

MICROSOFT PIVOT: ENABLING THE RETAIL INDUSTRY.

STOCKHOLM 2019.02.05 – 2019.02.06

Agenda Day 1, February 5 - Digital Customer Experience and beyond

09.00 - 09.30	Registration/Coffee	
09.30 - 10.00	Welcome Introduction	Linda Pimmeshofer , Business Development Director – Retail Microsoft AB Annika Hasselaar , Manager Retail - Microsoft AB
10.00 - 10.20	Reengineering the customer Experience	
10.20 - 10.40	The Physical Store and the Store Employees New Role	Anna Bergare , Business Developer - H&M Laboratory
10.40 - 11.00	Transforming Retail – Dare to be different	Fredrik Uhrbom , MD - Clas Ohlsson Sverige
11.00 - 11.30	Break	
11.30 - 12.00	Ethics & AI in Retail	Daniel Akenine , CISO - Microsoft
12.00 - 12.30	Panel Discussion	Anna Bergare , Business Developer - H&M Laboratory Fredrik Uhrbom , MD - Clas Ohlsson
12.30 - 13.30	Lunch	
Choose 3 different sessions to attend 13.30 – 14.00 Break 14.15 -14:45 Break 15.00 -15.30	CIE	Theme: Onboarding of new staff Partner: Microsoft Theme; Informed staff members Partner: Microsoft
	Round tables	Theme; Who is the future customer? Partner:
		Theme: Brand ambassadors of the future Partner: Ulrika Jonsson - Microsoft
		Theme: How can bots assist both customers and employees Partner: Altran
Microsoft Dream factory Tour	Area 1: The pygital shopping Experience Area 2: Self check out and inventory count with RFID	

		<p>Area 3: How to use data from cameras for evidence management & getting insights from the retail environment</p> <p>Area 4: Customer experience through XR, VR, video and picture recognition</p>
15:30– 16:00	Summary	Linda Pimmeshofer , Business development director – Retail - Microsoft AB
16:00 -17:00	Mingle	

Agenda Day 2, February 6 - Creating strategic value with retail intelligence

09.00 - 09.30	Registration/Coffee	
09.30 - 10.00	Welcome Introduction	Linda Pimmeshofer , Business Development Director – Retail Microsoft AB Annika Hasselaar , Manager Retail - Microsoft AB
10.00 -10.20	Is there any Excitement Factors Connected to Processes	TBD
10.20c – 10.40	Inventory Transparency	Petra Stenqvist Chief Experience Officer - PWC
10.40 – 11.00	Transforming Microsoft Supply Chain	Anita Ratkovic , CFO - Microsoft AB
11.00 - 11.30	Break	
11.30 - 12.00	Will PostNord solve the Last Mile Execution?	Petra Björkeson , Director of Business Development - PostNord Insight
12.00 - 12.30	Sustainability	Johan Falk. Xxx Futureearth
12.30 - 13.30	Lunch	
Choose 3 different sessions to attend	CIE	<p>Theme: Onboarding of new staff Partner: Microsoft</p> <p>Theme; Informed staff members Partner: Microsoft</p>
	Round tables	<p>Theme; Improving the Customer Experience through Applied Machine Learning Partner: JDA</p> <p>Theme: Supply Chain mapping and sustainability strategy, were to start Partner: Transparency one</p> <p>Theme: Speakers Corner – Bring your own subject you would like to discuss Partner: Microsoft</p>
13.30 – 14.00		
Break		
14.15 -14:45		
Break		
15.00 -15.30		



	Microsoft Dream factory Tour	Area 1: Unified Commerce Area 2: Self check out and inventory count with RFID Area 3:
15:30 - 16.00	Summary	Linda Pimmeshofer , Business development director – Retail, Microsoft AB