

# Example of speaker notes essay

[Business](#), [Marketing](#)



## **Slide 1: Nordstrom Inc.**

IT Infrastructure Analysis

Slide 2: Technology Journey

Established in 1901 in Seattle, Washington.

Operates in Upscale fashion industry.

More than 224 stores in US.

Also sells product online through shop. nordstrom. com worldwide.

## **Started its IT overhaul in 2002.**

Implemented CRM in 2004

Implemented HR systems solution in 2004

E-commerce solution to retail stores expanded in 2007.

MPOS system introduction to stores in 2012.

Slide 3: CRM System

CRM solution named blue martini implemented in 2004.

Fujitsu hardware and home designed software used for the implementation.

It enabled the Point of sales methodology for brick and mortar sales stores.

Later the CRM also enhanced to include shop. nordstrom. com to create unique online shopping experience.

## **Slide 4: BI and E-commerce**

Warehouse management (WM) solution first introduced in 2002 (Manhattan associates was the partner)

BI implemented to support the WM solution later.

BI later expanded to support both WM and CRM solutions.

BI extensively used to run queries and reports for online customers and in-

store employees.

BI is the backbone of data intelligence and real time data fetching and analysis for Nordstrom.

Slide 5: IT Infrastructure

Personal Book is the database of customers.

It contains sales related information and customer personal data.

Personal book can be accessed by employees through web queries from POS systems and internet.

SSL encryption protocols ensures security of the data.

Company uses computers, IPADs, IPODs, mobile and wired bar code readers and mobile and wired credit card scanners in every store.

**Uses standard communication protocol between different machines to exchange data and other information.**

Slide 6: References

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