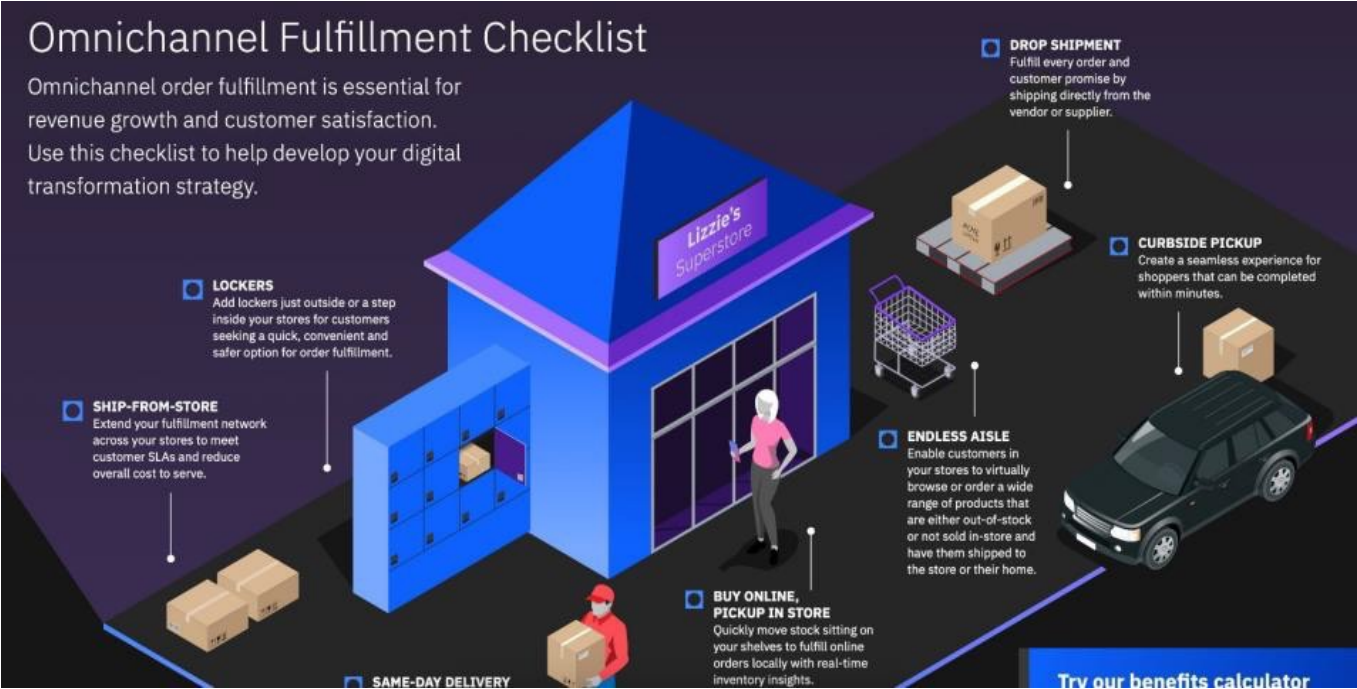


**jennifer l clark: portfolio**

# infographic

## Omnichannel Fulfillment Checklist

Omnichannel order fulfillment is essential for revenue growth and customer satisfaction. Use this checklist to help develop your digital transformation strategy.



\*[created concept](#)

# demand gen w/ customer promo

Used IBM  
technology to  
unify

# 1,200

stores

Extended system  
to also include

# 400

additional K – 12 stores

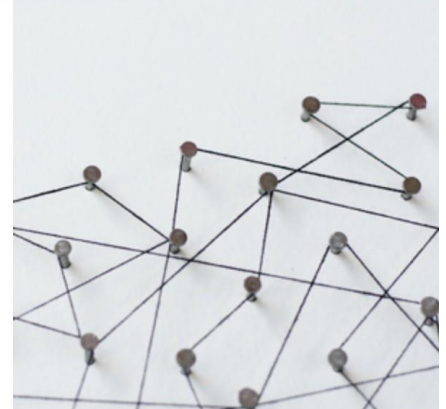
\*created concept

IBM Supply Chain

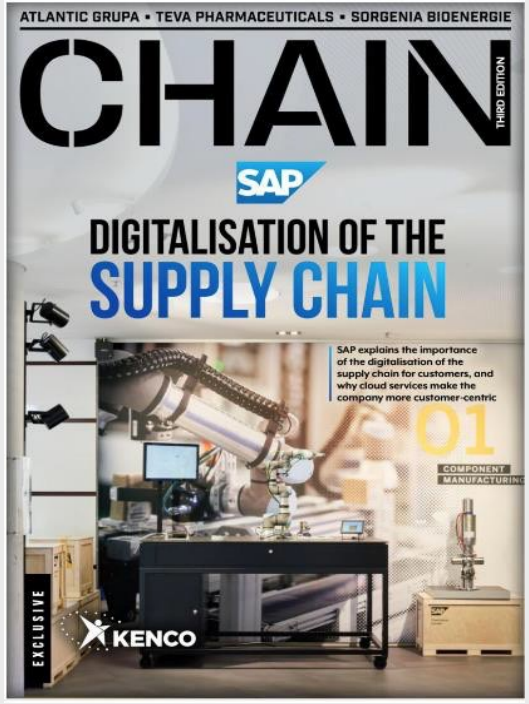
## From independence to cooperation

Learn how Follett Corp  
increased revenue by  
unifying 1,200 online  
stores

[Read the case study →](#)



# booth design, complement industry magazine



\*created booth, produced trade magazine insertion

# analyst event & blog

WEBINAR:  
The modern  
toolbox for B2B  
order orchestration

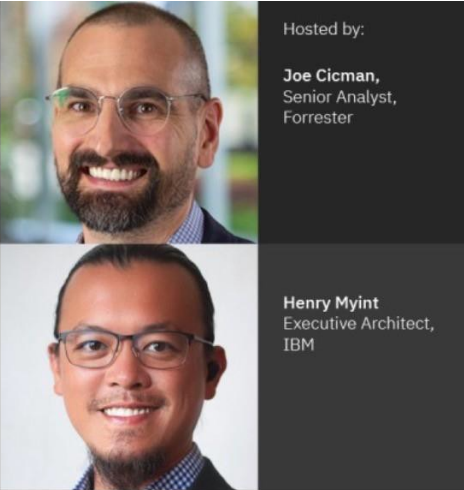
March 3, 2021 | 11:00AM EST

Hosted by:

**Joe Cicman,**  
Senior Analyst,  
Forrester

**Henry Myint**  
Executive Architect,  
IBM

IBM Sterling

A promotional graphic for a webinar. It features a dark background with white text. On the left, the title 'WEBINAR: The modern toolbox for B2B order orchestration' is displayed, followed by the date and time 'March 3, 2021 | 11:00AM EST' and the IBM Sterling logo. On the right, there are two portrait photos of speakers. The top one is Joe Cicman, a man with a beard and glasses, with text identifying him as a Senior Analyst at Forrester. The bottom one is Henry Myint, a man with glasses, with text identifying him as an Executive Architect at IBM.

## 5 tips for modern B2B order orchestration

By Henry Myint | 4 minute read | March 10, 2021



\*created concept



# one continuous story: blogs, event, customer story, influencer

@NRFBIGShow kicks off Jan 14th! #nrf2021 #retailinnovation



Join us at NRF 2021

Tomorrow @NRFBIGShow kicks off 🎉! Sign up to attend our keynote sessions New Year's New York virtual luncheon with great retailers and Retailer Insider **Cathy Hotka**. IBM and Cathy will be at NRF which starts next week, if you're looking for more great insights from retail professionals. #retailinno ...see more



Retailers share: Lessons learned from a pandemic - IBM Supply Chain Blog

\*produced



Did you miss NRF this year? Here are 5 #retail supply chain insights from key sessions that you'll want to learn!



5 retail supply chain insights from NRF 2021

## VP IT COUNCIL "Getting to Know You" Results

Ann Arena - Spencer Spirit Holdings

What was the most interesting day of your life? There have been many - I would say my first ocean dive (scuba diving). There was a surface current and it was quite overwhelming but once I was underwater - it was incredible! I was hooked after that.

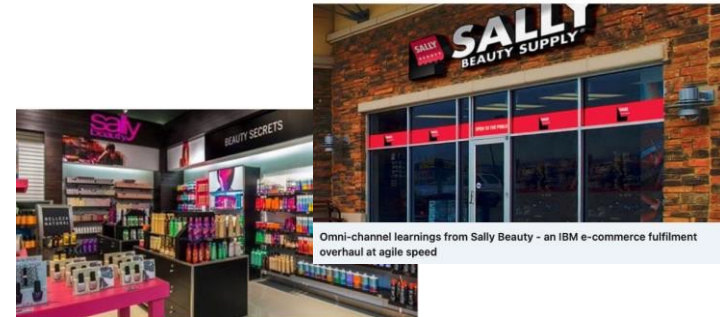
What was the worst car you ever owned? 1980 Ford Fairmount (college car - had a design flaw in the carburetor)

What's your favorite place to relax, either in your town, or on vacation? Underwater - scuba diving! So relaxing and exciting at the same time.

What movie have you watched so many times you've practically memorized? Wizard of Oz - every year as a kid!

What's your favorite food? Do you cook it yourself? Homemade pasta - made by me. Topped with Sausage, peppers, onions, garlic and olive oil

In part two of this use case on Sally Beauty's digital transformation f ...see more



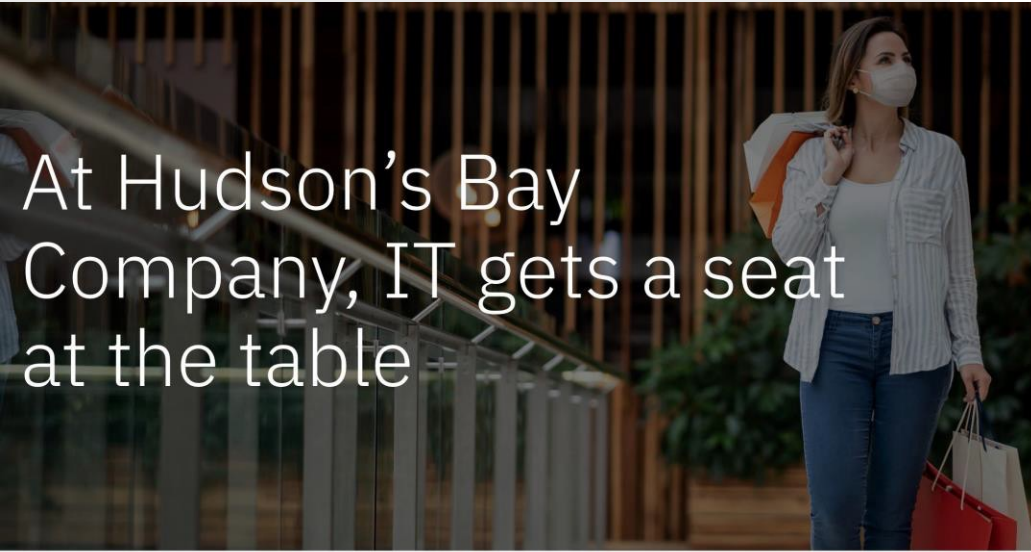
Omni-channel learnings from Sally Beauty - an IBM e-commerce fulfillment overhaul at agile speed

Omni-channel learnings from Sally Beauty - an IBM e-commerce fulfillment

voice of the customer

# The retail leader

Hudson's Bay Company (HBC) can easily claim the distinction of North America's oldest company.



At Hudson's Bay Company, IT gets a seat at the table

## The experts



**Ope Bakare**, Vice President and Chief Enterprise Architect, HBC, sits down with **Jennifer Clark**, Product Marketing Manager, IBM Sterling Order Management, to talk about the pandemic, customer engagement and the changing role of IT.

## The story

### **Jennifer Clark, IBM: What has this pandemic taught you?**

**Ope Bakare, HBC:** The value of our colleagues. We have a lot of dedicated people in the stores who work day in and day out — with the right safety precautions in place — to serve our customers. We believe that we can deliver

[\\*created](#)

IBM Sterling

## IBM Sterling Order Management

Deliver optimal customer experiences with a complete omnichannel order fulfillment platform

With customizable rules, real-time inventory visibility, and dynamic fulfillment, you'll feel confident to seamlessly take orders, say 'yes' more often, and present a committed delivery promise.



### Featured highlights



#### Inventory visibility

Provides a single, scalable, real-time view of inventory and demand across data sources, including insights into global inventory ATP, inventory thresholds, and supply-demand matching.



#### Optimized order sourcing

Analyzes and simulates orders and business scenarios to identify the best sourcing decisions to balance and improve capacity.



#### Physical location experience

Offers in-store product and inventory search, in-store fulfillment flexibility (BOPIS, SFS, STS), line-busting, and omnichannel return capabilities.



#### Artificial Intelligence-infused execution

Optimizes fulfillment execution and inventory levels, improves cost-to-serve, and balances fulfillment operations with state-of-the-art machine learning capabilities.



#### Order orchestration

Offers configurable, automated order workflows and a unified dashboard where users can modify, cancel, track, and monitor orders in real-time across channels and the business.



#### Configure, price and quote

Provides online capabilities for customers or sales to select, configure, price, and order complex products and solutions. The solution can also automate pricing and approval processes.



#### Reverse logistics

Manages returns dispositioning, accepts cross-channel returns, and provides visibility into return order status – all to optimize inventory and customer satisfaction while increasing value.



#### Supplier collaboration

Manages and monitors inbound purchase orders, links inbound orders with inventory supply and availability, and sets and receives alerts on inbound inventory and events.

## Make and keep today's customer promises to reap tomorrow's rewards

### Guarantee every promise

#### Build for the promise

Procure quick implementations for any size retailer to fast-track digital transformation and delivery of exceptional customer experiences.

"Before we started evaluating IBM Sterling Order Management, we had the impression that IBM solutions were only designed for far larger retailers than us, but all our experiences since then have shown us that couldn't be further from the truth."

— Director of Direct to Consumer Technology at Eileen Fisher

#### Make the promise

Manage inventory in real-time to accurately guarantee availability and delivery to every customer.

"IBM is always on the ball when it comes to optimizing IBM Order Management based on predicted order volumes, which means we are always ready to scale up our capacity ahead of a key retail holiday."

— Senior Global IT Manager, Fossil Group, Inc.

#### Keep the promise

Enable flawless execution across every channel – digital and physical.

"We actually calculated that we were not the company saying yes. We calculated that we were saying no 800 thousand times every year because we weren't accessing the inventory in the stores itself...\$100M in sales immediately occurred when we turned on store fulfillment."

— SVP Supply Chain, REI

#### Preserve shareholder promises

Satisfy customers for repeat business and referrals to continuously expand your business using technology to minimize costs.

"We've got physical stores, catalog centers, distribution centers, drop-ship vendors. The solution has also helped provide an online presence to some of our smaller clients that might not have a physical store."

— Director of E-commerce, Follett Corporation

### Benefits and cost savings

**+170% ROI**  
by retailers using IBM Sterling Order Management

**\$6.4 Million**  
cost savings from improved operations

**7 Months**  
payback period

**3 Weeks**  
time to market

Deliver on more customer promises →

© Copyright IBM Corporation 2023. IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).



# sales enablement: ebrochure

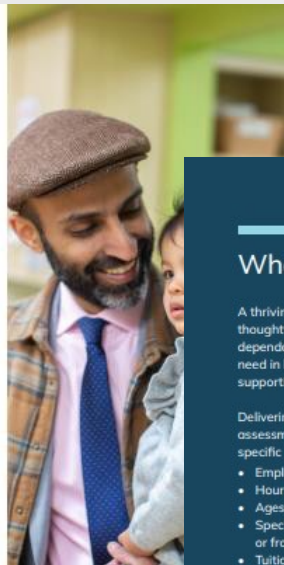


## Employer-Sponsored Child Care Building Your One-Of-A-Kind Center

### The Starting Point: Evaluating Key Criteria

Working parents are worn down and looking for help, with many calling family benefits as big a retention motivator as a hefty raise. As one surveyed employee pointedly remarked about their center, "If it goes, I go." Yet getting value — for your employees and your company — hinges not merely on the existence of your center, but on its design to match what your working parents need. Long before design meets build, your center plan will need to take into account answers gleaned from critical questions:

- **Demand:** Who is your target demographic and how will they use your center?
- **Location:** Will your ideal location be on-site or near-site, and can you creatively repurpose existing space instead of building new?
- **Costs:** What do you need to include in startup budgets and how can you ensure you're maximizing all available resources to reduce the cost burden?
- **Liability:** How will you manage risk and ensure your organization is fully indemnified?
- **Quality and Health & Safety:** Is your center on top of all state licensing regulations governing the operations of child care centers and ongoing requirements for national accreditation standards?
- **Future Sustainability:** What is your operational plan and how will you ensure your center's early learning can take your center beyond opening day?



### Who Will Use Your Center?

A thriving employer-sponsored child care center comes from thoughtful design that addresses identified challenges, and dependably meets employees' individual needs. But what is that need in hours and ages? And who is the specific audience you're supporting?

Delivering on demand starts with a dependent-care needs assessment aimed at understanding key information about the specific employees you're trying to reach, including:

- Employee demographics
- Hours employees work and when they need care
- Ages of their children
- Specific employee populations you're trying reach — corporate or frontlines
- Tuition they can afford and subsidies required to meet their budgets

Since employee demand will change over time, such demographic studies will have to look past the number of parents with children today, and include future-focused projections about what the audience will look like tomorrow, as well.

### CHALLENGE

You need to provide flexible support for frontlines.

### SOLUTION

Employee studies showed that Iowa manufacturer Vermeer parents were up at 4:30 each morning and driving miles out of their way to find child care that met their work schedules. In partnership with Bright Horizons, Vermeer developed a child care center with a 5:30 a.m. opening, and a location that not only cares for young children, but that serves as a pick-up/drop-off point for bus routes for school-age children.

# product messaging and positioning: optimized web pages

## Modernize with intelligent order fulfillment

Accelerate transformation by simplifying technology and implementation complexity to deliver omnichannel order fulfillment capabilities such as curbside pickup, buy online pickup in store (BOPIS), and ship from store (SFS).

Empower your business to maximize results by managing business rules that are right for your customers and your business. With real-time inventory management, you can appropriate stock for demand and manage inventory turns.

IBM Sterling Order Management provides an intuitive interface with easy-to-use functionality, so you don't have to rely on IT. Use configurable features for order capture, including real-time inventory, through to fulfillment, to power customer experiences that grow sales while improving profitability.

[Read the data sheet \(PDF, 102 KB\)](#)



Accelerate omnichannel transformation with IBM order management and fulfillment solutions

01:50

## Modernize with intelligent order fulfillment

Meet complex order management challenges and high customer expectations. IBM® Sterling Order Management software lets you orchestrate your entire fulfillment network with powerful core capabilities and next-level options.

Combine multichannel order aggregation, inventory and delivery visibility, and service availability within a single platform, for truly omnichannel order fulfillment.

[Read the data sheet \(PDF, 102 KB\)](#)



### Benefits of IBM Sterling Order Management

#### Customize monitoring and alerts

Easily tweak the out-of-box dashboard to fit different roles, with drag-and-drop widgets for popular features.

#### Use reverse logistics to track inventory

Efficiently manage returns and repair processes and link requests to original sales orders to enable repair lifecycle tracking.

#### Take real-time, immediate action on capacity

For any location, in seconds you can adjust capacity for pick-up in store and shipping, and automate order reassignment with customized business rules — all without an IT ticket.

#### Deliver the order promise with intelligent fulfillment

View accurate, real-time global inventory from all channels, and order, fulfill and return from anywhere, to anywhere.

before

## Benefits of connected commerce, for you and your customers

after

### Build a loyal customer base

Keep customer promises with flawless execution across every channel, digital and physical.

[Learn how Parker Hannifin receives, ships and accepts returned orders from anywhere](#)

### Drive profitability

Reduce safety and dead stock with a focus on carrying costs. Automate processes, increase inventory turns and minimize shipping expenses with ship-to-store options.

[Learn how Pitney Bowes generates 93% of orders with no manual intervention](#)

### Take action on real-time inventory views

Meet peak-period demand and avoid overpromising, losing sales or incurring unexpected charges.

[Learn why Eileen Fisher has reduced operational costs](#)

### Orchestrate hybrid cloud

Gain a flexible and agile solution with a multi-cloud deployment on any cloud of your choice.

[Learn how JOANN Stores enabled curbside delivery across 850+ stores nationwide \(02:19\)](#)

### Maximize omnichannel retail

Empower customers to engage when and in any way they want, with capabilities such as curbside pickup, BOPIS, SFS, clienteling, drop shipping, and endless aisle.

[Learn how one company saw a 60% increase in holiday sales](#)

### Accelerate transformation

Simplify technology complexity with quick implementations to fast-track customer experiences.

[Learn how Sally Beauty delivered ship-from-store in just 3 weeks \(24:30\)](#)



“The scalable architecture has enabled us to better leverage our store network and implement endless aisle through drop-ship and distribution centers.”

Al Scherer  
Director of E-commerce  
Follett Corporation

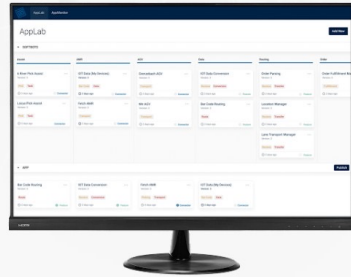
[Read the story](#)

\*created

# product messaging and positioning: added web pages

## Fast integrations. Less risk. No all-nighters.

The SOFTBOT Platform removes long and expensive timelines from automation deployments. Robots and automation tech easily connect to pre-built apps to rapidly create fully integrated solutions that can immediately impact ROI, while mitigating risk. And your IT team can get a good night's sleep.



## Achieve fast implementations, with less frustration

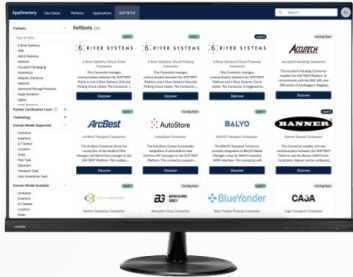


The SOFTBOT Platform uses pre-built apps to significantly improve speed to market, deploying automation in just hours or days (yes! you read that correctly). The only four-letter word you'll use when implementing your tech will be – FAST.

## Speaks the right language, no matter the tech

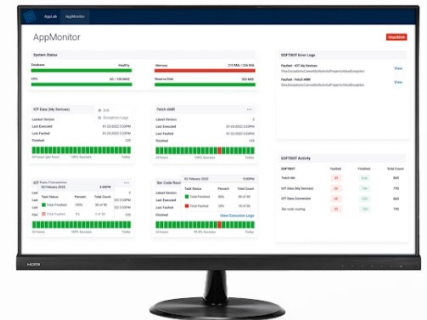
As a technology-agnostic resource, the SOFTBOT Platform allows disparate automation to communicate and work together in concert.

Our platform works with just about everything – some may say it's multilingual.



## Deploy today, grow tomorrow

Market acceleration requiring faster, more efficient operations is daunting. The SOFTBOT Platform rapidly adapts to changing manufacturing or online fulfillment processes, so you can deploy a smaller pilot or large fleet workflow. The software's flexibility meets your needs today and in the future (Crystal ball not included).



\*created



# strategic leadership: virtual live series

LinkedIn Live: Reimagine #Retail Episode 3: #CyberWeek2020 Recap with Forrester and Perficient.



LinkedIn Live: Reimagine Retail Episode 3: Cyber Week 2020 Recap

getsocial.voicestorm.com • 1 min read

\*created





# strategic leadership: ibm.com homepage take-over

You've never seen a season like this

Online sales are already 2x analyst forecasts, but with 'buy online, pick up in store' local retailers win too

### Shopping tracker, November 25th - December 1st

Cyber shopping week volume ⓘ

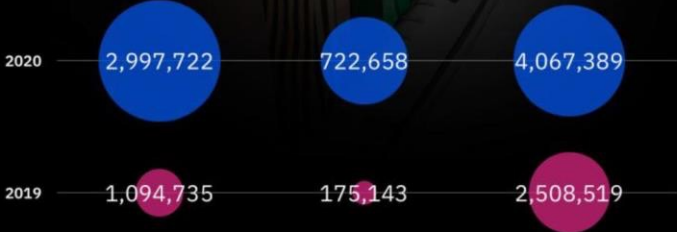
Items ordered by day

Click to see previous days data

W Th F S Su M T

Total BOPIS/SFS week to date ⓘ

Total items ordered week to date



See how retailers are responding

### Shopping tracker, November 25th - December 1st

Cyber shopping week volume ⓘ

Items ordered by day

Total BOPIS/SFS week to date ⓘ

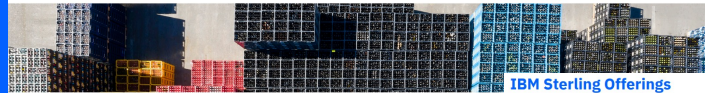
Total items ordered week to date



\*created

## IBM Certified Containers

Modernize and Scale your Enterprise Software Solutions Across Multiple Environments with IBM Certified Containers on Red Hat® OpenShift®



### IBM Sterling Offerings

#### Modernize and Scale your Enterprise Software Solutions Across Multiple Environments with IBM Certified Containers on Red Hat® OpenShift®

About a decade ago, everyone expected organizations to move to the cloud, with the assumption this meant public cloud. Fast forward to today, most businesses still maintain significant on-premises environments with limited cloud deployments. However, industry experts maintain that it is only a matter of time before enterprises transition to the cloud.

As businesses develop cloud strategies, they must consider factors unique to their environment such as government regulations, security, performance, data residency, service levels, time to market, architecture complexity and technical skills of its employees. Overlay the need to prevent vendor lock-in and the ability to incorporate emerging technologies such as Artificial Intelligence (AI) and machine learning, and it becomes clear that IT leaders need deployment options that co-exist, build on existing investments, and operate across multiple

IBM offers IBM Certified cloud service provider's IBM Certified Containers Container Platform (RHO) efficient way to deploy, n enterprise-grade soft environments.

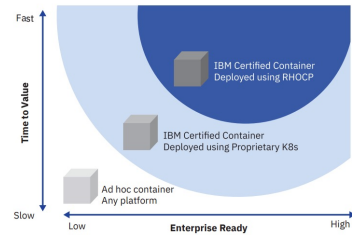
Gartner predicts **28%** of enterprise workloads will move to the cloud.

Gartner Forecast: Public Cloud Services Worldwide, 2015-2022, Q418 Update

The decision to pursue de resource an analog as the st as the co team and at the high have the right deploy IBM Certif a cloud provider such as , the coach provided, for e: Kubernetes Service or Gc and perform at the colleg

The move to containers makes sense as the uptime criticality for normal business or systematical upgrades has substantial customer and costly impacts. IBM Sterling provides container functionality that is right for your organization. Each container delivery model from IBM Sterling supports varying degrees of technological prowess, business continuity demands and installed security and compliance capacity.

1. Traditional on-premises: Clients create their own containers using guidelines and samples provided with the standard product and documentation.
2. IBM Certified Container deployed using proprietary Kubernetes: Clients use containers provided out-of-the-box and deploy into any cloud using proprietary or native Kubernetes.
3. IBM Certified Container deployed using the Red Hat OpenShift platform: Clients use containers



provided out-of-the-box and deploy into any private or public cloud using the Red Hat OpenShift platform that abstracts and normalizes the deployment to be cloud agnostic and therefore multi-cloud ready.

Feature	Traditional On-Premises	IBM Certified Container Deployed Using Proprietary Kubernetes	IBM Certified Container Deployed using Red Hat OpenShift Platform
Core Product Functionality	✓	✓	✓
Deployment (Helm Chart)		✓	✓
Prebuilt Container Images with Secure Prepacked Operating System and Hypervisor		✓	✓

**thank you: 603.531.0327**