



DO NOT LOSE! All participants can take part in “Decisions exchange” and get direct expert consultation

AGENDA

Day 1, September 12, 2016

09.30 a.m.–10.00 a.m. Registration.

10.00 a.m. - Opening of the conference. Producer’s welcome speech

10.00 a.m.–11.00 a.m. PLENARY SESSION.

MEDIUMS IN IT: PROJECTION INTO THE FUTURE: What does business want?

Strategy generation of IT development today, tomorrow and the day after tomorrow

Moderator: Sergey Prokhorov, independent expert

Questions for discussion:

Results and forecasts:

Which are first results of IT development in retail of 2016: forecast for 2017?

Main development trends and IT- decisions in the sector

Does change the IT – strategy in new conditions? What will the year 2017 be for Russian retail?

IT and business:

Which is role of IT department in retail nowadays?

Which IT- tasks are currently central for all retailers formats?

Priority of IT- tasks: what does need to be involved today for the cost cutting tomorrow? Which IT innovations does retail need?

Participants:

German Alekseev, CIO, Sportmaster

Evgeniy Bakhin, CIO, Inventive Retail Group

Dmitriy Fedorov, head of IT department, CASTORAMA

Denis Rudakov, CEO, HOFF

Alexander Makar, CIO, Ile De Beaute

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11.00 a.m. – 11.20 a.m. Coffee – break

We invite all delegates to visit **“Decisions exchange”** which will be in the exhibition zone. You can directly ask the questions to the market experts and discuss new trends, methods and decisions in the field of information technologies. You can make an appointment via conference mobile app. For additional information, please, contact the conference’s organizers.

<p>11.20 a.m. 12.30 p.m. TECHNICAL PANEL: “IT hacks” in the field of information technologies</p>	<p>11.20 a.m. - 12.30 p.m. DISCUSSION PANEL “NEW LIFE OF IT DIRECTOR”. Internal IT policy out of policy</p>
<p>BALL ROOM A <i>Do not lose the chance to find out more about new decisions and cases on theirs adoption of retail – companies</i></p>	<p>BALL ROOM B</p>
<p>11.20-11.50 Biometric recording of working time in retail: from the traditional control to the automated planning, SaaS and mobility.</p> <ul style="list-style-type: none"> - Biometric recording of working time in retail: economy of payroll budget - BioTime System in retail -Reasons of BioTime’s popularity -New level of biometric recording of working time <p>Denis Alexeev, sales director, BioLink Solutions</p> <p>11.50-12.10 Hello from Tax Agency: how will Federal Act № 54 impact on retail?</p> <ul style="list-style-type: none"> -What does this act change in the context of equipment? Which difficulties will retailer have? -How we see the solution -Assessment of costs with different options based on the conversion or purchase of new equipment -And what happened in the last years, which new technical requirements? <p>Aleksey Shabanov, leading product manager, PILOT</p> <p>12.10-12.30 Retail and videoanalytic – the future is here</p> <ul style="list-style-type: none"> - Why do we need video analytics in retail? - Existing approaches of video analysis and its disadvantages - Technology development – what has been changed in the last five years? 	<p>Moderator: Sergey Prokhorov, independent expert</p> <p>11.20 – 11.50 Resource –finance model for IT director of organization</p> <ul style="list-style-type: none"> -Evolution approaches to IT management -IT Services -Recourse- finance model -Situation audit in the company in reserve “services- resources- money” -Modelling of all organizational changes -Resource optimization -Ratios “plan/fact” and “cost/quality” -Substantiation of the budget cost for IT <p>Alexander Fedin, deputy general director, IT Group of companies</p> <p>11.50-12.10 Looking into the future: determination of reserves for reduction in expenses for SW</p> <p>Liliya Lemzakova, SAM line director, ITERBI</p> <p>Kirill Kumosin, business development manager, ITERBI</p> <p>11.10- 12.30 Discussion. Questions for discussion: Optimization of IT costs: what and where can be reduced in the IT budget. How is this budget justified? How do successfully implement IT projects with limited funding? Accounting for IT: optimizing indirect or spend money for the sake of profit? How to maintain the efficiency of IT functional with a reduced budget and the impact of the sanctions?</p>

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<ul style="list-style-type: none"> - Reduction of the human factor in tasks of video analytics - Benefits <p>Pavel Barketov, CTO, SOFTPOIN</p>	<p>Experts: German Alekseev, CIO, Sportmaster Vadim Gorbunov, IT vice –president , PROTEK Aleksey Romanov, head of IT technical support department, Gulliver Aleksey Savich, CIO, Tervolina Alexander Zubarev, head of IT support department, L'occitane</p>
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12.30 p.m.-1.30 p.m. TECHNICAL PANEL: IT hacks in the field of information technologies	12.30 p.m.-1.30 p.m. HOT DISCUSSION. Special issue of IT-TV. Interview with special guests of the conference
<p>BALL ROOM A <i>Do not lose the chance to find out more about new decisions and cases on theirs adoption of retail – companies.</i></p>	<p>BALL ROOM B</p>
<p>12.30 – 12.50 p.m. Implementation of digital channels of service in retail. How do organize change-over to new service model? -Modern client way: what are clients expecting from online stores today? -How to change – over from multichannel to omnichannel service? -Choice strategy and implementaiton of the new channels -How to unite the IT systems of the company to the omnichannel enviroment -How to select the vendor of omnichannel disicion -Checklist of requirements to the platform Gregory Afonin, development director, LiveTex Timur Kholmukhamedov, partnership department director, LiveTex</p> <p>12.50 – 1.10 How have we gone through the cryptographic clerk? Anton Ponomarev, director of the department for work with corporate clients, ESET</p> <p>1.10-1.30 Business mobility and its advantages in retail Alexander Akishin, EUC business development manager, VMware Inc.</p>	<p>Moderators: Dmitriy Gotovchenkov, independent expert Sergey Prokhorov, independent expert</p> <p>12.30 p.m. -1.00 p.m. How to overcome the abruption in maturity level of center and regions and to support the sales? Alexander Mironov, CIO, Finn Flare</p> <p>1.00 p.m. -1.30 p.m. Is the market ready to give to retailers the IT – services with necessary quality? Sergey Admiralskiy, CIO, Adamas</p>

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1.30 p.m. – 6.10 p.m. PRACTICAL PANEL: DEPENDABLE PARTNERSHIP BETWEEN BUSINESS AND IT. INTIMATE TALK. How do Russian companies enhance the transparency and effectiveness in a down economy?

Moderator: Vladimir Malinovskiy, data-center technical decision director, Lattelecom

1.30-1.50 Business- applications modernization

Denis Rudakov, CEO, HOFF

1.50- 2.10 Mobility: trends of development in retail

Larisa Petrova, corporate sales manager, Samsung

2.10 p.m. – 3.00 p.m. Lunch

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3.00 – 3.20 Digital Signage

Hermann Benes, PM, IKEA Shopping Centre

3.20-3.40 Predictive analytic in marketing technological transformation. How to know about our buyer.

- Which tasks are set for marketing? What does theory speak about? Key indicators

Strategic tasks

- What we have in practice
- What can technology ?
- Beginning

Overview and examples by the following methods:

- Calculation of customer lifetime value
- Buyers segmentation
- Prediction of customer behaviour

Farid Gurbanov, general director, Eglitec

3.40- 4.00 Elaboration of the web-projects for retail. Practical experience.

Vladimir Malinovskiy, data-center technical decision director, Lattelecom

4.00-4.20 IT as a mirror of business development in retail

Nikolay Fridberg, head of server and data storage system, SONET

4.20 p.m. – 4.50 p.m. Coffee- break

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4.50 – 5. 10 Inventory as a tool in the fight against loss in retail

- Inventory – planned routine or important information source?
- What is at the back of numbers - objective reality or subjective doubt?
- Results of inventory – statement of the fact or guidelines for action?

Nikolay Konovalov, security director, Imperial Duty Free

5.10 p.m. -5.30 p.m. Lessons of information security of business

- Trading common risks at the present stage
- Special aspects of solution of questions in the field of information security
- Security of internet payments: technological innovations

Alexander Sayganov, security director, M.Video

Alexander Baskakov, CIO, M.Video

5.30-5.50 E-cash document flow and its implementation

Elena Stepina, head of business – processes and methodology administration, Burger King

5.50 p.m. -6.10 p.m. Video-report. Omni channel model in retail: decisions and cases

- What is omnichannel in the context of customer, cases
- What is omnichannel in the context of business, cases
- What is omnichannel in the context of IT, cases

Pert Asratyan, project leader, Leroy Merlin

6.10 p.m. Ending of the first day of the conference. Evening surprise from the organizers!

Day 2, September 13, 2016

09.30 a.m.–10.00 a.m. Registration.

10.00 a.m. – Beginning of the second day of the conference.

“IT RECIPE BOOK”: 6 STORIES OF SUCCESS IN RETAIL.

Series of practical business games and workshops

10.00 a.m. -11.00 a.m. Face recognition in retail: targeting the advert, personalize the intercourse, analyze the audience.

- What is face recognition and how to use it?
- New tools for manager, marketer and merchandiser, that gives the face recognition
- How to use the face recognition for protection from theft
- Successful cases in Russia

Moderator of the workshop:

Timur Vekilov, CEO, Vocord

11.00 p.m. -12.00 p.m. Online management of offline stores

- How to measure operational efficiency of online stores?
- How to reduce the reaction time on changes of competitive environment in sales point
- How to raise the attractiveness of commercial offer in sales point
- How to raise the efficiency of staff time usage in every operating day
- How to raise employee engagement using online technology

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- How to control quality of service in online store
- How to assure technical problem solving before result of sale

Moderator of the workshop:
Aleksey Vilkov, IT business partner, Bristol

12.00 p.m. -12.30 p.m. Coffee - break

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12.30 pm -1.00 pm Innovative mobile platform for profit increasing in retail.
 Decisions and value proposition.
Husein Az-Zari, president, CDC

1.00 p.m. -13.30 p.m. **Discussion.** The thief is not the one who steals, but the one who been caught. Catch him!

Moderator: **Anton Levikov**, CIO, Novard

- 3D – forecast of methods of commission of crimes
- Formation of integrated security system and prevent fraud and theft in shops:
- Actions of supermarket security staff members in fact of frauds and thefts
- A few words about legislative regulation
- Personal security supporting

Participants:
Konstantin Sergeev, security director, Monetka
Vitaliy Sotnev, security department director, Podrygka

1.30 p.m. -2.30 p.m. Lunch

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2.30 p.m. -3.30 p.m. Transformation of traditional retail in the future retail: how to build multiuse service company?

- How and why are store functions changed: from the simple shop point to multiservice center?
- Different sale channels, financial services, integral customer experience – how does store of the future work.
- How is IT- infrastructure of modern retail built, main stages of development: - integration in united area- decentralization on the new level
- Why is it real to build retail IT –system based on native software? Import phase-out in action.

Moderator of the workshop:
Dmitry Karpenko, CIO, Obuv Rossii

3.30 p.m. -4.30 p.m. What does business expect from IT and what does IT can?
 -Is their understanding between business and IT?
 -Customer of changes for IT-person or business-function?
 -We did not what customer wanted. Is it normal or otherwise is possible?
 -Negotiation of abruption between business and IT - light at the end of the tunnel

Igor Kiselev, independent expert

4.30 p.m.-5.00 p.m. Coffee –break

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5.00 p.m.-6.00 p.m. Video –report. “Domesticated” outsourcing

- Mysterious “external source”
- Routine and critical outsourcing
- Culmination of the direction - outsourcing of the NEW
- Where something is coming from
- Take by “boxes”
- Do not get hooked on. Conversely?
- Do not forget about the most important!
- There are no cheats, but hints

Moderator of the workshop:

Nikolay Gegamov, CIO, CARLO PAZOLINI

6.00 p.m. Ending of the conference

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