



Saturday | 12 January 2019

LOCATION

19:30 to 22:00 Oracle Retail Exchange Welcome Reception and Dinner
 RSVP: [Reserve Your Space Today](#)

Manhattan Penthouse
 80 Fifth Avenue at
 14th Street
 17th Floor Penthouse
 New York, NY 10011

Sunday | 13 January 2019

LOCATION

7:00 The Oracle Retail Exchange Networking Breakfast
 RSVP: [Reserve Your Seat](#) for the Content Program Today.

Sofitel New York
 45 West 44th Street
 New York, NY

8:30 Welcome to the Oracle Retail Exchange
 Rose Spicer, Global Senior Director, Oracle Retail

8:45 Maui & Sons: The Foundation for Operational Agility
 Felipe Guerrero, Chief Information Officer, Maui & Sons
 Javier Swinburn, Chief Operations Officer, Maui & Sons

Maui and Sons has grown to become one of the best-known clothing brands sports and technique all over the world. Today, the company's products are sold in more than 100 countries around the world. Felipe and Javier are building a foundation for operational agility to enable Maui & Sons to grow in South America.

9:15 Laura Ashley: Commerce in the Cloud
 Colin Rice, Chief Information Officer, Laura Ashley

International Home Décor and Furniture Retailer Laura Ashley is connecting interactions and modernizing the online experience with Oracle Commerce Cloud. Laura Ashley sells signature furniture, home accessories, decorating and fashion products in stores throughout the UK, Ireland and France and franchisees in 29 territories globally.

9:45 Case Study from NA
 To be Confirmed

10:15 Networking Break



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| 10:30 | <p>A Platform for Modern Retail Jeff Warren, Vice President Solution Management, Oracle Retail</p> <p>Increased items, locations, channels and touchpoints has translated into an exponential increase in the amount of data that retailers must manage and navigate to generate value to their end consumer. As retailers deal with mountains of noise and exponentially less time to do more, Oracle Retail is delivering world class solutions to modern retail problems. Jeff Warren will share a detailed portfolio update featuring current and planned innovations, designed to help retailers adapt to change with fluidity and agility.</p> |
| 11:00 | <p>Global Panel Discussion Moderator: Jeff Warren, Vice President Solution Management, Oracle Retail</p> <ul style="list-style-type: none"> • Massimiliano Gerli, Chief Information Officer, Bata Retail • Rachel Callan, Business Lead ERP, John Lewis • To be Confirmed |
| 11:30 | <p>Customer Advocacy Marketing Paul Archer, CEO, Duel Tech David Bradbury, Lead Advocacy Consultant, Duel Tech</p> <p>Delve into the scientific foundation of decision-making processes in consumers. Learn how advocacy can influence the buying processes. Retailers can build an army of advocates for their brand. These advocates will spread your company’s story and products through their network and make authentic content for you to use to increase advertising performance and boost conversion rates.</p> |

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| 12:00 | <p>Departures for the Jacob Javits Center 1:1 Demonstrations: Request a demonstration of the Oracle Solutions. Oracle Teslas available for transport.</p> | <p>Jacob Javits Center 655 W. 34th St New York, NY 10001</p> |
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16:30 NRF 2019 Exposition Closes

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| 18:30 | <p>NRF 2019 Foundation and Gala</p> <p>Oracle is a proud sponsor of the NRF Foundation. The Gala is one of the best ways for retail executives and partners to give back to the industry. All proceeds benefit the NRF Foundation’s initiatives, including scholarships for university students, educational and inspirational programming and a powerful industry-backed training and credential program, RISE Up.</p> <p>Limited Availability. Reserve Your Space Today by emailing rose.spicer@oracle.com</p> | <p>Sheraton New York 811 7th Avenue, W 53rd St New York, NY 10019</p> |
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Monday, 14 January 2019

LOCATION

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| 8:30 | <p>Oracle Retail Executive Roundtable Registration & Breakfast</p> | |
| 9:00 | <p>Oracle Retail Executive Roundtable Mark Hurd, President, Oracle Mike Webster, Senior Vice President and General Manager, Oracle</p> | <p>Sofitel New York 45 West 44th Street New York, NY</p> |



Join this exclusive roundtable discussion with our President Mark Hurd. Engage in dialogue with fellow C-level executives to talk about what matters to retailers most.

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| 9:00 | Oracle Retail Booth #2321 Opens, Closes at 17:00 1:1 Demonstrations: Request a demonstration of the Oracle Solutions. | Jacob Javits Center 655 W. 34th St New York, NY 10001 |
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| 19:30 | Oracle VIP Networking Reception @ Kendra Scott Limited Availability. Reserve Your Space Today. | Kendra Scott Soho 126 Spring St New York, NY 10010 |
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Oracle Retail is delighted to host an exclusive event at the new Kendra Scott location in Soho. Join us for cocktails and conversation amidst the stunning merchandise of the store. Celebrate your tomorrow, today, and toast the future of retail with Oracle.

Tuesday, 15 January 2019

LOCATION

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| 8:00 | Store Tour | To be confirmed |
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| 9:00 | Oracle Retail Booth #2321 Opens 9:00, Closes 16:30 1:1 Demonstrations: Request a demonstration of the Oracle Solutions. | Jacob Javits Center 655 W. 34th St New York, NY 10001 |
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| 18:30 | Oracle Retail Latin America Community Dinner Limited Availability. Reserve Your Space Today. | Atlantic Grill 49 West 64th Street at Broadway New York, NY 10023 |
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Oracle Retail will host the Latin America community at the Atlantic Grill in Lincoln Center. Join us for dinner to network with your peers and compare learnings from NRF 2019.

Important Addresses:

The Oracle Retail Exchange (REX)
12-16 January 2019
Sofitel New York
45 West 44th Street
New York, NY

The National Retail Federation Annual Conference
13- 16 January 2019
Jacob Javits Center
655 W. 34th St
New York, NY 10001

Available Oracle Resources:

- **NRF 2019 Expo Floor Access:** Request your free NRF 2019 [EXPO Hall Pass here](#).
- **Hotel Booking Link:** \$279/night [Reserve your room here with our discount rates](#).
- **Oracle Tesla Cars:** Request a transfer within Manhattan during NRF 2019. [Email us](#).
- **1:1 Demonstrations:** [Request a demonstration](#) of the Oracle Solutions.

National Retail Federation Show Hours:

- Sunday 13 January 2019 9:00- 16:30
- Monday 14 January 2019 9:00- 17:00
- Tuesday 15 January 2019 9:00- 16:00