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5 Ways Customer Segmentation Improves Customer Loyalty PivotLink**Download**[Contact Us](#) [Newsletter](#) [Subscribe](#) [RSS Feeds](#) **SEARCH**[Welcome, Guest](#) | [Sign In](#) | [Register](#)[HOME](#) [TRENDS](#) [RESEARCH](#) [BEST PRACTICES](#) [NEWS](#) [BLOG](#) [NEW TECH](#) [THOUGHT LEADERSHIP](#) [EVENTS](#) [BUYER'S GUIDE](#) [MAGAZINE](#) [INSIGHT CHANNELS](#)**WIN IN THE "AGE OF THE SHOPPER"**

ESTABLISH A CLEAR ADVANTAGE OVER YOUR COMPETITION BY INTEGRATING SHOPPER-CENTRIC PRICING INTO YOUR STRATEGY

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RIS Executive Insights NRF Preview Edition

January 5, 2012

Volume 2 of 3

www.risnews.com

EDITORS' PICKS: WHAT TO DO AND WHY

NRF 2012: Top 6 Big Idea Sessions



Mobile POS, pricing strategies and winning over the empowered consumer are some of the hot-button topics at NRF's Big Ideas sessions. Executives from Walmart, Tory Burch, Pacific Sunwear and other leading retailers will share their insights on staying relevant in a quickly developing, technologically advanced and increasingly consumer-empowered retail world.

[\[Full Story\]](#)

Walgreens and REI Reveal Tomorrow's Intelligent Store Today

In a session titled "New Shopper Experience Research: Tomorrow's Intelligent Store," research-driven content and a panel of leading retailers outline methods of adapting to the fast-changing retail landscape.

[\[Full Story\]](#)

Behind the Scenes of Macy's Customer Journey

For the first time, executives from Macy's and DunnhumbyUSA will share details of the retailer's customer journey, including the launch of the My Macy's localization initiative, at the NRF 2012 Big Show.

[\[Full Story\]](#)

Rock & Roll Retail Rocks B.B. King's Blues Club

The Retail Rogues, The Planograms, Closer & The End Caps and Full Price Posse — you may not recognize these bands now, but after *RIS News'* Rock & Roll Retail on Monday, Jan. 16 at 8:30 PM at B.B. King's, they'll become household names. Come and hear musicians from Bozzuto's, Cabela's, Coke, Dick's Sporting Goods, Sephora, Petco, Polo, Guitar Center, Elie Tahari, Spencer's Gifts, Toys R Us, Winn-Dixie, TekServe, Epicor, Revionics, Microsoft, Parker Avery and RSR Research as they keep you rockin' into the night. Register now!

[\[Full Story\]](#)

Guide to Parties and Networking Events Outside the Show Floor

There's plenty happening beyond the Javits Center. This guide provides times, locations and RSVP contacts for all the key NRF-related parties, receptions and networking opportunities.

[\[Full Story\]](#)

Global Retail Forum Spotlights Fast-Growing Markets

Learn more about retail opportunities in two of the world's fastest-growing economies, India and Brazil, at the NRF 2012 Big Show Global Retail Forum.

[\[Full Story\]](#)

Partner Content:



The NRF "Must See" Event

Tackling Local Assortment and Radical Business Change with Retail Analytics

Dennis Herreich, COO and CFO of Casual Male Retail Group
NRF Big Ideas Session
Tuesday, January 17 at 1:45pm

COMPANIES TO WATCH

Teradata

Aprimo, a Teradata Company, is a **TERADATA | aprimo** leader in all areas of integrated marketing management, which includes marketing resource management, multi-channel campaign management and marketing performance management. Through a data-driven approach, our global platform and proven solutions help sophisticated retailers conquer the complexities of the new consumer-driven marketplace, optimizing both their productivity and return on marketing investment. Visit us at booth #1537 to see how Aprimo can help you grow marketshare and walletshare.

www.teradata.com/NRF-Event-Page

Spacenet

For retailers with geographically dispersed locations numbering in the hundreds or thousands, Spacenet Managed Network Services delivers the broadest, fastest, most reliable coverage while lowering the total cost of network ownership. With 30 years' experience providing managed services, Spacenet offers a single point of accountability, an extensive portfolio of services and a vendor-agnostic strategy that reduces network costs while increasing coverage, performance and security. To find out more, call 866-480-2263, visit us at NRF booth #2837 or on the web at www.spacenet.com/enterprise.

SPACENET
MANAGED NETWORK SERVICES

RedPrairie

For more than 35 years, RedPrairie's best-of-breed supply chain, workforce and all-channel retail solutions have put commerce in motion for the world's leading companies. Installed in over 60,000 customer sites across more than 50 countries, RedPrairie solutions adapt to help ensure visibility and collaboration between manufacturers, distributors, retailers and consumers. RedPrairie is prepared to meet its customers' current and future demands with multiple delivery options, flexible architecture and 24/7 technical and customer support. For a world in motion, RedPrairie is commerce in motion. www.redprairie.com/retail/

**VESTA I.S.**
YOUR VISION. OUR SOLUTION.**Booth #1843**

Too much detail not enough retail?



Vision Analytics delivers.



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www.jestais.com

Top Tech Trends to Watch in 2012

Major innovations in technology are making their way to retail in 2012, including smart clothing, virtual fitting rooms and wrist wallets.

[\[Full Story\]](#)

Innovation Store Showcases New Retail Technologies

Advances in RFID tracking, customer-engaging digital displays and mobile POS are among the technologies on display in the Innovation Store on the NRF Expo Floor.

[\[Full Story\]](#)

RESEARCH

Shoppers Trigger IT Strategy

Fast-moving shifts in shopper preferences are the catalyst for a fast retail response in IT planning, strategy and deployment. Find out which shopper likes and dislikes are igniting new IT roll outs in record time. This custom research study links shopper preferences to retail responses and tracks two years of data to reveal major findings and takeaways.

[Download Now!](#)

Sponsored by: Cognizant

2011 IT Services Guide: New Rules for Retail

With both consumer preference and technology changes speeding up, it can be difficult to get a handle on the new opportunities that are indeed out there. In this first-ever RIS News IT Services Guide, five leading retail consultants identify and discuss the hottest growth areas for 2012 and beyond. Download the complete Guide, which includes a handy listing of the industry's major consulting firms.

[Download Now!](#)

Sponsored by: Cognizant, Columbus Consulting, The Parker Avery Group, Tata, ZenSar

WEB EVENTS

NEXT WEEK! The SoMoLo Imperative: Social, Mobile, Local Shopping Reaches the Tipping Point

January 10, 2012 | 12 p.m. est

Moderator:

>>Joe Skorupa, Group Editor-in-Chief, *RIS News*

Panelist:

>>Dave Bruno, Director of Commerce Studies, RedPrairie

Top 10 Takeaways from the 2011 Store Systems Study

January 25, 2012 | 2 p.m. est

Moderator:

>>Joe Skorupa, Group Editor-in-Chief, *RIS News*

Panelists:

>>Lee Holman, Lead Retail Analyst, IHL Group

>>Charlie McCarter, Regional Sales Director, SMB Retail Solutions, Dell Inc

>>Barry Wise, Industry Consultant, Epson America

Natural Insight

Still communicating with your stores through phone and e-mail? There is a better way! Natural Insight is the cloud-based platform for improving in-store execution through streamlined communications and closed-loop accountability. Schedule tasks, capture photos and increase transparency and consistency across your stores and projects. Visit us at NRF booth #1874 or visit www.naturalinsight.com, to see how you can be up-and-running with fully integrated task management in less than 30 days.



naturalinsight

Motion Computing

Motion Computing is a leading provider of mobile computing solutions for retail. Rugged, lightweight and highly mobile, Motion Tablet PCs maximize productivity from inventory management to point-of-sale computing -- reducing abandonment rates, improving transaction times and increasing overall productivity. Whether processing payments or capturing customer signatures, Motion significantly improves retail performance. For more information, contact us at 1-866-MTABLET or sales@motioncomputing.com. See Motion Tablet PCs in action at NRF booth 1483.

www.motioncomputing.com/solutions/retail.asp



MegaPath

MegaPath is the leading provider of network solutions for retailers.

MegaPath was the first communications company to obtain PCI (formerly CISP) certification of its core network and has maintained compliance ever since. MegaPath operates its own nationwide MPLS fiber optic network, which is interconnected with many cable and wireless access providers. This allows MegaPath to offer its retail customers the best-fit, lowest-cost access technology at each of its sites to ensure complete coverage. To learn more, please visit us at NRF booth 2816 or call 888-771-8146.

www.megapath.com



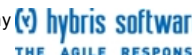
Manhattan

Manhattan Associates is a global leader in multi-channel software solutions that help retailers optimize commerce across channels so they can sell more and spend less. Stop by Manhattan's booth (#1937) and learn how to *balance the promises you make with the profits they create* across all customer interactions and channels. Manhattan has more than 1,200 customers worldwide, many of which are Top 250 global retailers. To learn more, visit www.manh.com.



Hybris

Want \$3,000 towards a vacation to any destination in the world? Email us at nrf@hybris.com and tell us if you'll be attending NRF 2012 in New York! Even if you're not going to NRF, email us and we will be sure to enter you. To find out more about Hybris and our multi-channel commerce solutions for retail, including a fully featured e-commerce platform, product content management, order management and warehouse management, visit us at www.hybris.com



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ANALYTICS

8 significant ways you can get ahead with high-performance retailing.



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