NRF 2019
SALESFORCE TRAIL GUIDE
JAN. 13-15, 2019
SALESFORCE BOOTH #3719
& MULESOFT BOOTH #1340

CONNECT TO YOUR CUSTOMERS IN A WHOLE NEW WAY

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GET TO KNOW SALESFORCE

Salesforce helps retailers connect with their customers in a whole new way. Learn how the world’s #1 CRM provides marketing, commerce, and service solutions – visit Booths #3719 and #1340.

YOUR RETAIL JOURNEY BEGINS HERE

1. **Power B2B and B2C Commerce**
   Nothing is sweeter than customer success. Enjoy a hand-dipped chocolate and see how Godiva powers B2C and B2B commerce experiences on Salesforce.

2. **Connect Marketing, Commerce, and Service**
   Rituals delivers meaningful moments at every touchpoint by connecting commerce, marketing, and service on Salesforce.

3. **Unify Customer Engagement**
   Learn how Shinola integrates everything, from ERP, OMS, and POS, to Salesforce to unify customer engagement.

4. **Deliver Any Channel Service**
   Learn how The Container Store delivers service in any channel, from in-store, online, in the call center, or in the field.

5. **Digitize the Store**
   With clienteling and mobile POS solutions, Mulberry Associates can digitize store interactions and build lasting customer relationships.

6. **Personalize Shopper Marketing**
   Crocs personalizes shopper marketing across the entire customer journey.

7. **Connect Commerce Everywhere**
   Connected shopping experiences don’t require complex solutions. See how Brunello Cucinelli uses “graceful technology” to connect commerce everywhere.

8. **Customer Success Theater**
   Learn how to accelerate innovation and customer success from Salesforce experts, partners, and the ISV ecosystem.

9. **Commerce Cloud Platform**
   Deliver unified commerce experiences wherever your shopper is. Be empowered with new tools that provide flexibility and agility to build great experiences across all customer touchpoints.

DISCOVER MULESOFT AT BOOTH #1340

Unlock Data with MuleSoft to Move from Transactions to Relationships
MuleSoft helps retail IT transform from business bottleneck to innovation enabler with 3X faster application connectivity. Learn more at Booth #1340.

EXPLORE CUSTOMER SUCCESS

Learn how to accelerate retail innovation and customer success from Salesforce, partners, and ISVs. Sessions run every 30 minutes at Booth #3719.

**SUNDAY, JANUARY 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m.</td>
<td>Transform the Wholesale Buyer Experience with B2B Commerce</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>Vendor Onboarding Reimagined</td>
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<tr>
<td>10:00 a.m.</td>
<td>How Retailers can Accelerate ROI with Unified B2B Commerce, Sales,</td>
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<td>Service and Community</td>
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<tr>
<td>10:30 a.m.</td>
<td>Beyond the Aisle: How Digital Innovation Is Changing Grocery Day</td>
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<tr>
<td>11:00 a.m.</td>
<td>From Farm to Fork: How Land O’Lakes Builds a Modern Marketecture for</td>
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<td>Growth</td>
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<tr>
<td>11:30 a.m.</td>
<td>Amplifying the Zwilling Brand Values Through Experiential Commerce and</td>
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<tr>
<td></td>
<td>Achieving Double-Digit Lift in the Process</td>
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<tr>
<td>12:00 p.m.</td>
<td>Help Shoppers Help Themselves with 24/7 Self-Service</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>How Narvar and Salesforce Drive Customer Lifetime Value</td>
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<tr>
<td>1:00 p.m.</td>
<td><strong>Salesforce Big Ideas Session:</strong> Be the Brand Your Customers Love,</td>
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<tr>
<td></td>
<td>Featuring Shinola</td>
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<td></td>
<td>Expo Hall, Level 1, Stage 4</td>
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<tr>
<td>1:30 p.m.</td>
<td>The Customer Experience Imperative. How Scheels’ Customer-First</td>
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<td>Approach to Customer Experience Came to Life Through Social Customer</td>
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<td>Care</td>
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<tr>
<td>2:00 p.m.</td>
<td>Unify the Shopper Experience Across Commerce, Marketing, and Service</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>Skechers: Loyalty As An Outcome</td>
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<tr>
<td>3:00 p.m.</td>
<td>Commerce Platform of Today and the Future: Flexibility and API-First</td>
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<td>Customization</td>
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<tr>
<td>3:30 p.m.</td>
<td>Chuck E. Cheese’s Secret to Loyalty: Email Relevance and More Cheese</td>
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<tr>
<td>4:00 p.m.</td>
<td>A Marketer’s Dream: New Salesforce Marketing Cloud and Google Analytics</td>
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<td>360 Partnership</td>
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</tbody>
</table>

LEGEND

- **Commerce Cloud Platform**
- **Marketing Cloud**
- **Big Ideas Session**
- **Service Cloud**
- **Sales Cloud**
- **Analytics**
- **Community**
- **Customer 360**
### Monday, January 14

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<td>Enhance B2C Commerce Experiences at the Speed of the Shopper</td>
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<td>Ralph Lauren: Ongoing Site Management on Salesforce Commerce Cloud</td>
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<td>Shopper-First Retailing: New Data Reveals What Shoppers Really Want</td>
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<td>Life Is Good: A Full-Scale Multicloud Transformation</td>
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<td>Unify Customer Experiences Across Salesforce Apps with Customer 360</td>
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<td>12:30 p.m.</td>
<td>Salesforce and IBM: Empowering Brands to Put the Customer at the Center of Everything</td>
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<td>1:00 p.m.</td>
<td>A CIO’s Perspective on Delivering Connected Customer Experiences with MuleSoft</td>
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<td>Driving Shopper Success: How Shinola Creates Brand Loyalty with In-Store Clienteling</td>
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<td>2:00 p.m.</td>
<td>Five Steps to World Class Digital Customer Service</td>
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<td>2:30 p.m.</td>
<td>Retail Moments that Matter</td>
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<td>3:00 p.m.</td>
<td>Unify the Shopper Experience Across Commerce, Marketing and Service</td>
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<td>Clerk and Green: Deloitte Digital’s Connected Store</td>
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<td>Shopper Trust: Insights for How to Connect to Shoppers Even in a Hyper Sensitive Environment</td>
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<td>Retail Field Service: At Lightning Speed</td>
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<td>The Modern Consumer in the Age of Integrity</td>
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<td>All Wrapped Up: Holiday Insights from Half a Billion Shoppers</td>
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<td>Omni-Cloud 4.0: Leveraging Key Data to Maximize Your Customer Experience</td>
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<td>How Retailers Can Increase Shopper Loyalty Through Personalized Messaging at Scale, Featuring Lids</td>
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<td>Connected Store Operations: Connecting Your Employees and Brand in a Whole New Way</td>
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<td>Empower Your Store Associates and Service Agents with Automation and AI</td>
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<td>Going Global with Salesforce Commerce and Adyen Payments Platform</td>
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<td>Achieve Customer 360: Use Salesforce to Unlock Customer Data</td>
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<td>5 Steps to Drive Tailored Engagement For Context-Driven Shopper Experiences</td>
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<td>3:00 p.m.</td>
<td>Browns Shoes Delivers a Unified Shopping Experience with Distributed Order Management</td>
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<td>Delight B2C Shoppers with Intelligent Commerce Experiences Powered by AI</td>
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### Hit the Trail with Salesforce

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- Clienteling and the Intimate Shopping Experience
- Enhance B2C Commerce Experiences at the Speed of the Shopper
- Ralph Lauren: Ongoing Site Management on Salesforce Commerce Cloud
- Shopper-First Retailing: New Data Reveals What Shoppers Really Want
- Life Is Good: A Full-Scale Multicloud Transformation
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**Hit the Trail with Salesforce**

**Finish Strong and Reach the Summit**

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MEET OUR PARTNERS

Get to know our retail partners. Visit 20+ partner booths and learn how partners transform customer and associate engagement.

Booth #1804
Booth #840
Booth #825
Booth #1127
Booth #441
Booth #531
Booth #2941
Booth #4149
Booth #2119
Booth #4364
Booth #2251
Booth #2473
Booth #3565
Booth #3847
Booth #4541
Booth #7045

Salesforce Booth #3719
Expo Hall, Level 3

Fast Company Panel Featuring Salesforce
Tuesday, January 15 at 10:30 a.m.
Expo Hall, Level 3, Main Stage

Salesforce Big Ideas Session
Sunday, January 13 at 1:00 p.m.
Expo Hall, Level 1, Stage 4
CONNECT TO YOUR CUSTOMERS IN A WHOLE NEW WAY

Ready to spend more time with Salesforce? Whether inspiring with thought leadership, demonstrating product capabilities, or hosting the must-attend social event at the Big Show, we'd love to share your experience outside of Booth #3719 and #1719.

SUNDAY, JANUARY 13
Salesforce Big Ideas Session, Featuring Shinola
1:00 p.m.–1:30 p.m. | EXPO Hall, Level 1, Stage 4

MONDAY, JANUARY 14
Salesforce Big Party at the Big Show
7:30 p.m.–11:00 p.m. | By Invite Only

TUESDAY, JANUARY 15
Fast Company Panel with Salesforce
10:30 a.m.–11:15 a.m. | EXPO Hall, Level 1, Main Stage

THE SALESFORCE EXPERIENCE IS OPEN DURING EXPO HOURS:

Sunday, January 13: 9:00am–4:30 p.m.
Monday, January 14: 9:00am–5:00 p.m.
Tuesday, January 15: 9:00am–4:00 p.m.