

# BRdata <sup>2018</sup> WORLD

September 23-25  
at the Fox Hollow, Woodbury, NY



## General Sessions

### **Welcome/BRdata Year in Review Keynote**

**John Abbene, President, BRdata**

John sets the tone for the conference, summarizing the past year of technology advances at BRdata and throughout the grocery industry.

### **National Grocers Association Washington Update**

**Greg Ferrara, Senior VP Government Relations & Public Affairs, National Grocers Association (NGA)**

Greg will provide an update on key legislative and regulatory issues affecting the supermarket industry.

### **Change – whether you like it or not!**

**John O'Malley, Professor of Marketing, New York University**

Relentless market place changes that feels like an assault on everything we once thought we had under our control. Our collective smartphone adoption rate isn't just disrupting the way we communicate, but how we function in our lives.

Motivational Keynote: TBD

### **BRUG President Address**

**Paul Pugh, Special Projects Manager, Associated Food Stores**

### **BRUG Mailing List**

**Shonn Mereness, InStore Technology**

BRUG email is an active resource for users to get answers quickly from their peers in the grocery retail industry. Shonn, who is an enthusiastic contributor to the email list, provides examples of how the list can be tapped.

### **User Experiences/Case Studies**

**Leaders in the independent grocery retail and wholesale industry share their experiences and provide best practices for using and implementing the following technologies**

BRdata Cloud, Vallarta Supermarkets

Cashier Balancing / Financial Reporting

Consumer Apps and Digital Coupons (2)  
BRdata Vendor Portal  
BRdata Android Mobile Store  
Cloud Loyalty (2)  
BRdata e-commerce (2)  
CGO (Computer Generated Ordering) / Inventory  
DEX/NEX Receiving  
Ad Planning / Deal Tracking  
CPT (Competitor Price Tracking)  
BRdata Host Order Books

### **Platinum Sponsor Presentation**

#### **Phil McCarthy, Vice President, DUMAC**

Phil introduces DUMAC and the RORC v6 POS platform, emphasizing the close partnership and tight integration with BRdata.

*Note: Tentative, subject to change.*

## **Breakout Sessions**

### ***New this year:***

Cloud Administrator  
Intro to Cloud  
Vendor Portal

### ***Updated sessions from previous conference:***

Ad Planner  
Advanced Labels and Signs  
BRdata Connect  
BRdata Host  
BRdata SQL  
Cashier/Cloud Financials  
Cloud Basket Analysis  
Cloud Item Movement and Cloud App  
Cloud Loyalty  
DSD  
DUMAC/RORC  
eCommerce and Online Shopping  
Grind Log System  
Inventory/CGO  
NCR ISS45

Price Optimization / Competitor Price Tracking  
Reseller Meeting  
ROFDA Meeting  
System Administrator  
Toshiba SA/ACE  
Warehouse Management System (WMS)  
Wholesaler/Importing

**Intro Sessions:** BRdata Basics, Hosting, Imports and Exports, DSD and Ordering, Reporting, Inventory

**Roundtables:** DSD, Collect, Usability, Cloud, Connect, Price Optimization/Ad Planner, Host

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