



Retail event

# Staff force and store data optimization using hot sensors and RFID in a retail company

2008 February the 6th  
Spanish Movilitas Logcentre, Walqa (Huesca)

## Movilitas LogCentre Retail event

Have you ever felt that you are wasting efforts planning your staff force or losing sales, because you are not able of predict and respond quickly to an increase or decrease in customers visiting your stores?

Do you feel like your company has make a big effort purchasing software and hardware and you still cannot predict how many products do you have in your store and in your shops?

Do you want to know how can really RFID technology help you business and can be integrated in your management system?

Or are you interested in learning about all the possibilities that SAP can offer to your enterprise?

Because we feel that all this items are critical for the retail companies, the Spanish Movilitas LogCentre have prepared a specific journey where experts from the biggest technological enterprises of Europe are coming to explain their technology making it easy.

During this event companies could ask, touch and even demand budgets of the technologies showed.

We hope you will join us the next 6<sup>th</sup> of February.

10:30 Check in and Coffee. Building Félix de Azara

### First part: solution introduction

11:00 Event introduction  
Carmelo Marín, [Movilitas LogCentre](#)

**Why store management**  
Cristina González, [SAP](#)

**Red hot intelligence for Store Management**  
René Schrama, [Irisys](#) 'The World's Leading Company in People Counting Technology'

**Execute on the store floor**  
Alex Price, [Motorola](#)

**Mobilize your stores**  
Jaume Bros, [Zebra](#)

**Mobile capturing data systems:  
RFID readers and automatic weight system**  
Alberto Zamora, [Movilitas](#)

12:00 Coffee with experts



## Second Part: Workshops

Depending on the company interest for each solution that has been introduced in the first part of the event, the audience will be divided in two groups. Is time to see live demonstrations and see how it works.

12:30

**Workshop 1**  
**Store management with SAP**  
**SAP**  
*Demo SAP*  
*Demo Netweaver*  
*Demo Store Scenario*

**Workshop 2**  
**Red hot intelligence for Store Management**  
**Irisys**  
*Demo Customer Counting & Conversion*  
*Monitoring*  
*Demo Checkout Management*

13:30

**Workshop 3**  
**How mobilize your store**  
**Motorola and Zebra**  
*Demo Zebra Mobile printers*  
*Demo Moto MC50/70 for store management*  
*Demo Moto CA50 for store staff*

**Workshop 4**  
**From Prototype to Reality in a LogCentre**  
**Movilitas**  
*Demo RFID*  
*Demo Mobility solution*  
*Demo WK solution*  
*Demo touch screen under shop windows*

14:30 Lunch

## Third Part: Expert tables

15:30 Now is time for personal interviews. Each company can have exclusive meetings with our logistics experts. During the face to face, an approximate budget and a time table project could be generated if required.



**Expert Table 1: Alberto Zamora**  
Movilitas, Managing director Movilitas German LogCentre and RFID system expert

**Expert Table 2: René Schrama**  
Irisys, Worldwide Director Sales People Counting Solutions

**Expert Table 3: Alex Price**  
Motorola, EMEA Retail BizDev Director Motorola

**Expert Table 4: Jaume Bros**  
Zebra, Business Development Manager

**Expert Table 5: Cristina González**  
SAP, SAP retail expert

**Expert Table 6: Juan Chinchilla**  
Dell, Sales Manager Preferred Accounts

**Expert Table 7: Carmelo Marín**  
LogCentre, Director Spanish Movilitas LogCentre

**Expert Table 8: Mario Garralda**  
Distromel, Technology director

17:30 End and agreements

For more information and for registration enter [www.logcentre.org](http://www.logcentre.org)

