

**IBM Retail Integration Framework  
Overview Module  
January 21, 2008**

**NARRATION**

Today's retail customers have high expectations for their shopping experiences. They expect to be able to shop efficiently across a variety of channels. They choose retailers who are first to offer exciting new products, who have the products they want available when they want them, and whose customer service is exceptional.

The IBM Retail Integration Framework can help you compete in this customer-driven environment. It's designed to enable your systems – from in-store and across channels to merchandising and throughout the entire supply chain – to work together, sharing information, including your legacy applications.

The IBM Retail Integration Framework creates an environment for flexible business change based on the needs of *your* company and the demands of *your* customers. As you make value choices within your lines of business, IBM Retail Integration Framework can help you rapidly launch new multi-channel possibilities; discover deeper, more meaningful insights about your customers; provide a more personalized, relationship-driven experience for your customers; introduce new products faster; better optimize your inventory and product availability; and improve operational efficiencies throughout your organization.

Most importantly, the IBM Retail Integration Framework empowers you to create a customer-centric operating model that increases customer loyalty and your top-line results while streamlining processes across your entire business to improve your bottom-line.

Discover more about how to transform your business with the IBM Retail Integration Framework.

**ONSCREEN TEXT**

IBM Retail Integration Framework

Enables flexible business change

Based on your company needs

Customer centric

New multi-channel possibilities

More meaningful insights

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Personalized, relationship-driven experience

Faster product launch

Optimized inventory and availability

Improved operational efficiencies

IBM Retail Integration Framework

Create a customer-centric operating model

Increase customer loyalty

Increase revenue

Streamline processes

Improve your bottom line

IBM Retail Integration Framework