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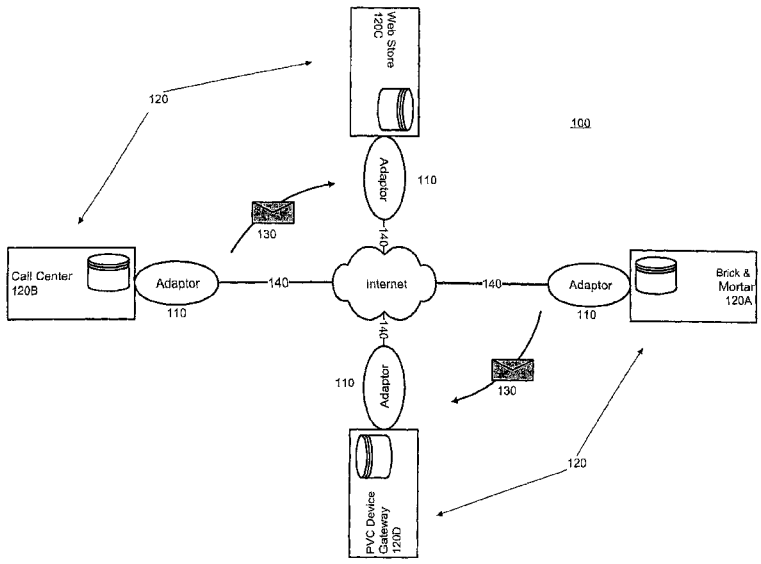
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(54) Title: METHOD AND APPARATUS FOR INTEGRATED MULTI-CHANNEL RETAILING



(57) Abstract: A method for integrating multi-channel retailing can include distributing and replicating selected data across retail channels via asynchronously transmitted messages in a common data format. The method can include the steps of: intercepting data processing messages in a retail IT system for use in one type of retail channel; formatting data in the intercepted messages using a user-definable markup language; and, asynchronously communicating the formatted data to at least one other retail IT system for use in at least one other type of retail channel. Notably, the user definable markup language can be XML. In one aspect of the invention, each converted data processing message can be asynchronously forwarded to a data control point; and, the forwarded messages can be asynchronously routed in the data control point to the others of the retail IT systems.

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