES IN RETAIL



**CONFERENCE PROGRAMME**

**10<sup>TH</sup> & 11<sup>TH</sup> APRIL 2003**

**LISBON, PORTUGAL**

## **WHAT TOPICS WILL BE COVERED?**

- ERP vs. Best of Breed - What strategies have retailers put into place?
- Consequences of global standards – what will the impact be on your business?
- Trends in I.T. and the results from the *Fourth CIES Study on the Use of I.T. in Retail*
- Strategies for driving business integration
- Process change and organisational change – How do you manage I.T.?
- How to support the process?
- What are the tools for the future? Are you ready?

## **WHO IS THIS CONFERENCE AIMED AT?**

The International Committee on Information and eBusiness Systems has specifically designed this programme with you in mind. Senior management in I.T. in the retail industry will attend. If you are an I.T. Director, I.T. Architect, Strategic Planner or Manager in Corporate Development, Supply Chain & Logistics Director or Merchandising Manager, you will be interested in the topics presented.

## **WHO HAS ATTENDED THE CIES I.T. CONFERENCE IN THE PAST?**

Cies members attending the most recent I.T. Conferences represented a wide range of companies in the food retail business, including, Albert Heijn, Auchan, Ahold, Caprabo, Carrefour, Casino, Chep, Coca-Cola, Coop, Colgate-Palmolive, Delhaize, Esselunga, Ferrero, Hudson's Bay Company, Heineken, Intermarché, ICA Sweden, Jeronimo Martins, Kesko, Laurus, Lesieur, L'Oréal, Marks & Spencer, Mestdagh, Nestlé, Procter & Gamble, Reckitt Benckiser, Sara Lee, Spar Austria, Safeway, Tesco, Unilever, Wal-Mart and Wegman's Food Markets among many others.

## **THE FOURTH CIES STUDY ON THE USE OF I.T. IN FOOD RETAILING**

For the fourth time CIES is carrying out the Study on the Use of I.T. in Food Retailing for It's members. a session will be dedicated to exploring the results of the latest study and addressing the following questions:

- How can I.T. make a significant difference to business performance?
- Does your I.T. spend represent good value for money?
- What I.T. trends are emerging for food retailers?

**WHAT IS THE CIES  
“WINNING I.T. STRATEGIES IN RETAIL” CONFERENCE  
AND WHY YOU SHOULD BE THERE?**

The CIES “Winning I.T. Strategies in Retail” conference has been developed by CIES members for CIES members. Our objective is to provide you with an opportunity for knowledge exchange and networking.

This two-day event will enable you to find out where retailers stand regarding the question of “ERP vs. Best of Breed” in the Food Retail Industry. Through case studies, panel debates and discussion we will provide you with ideas, retailer’s points of view and the latest trends. We aim to present you with best practices and practical solutions, which can be adapted and applied, to your company. This exchange platform gives you the ideal opportunity to meet with your counterparts and see what they are doing and where you stand today.

# WINNING I.T. STRATEGIES IN RETAIL

## ERP VS. BEST OF BREED



LISBON, PORTUGAL  
10<sup>th</sup> & 11<sup>th</sup> of APRIL 2003

THURSDAY, 10 APRIL 2003

- 9.00-9.30      **Welcome by Conference Chairman**  
Chris Montagnon, Specialist Consultant on Supply Chain Systems, UK
- 9.30-11.00    **The Fourth CIES Study on the Use of I.T. in Food Retailing**  
The CIES and KPMG have jointly conducted a new study on the use of I.T. in Food Retailing. Considerable changes in the retail world and its use of I.T. have occurred since the last joint study was made in 1996. This session will explore the results of the new study, and address the following questions:
- How do the results compare to those of the 1996 study?
  - What I.T. trends are emerging for food retailers?
  - How can I.T. make a significant difference to business performance?
  - Does your I.T. spend represent good value for money?
- Gerry Penfold, Partner, KPMG, UK
- 11.00-11.30    *Coffee Break*
- 11.30-12.15   **The Potential of Data Synchronisation**  
Global standardisation will change the way we work. Take a detailed look at the consequences and how this will affect our business by considering the following questions:
- Why global standards? What will change?
  - How will the relationship between retailers and suppliers be affected?
  - Why do it? What is needed? What if you wait?
- Ronald van Solt, Senior Vice President, Strategy & Planning, Royal Ahold, The Netherlands
- 12.15-13.45    *Lunch*
- 13.45-14.30   **Winning IT Strategies Driving Business Integration**  
This presentation will tackle the topics of Collaborative Enterprise, Globalisation, Store Systems and Data Synchronisation, and what their impact will be on the question of "ERP vs Best of Breed".
- Bill Gilmour, IBM Business Consulting Services, UK  
David Thomas, IBM Business Consulting Services, UK

- 14.30-15.15      **ERP vs. Best of Breed Retailer Case Study 1 – Casino**
- How do IT systems create most value within the three formats of the French retailer Casino?
- What solutions for what business activities? What are pros and cons of the different approaches, data versus process integration? How does the company manage the risks of its transformation plan?
- Based on the most appropriate solution for each business area, the Casino I.T. plan will illustrate the benefits of his “best of breed” approach and his progress in the use of the EAI middleware.
- Jean-Luc Galzi, CIO, Casino, France
- 15.15-15.45      *Coffee Break*
- 15.45-16.30      **ERP vs. Best of Breed Retailer Case Study 2 – Hudson’s Bay Company**
- "330 year old retailer successfully tackles two ERP implementations"*
- As one of Canada's largest multi-banner retailers, the Hudson's Bay Company has been in business since 1670. Discover the overall transformation of HBC's business process and information technology capabilities, including the implementation of not one, but two ERP systems. Hear about the successes to-date, lessons learned and future plans.
- Gary Davenport, Vice President Information Services, Hudson’s Bay Company, Canada
- 16.30-17.00      **Panel Debate Session on “Winning I.T. Strategies in Retail”**
- Retailers and technology service providers will exchange views on the question of ERP vs Best of Breed and debate the pros and cons of the various options available today.
- Moderator:* Nigel Montgomery, Associate Partner, AMR Research Europe, United Kingdom
- Panel members:*
- Gary Davenport, Vice President Information Services, Hudson’s Bay Company, Canada  
Jean-Luc Galzi, CIO, Casino, France  
August Harder, CIO, Coop, Switzerland  
Clyde Pereira, Head of Strategic Initiatives, Coca Cola HBC, Ireland  
Ben Wishart, IT Strategic Development Director, Tesco, UK
- 17.00-17.15      **Wrap up**
- 17.15-18.30      **Winning I.T. Strategies Marketplace**
- 19.30                *Cocktail and Dinner*

## FRIDAY, 11 APRIL 2003

9.00-9.15

### **Welcome by Conference Chairman**

Chris Montagnon, Specialist Consultant on Supply Chain Systems, UK

9.15-10.00

### **ERP vs. Best of Breed Retailer Case Study 3 - Despar**

In 1999, Despar integrated three companies within an 8-month period and it used an ERP to support this extensive project. The impact on the company was enormous. Since then Despar has implemented a fully operational system (merchandise and warehouse) as well as a new analytical system (Data Warehouse Management).

- What benefits have resulted from this project?
- How is the company evolving towards an organisation where I.T. will be fully based on *Processes* and *Knowledge*?
- How, according to Despar, will this put the company far ahead of its competitors in terms of business intelligence?

Paul Klotz, Despar, Italy

10.00-10.45

### **ERP vs. Best of Breed Retailer Case Study 4 - Coop**

Coop aims to be the retailer in Switzerland closest to the customer. By striving to offer freshness, convenience, health, dynamism and pleasure in life. With this mission in mind, Coop decided to merge fourteen regional offices into one and use Category Management as a strategic tool.

- How is Coop using ERP to accomplish this goal? What is its implementation strategy?
- How and to what extent does the provider of ERP solutions support this process? What are the limitations? What has been Coop's experience in working as a team with the ERP service provider?
- What value and concrete advantages do the packages bring to the company?
- Performance issues with sku based retailing (Pos upload, Pos download, data warehouse)
- Which processes does Coop support with ERP packages? Where does I.T. use Best of Breed solutions? What are the criteria of choice?

August Harder, CIO, Coop, Switzerland

10.45-11.15

*Coffee*

11.15-12.00

### **ERP vs. Best of Breed Retailer Case Study 5 - Tesco**

Discover why Tesco opted for a Best of Breed scenario to meet the challenges of its information systems at an international level.

Ben Wishart, IT Strategic Development Director, Tesco, UK

12.00-13.30

*Lunch*

- 13.30-14.15      **ERP vs. Best of Breed Retailer Case Study 6 – Wal\*Mart**
- Wal\*Mart has opted for a very centralised development shop. Instead of buying systems, Wal\*Mart prefers to build its own. You'll learn about Wal\*Mart's *Global Development Philosophy*. How does it work? How has this philosophy helped Wal\*Mart gain efficiencies? Learn how Wal\*Mart's *Global Development Philosophy* enables it to roll out any changes quickly at a global level.
- Tony Puckett, Vice President Information Systems, Wal\*Mart, USA
- 14.15-15.00      **Analysis and Conclusion of “ERP vs. Best of Breed” Retailer Case Studies**
- Retail expert Peter Abell will provide a detailed analysis of the retailer case studies presented during the conference and offer his conclusion on the question of ERP vs Best of Breed.
- Peter Abell, Research Director, Retail, AMR Research, Inc., USA
- 15.00-15.45      **Global Trends in Retailing and What this Means for the CIO**  
*Focusing in on the Wal-Mart Trigger*
- The retail grocery sector is changing. Wal-Mart is now so powerful globally that it is defining how retail grocery industry will evolve. What new strategies are needed to compete? Who is succeeding, or failing, and why? How can CIOs anticipate the systems needed to support their companies?
- Jim Horton, Principal, Vice President, Kurt Salmon Associates, USA
- 15:45 – 16:00      Conclusion by Conference Chairman
- 16:00              Closure of conference and departure of shuttle buses to airport

## WHAT IS CIES - THE FOOD BUSINESS FORUM

CIES is the independent global food business network. Our members include more than two thirds of the world's largest food retailers and their suppliers. At the same time, local players also play an active role in our organisation. All in all, more than 200 retailer and 200 supplier companies in over 50 countries are part of the international CIES network.

CIES membership is on a company basis. Our programmes are designed for chief executives and their senior management. They cover themes a wide variety of strategic and operational themes.

The CIES network is based on privileged access to information and contacts. I.T. enables you to step back from daily business life and take in the latest trends and developments in the global food business. By sharing this knowledge, CIES members gain a new perspective on their activities, which brings a key advantage in their business.

CIES - The Food Business Forum has been growing with the food business for the last 50 years. No other organisation can offer this depth in knowledge and contacts.

### WHO HAS DEVELOPED THIS PROGRAMME FOR YOU?

The CIES International Committee on Information and eBusiness Technologies has designed this conference for the members of CIES. The members of the committee are:

#### Chairman:

**David Poirier**, Executive Vice President & CIO,  
Hudson's Bay Company, Canada

**Nuno Abrantes**, I.T. Director, Jeronimo Martins  
SGPS, Portugal

**Gert Bolderman**, Manager Supply Chain  
Management, Heineken Nederland B.V.,  
The Netherlands

**Michel Eeckhout**, Senior Vice President, Chief  
Information Officer, Delhaize Group, Belgium

**Jean-Luc Galzi**, CIO, Casino, France

**August Harder**, I.T. Director, COOP, Switzerland

**Franz Hölzl**, I.T. Director, Spar, Austria

**Sharon Jeske**, Senior Manager, Specialised  
Management Programmes,  
CIES-The Food Business Forum

**Clyde Pereira**, Head of Strategic Initiatives, Coca-  
Cola HBC, Ireland

**Søren Skovgaard**, Chief Information Officer, Coop  
Danmark A/S, Denmark

**Rainer Thomas**, I.T. Director Customer Service  
Systems, Procter & Gamble, Germany

CIES - THE FOOD BUSINESS FORUM THANKS THE  
FOLLOWING COMPANIES FOR THEIR  
CONTRIBUTION AND SUPPORT OF THE FOOD  
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For conference registration & accommodation booking  
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