

Previewing the First ARTS Users Meeting

BY RICHARD MADER

ARTS technology standards can have a positive impact on a retailer's bottom line.

If you have attended the Retail IT Summit, the NRF Annual Convention & EXPO or any ARTS committee meeting, you may have seen presentations by top IT executives from Limited Brands, Deichmann Schuhe, Smart & Final, El Corte Inglés, Galeries Lafayette, Home Depot, Saks and other retailers making this very case. After 15 years in the standards business, with thousands of downloads by developers in more than 80 countries, the focus has now shifted from the "why" of ARTS to the "how."

At the suggestion of board member Jerry Rightmer of Oracle, a long-time supporter and implementer of ARTS standards, we are organizing the first ARTS Users Meeting, September 20-23 in Orlando. Companies will present ARTS standards implementation case studies, and users and potential users will share ideas and have the opportunity to propose enhancements based on actual experience. In addition, ARTS will offer optional workshops on ARTS XML and SOA and the ARTS Data Model.

While the program is still in development, speakers from Australia, Colombia, Germany and United States are already confirmed — a tribute to the global applicability of ARTS standards.

ERP implementation

Geoff Pearce of The Reject Shop, a discount variety chain based in Melbourne, Australia, will discuss how he successfully implemented an ERP system using ARTS XML standards for integration within an Enterprise Service Bus architecture. Not the usual conference gloss-over, this case study will detail the decisions required at various stages of the project, the reasoning behind the implementations and the benefits realized through ARTS standards to deliver this project on time and within budget. The presentation also will provide tips for those considering a similar project.

Easy Homecenter, a division of Cencosud with stores throughout South America, will present on how it aligned IT with its core business model by developing an Enterprise Architecture as part of an SOA initiative. Company execu-

tives will discuss the roles that the ARTS SOA Blueprint and Best Practices Reports played in this project, including helping to define business processes and create reusable business services for an SOA environment. The initial SOA implementation produced sufficient benefits to justify rolling it out to the department store divisions of Cencosud.

adidas, the world's leading manufacturer of sport shoes and operator of more than 1,500 stores globally, will discuss how it is using the ARTS Standard RFP for POS to evaluate its current portfolio of POS applications, with the goal of selecting a single application that can serve multiple store environments, offer flexibility and integrate easily with back-office applications.

Evaluating POS systems

Global retailers operating numerous store formats in multiple countries often install a variety of POS applications to meet the wide range of regulatory and cultural requirements: This dramatically increases ongoing maintenance costs and limits the frequency of updates to enhance customer service and competitiveness. adidas used the ARTS RFP as the yardstick to evaluate the right POS features and functions, and will discuss how other retailers can use it to help them identify the solution that is right for them.

Not attending conferences this year? Limiting expenditures only to those activities promising immediate positive returns? We have developed the Users Meeting program to provide actionable knowledge so that you, like the presenting retailers, can use ARTS standards to make a bottom-line difference in these tough times. And we have an entire track dedicated to future technologies, providing you the opportunity to get your business headed in the right direction on mobile payment, video analytics and cloud computing.

Be the first from the starting gate when the economy rebounds by attending the ARTS Users Meeting. For more information, visit <http://events.nrf.com/ARTS09>.



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