

| | | |
|--|---|--|
| <p>IBM Software menu</p> | <p>Retail Industry Solutions IBM software, systems and services for a smarter retail industry</p>  | <p>Virtual Briefing Center</p> <p>Retail Virtual Briefing Center. Thought leadership and expertise for the retail industry.</p> |
| <p>Related links</p> <p>IBM Retail Industry Framework</p> <p>Marketing and Customer Management</p> <p>Merchandising and Product Management</p> <p>Store and Channels</p> <p>Supply Networks</p> <p>Business and Finance Administration</p> <p>IT Systems and Operations</p> | <p>Why IBM for retail</p> <p>IBM retail enterprise software helps the world's top retailers compete and win in one of the most fast-changing industries. IBM software draws on its deep consulting knowledge of retail best practices to create smarter business processes with you.</p> <p>IBM builds the key requirements of smarter retailing into the IBM Retail Industry Framework to help you achieve your business goals:</p> <ul style="list-style-type: none"> • Deliver a smarter shopping experience: Increase brand equity, improve customer loyalty, and boost profits. • Build smarter operations: Retain the best employees, increase productivity, and streamline processes. • Create smarter merchandising and supply: Share information, synchronize activities, and work more efficiently. <p>What we offer</p> <p>Marketing and Customer Management Gain insights into customer buying patterns, making it easier to market and sell to them.</p> <p>Merchandising and Product Management Gain a trusted, central repository of product information so you can analyze results and make successful plans.</p> | <p>Retail on a smarter planet</p> <p>- Making Retail Smarter</p> <p>Featured case studies</p> <ul style="list-style-type: none"> - 1-800-Flowers.com - Carrefour - Moosejaw - Mountaineer <p>Featured white papers</p> <p>Responsive Retailing and Smarter Store Operations</p> <p>Rethinking the Retail Platform</p> |

Store and Channels

Build smarter operations to improve business performance and reduce costs. Increase sales across multiple channels.

Supply Networks

Create an efficient supply network to quickly bring new products to market. Flexibly allocate products in your distribution network.

Business and Finance Administration

Manage the analytics for your financial planning, metrics and consolidations. Keep on top of key performance indicators.

IT Systems and Operations

Provide a secure, intelligent infrastructure for managing mission-critical information across the retail enterprise.

Learn more

To learn more about how IBM Retail Industry solutions can help your business grow, contact your IBM representative or IBM Business Partner.

Featured downloads

- [Retail Framework Brochure](#)
- [Rethinking the Retail Platform](#)