



# *Digital Transformation with the Internet of Everything*

*Retail Customer Stories*



For 30 years, Cisco has been committed to changing the way the world works, lives, plays and learns.

We have helped the world connect to the Internet, embrace voice, video, and data communications and blend technology and business together in ways that many thought were impossible. Together with our partners, we have been able to help our clients innovate, manage market transitions and turn technology into business advantage.

Two years ago, we began a discussion about the next wave of the Internet - a digitized world where the networked connections of people, process, data and things are brought together to unlock unprecedented business value. The power of the connections unlocks new types of data and insight, and physical and virtual

environments are blended seamlessly for greater business and societal outcomes. We called this new digital era the Internet of Everything.

Now the term "digital" is everywhere - digital transformation, digital business, and digitization are the key topics in nearly every technology or business conversation. While many are now defining what it means to be digital, very few have defined how industries, cities, and countries are becoming digital.

Cisco and our partners have been working with innovative clients around the world to help them digitize. We are building and implementing digital roadmaps and transformations in industries from manufacturing to retail to government. We are helping countries transform the citizen experiences, banks

reimagine the customer experience, and helping energy providers become more efficient. And we're doing it today.

We invite you to read the stories of innovative companies who are using the Internet of Everything to become digital. They are turning technology into business outcomes and are truly changing the way we work, live, play and learn.

Sincerely,

Mike Riegel  
VP, Internet of Everything  
Cisco

## Retail

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Del Papa Distributing

intu

Mayland Real Estate

MGM Resorts  
International

Stary Browar

Tesco's F&F

Trinity Leeds



## *Barilla Gives Consumers Insight into the Journey of Their Food*

Consumers today expect more transparent communication and social responsibility from the companies they do business with. Barilla Group, the makers of Barilla brand pastas and sauces, is embracing the Internet of Everything (IoE) to provide consumers the ability to trace the entire chain of production for the ingredients in their food, from where it was grown to how it arrived on the store shelf.

Barilla worked with Cisco, Penelope S.p.A. and NTT DATA to implement a new technology platform called Safety for Food (S4F). Powered by the software ValueGo®, the platform enables consumers to scan a QR code on the back of limited edition Farfalle Pasta and Tomato and Basil Sauce packages to easily access a website that tells the story of the specific production batch, through a detailed analysis of all major phases of the supply chain. Cisco has collaborated with non-governmental organizations, technology partners and experts in food supply chains to create the Safety for Food initiative, which provides

access to data from across the entire agricultural food chain. Innovative food companies like Barilla are taking the lead to use the data and analytics to break down information silos across their supply chains and provide consumers with greater transparency into the sources of their food.

The integrated tracking system also helps to combat counterfeiting in the food supply chain and gives consumers greater transparency and traceability of their food. Through this innovative initiative, Barilla aims to provide greater transparency and safety in the supply chain, and give consumers a greater connection to their food. By connecting people, places, process, data, and things, innovative companies like Barilla, are using new digital technologies to manage complex industrial processes and improve consumers' lives. The limited edition Barilla Farfalle Pasta and Tomato and Basil Sauce packages will be available in markets throughout Italy in the coming year.

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*Barilla is giving consumers a greater connection to their food. They are also:*



Breaking down information silos across their supply chains



Providing consumers with greater transparency into the sources of their food

*“Through this innovative initiative, we aim to not only provide greater transparency and safety in the supply chain, but to also give consumers a greater connection to their food.”*

**Giorgio Beltrami**, Quality, Food Safety and Regulatory Global Director, Barilla G.e R. Fratelli

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### *Columbia Sportswear Makes the Most of Space and Increases Resiliency*

The Internet of Everything (IoE) is changing shopping behavior. Consumers are demanding more digital, more personalized shopping experiences. Today's retailers must balance how best to meet operational demands while deploying new customer services to adapt in the digital era.

Columbia Sportswear, a global retailer of apparel, footwear, accessories, and equipment to outdoor enthusiasts, wanted to shrink their IT footprint in stores in order to increase the retail floor space. They envisioned centralized management of the IT infrastructure and applications to save IT technicians from traveling to each store to add new applications and services for its customers.

Columbia Sportswear turned to Cisco for Store-in-a-Box, which responds to these challenges with a network and compute platform designed to consolidate and run all critical store systems

on a single server. Now, Columbia Sportswear's point of sale applications are virtualized, allowing them to move their virtual machine to the public cloud during planned or unplanned server outages so customers can continue to make purchases even if one power supply fails. In addition to smooth-flowing checkout lines, the consolidation and virtualization benefits of Cisco Store-in-a-Box is helping Columbia Sportswear save US\$20,000 annually in power costs per store as well as freeing up more real estate to sell products and provide better customer service. Using Cisco Unified Computing System™ (UCS®) and Integrated Services Routers (ISR), retailers have a powerful platform to centrally manage stores, increase flexibility, simplify operations, and ensure the data needed to provide better shopping experiences for customers is always available. Columbia Sportswear has reduced their IT footprint, lowered costs, built better business continuity, and simplified processes through store digitization with the IoE.

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*Columbia Sportswear is improving store operations. They have:*



Reduced in-store IT infrastructure from eight to four rack units, saving US\$20,000 annually on power



Established a backup connection for point of sale applications and voice



Eliminated the cost of sending technicians to stores to install or update servers

*“By providing complete store infrastructure in half the space, the Cisco ISR frees up more real estate to sell product and provide customer service. We also have the flexibility to quickly add new IT services such as sales analytics, digital signage, or customer behavior analysis without the time and costs of adding physical servers. IT no longer slows down the speed of business.”*

**Michael Leeper**, Director of Global Technical Infrastructure, Columbia Sportswear

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### *Del Papa Distributing Boosts Security, Shipping Capacity, and Service*

With the goal of becoming a premier beverage distribution company, family-owned beer distributor, Del Papa, turned to technology when building its new 27-acre headquarters in Texas City, Texas. The company wanted to equip the new building with a simplified collaboration system among employees in different locations, top-level security, and an infrastructure that would help employees provide an excellent customer experience.

Today, Del Papa headquarters is a safe and highly secure environment with improved collaboration. Video surveillance and physical access controls help prevent theft and leave employees feeling safer. Thanks to a converged network that covers the entire facility, warehouse employees can now build approximately 6.4

percent more cases than they did in previous warehouses. And, for employees who are not located at headquarters, teams can come together quickly with high-quality video and audio conferencing.

Cisco and its partner, Zones, designed a network for Del Papa that connects previously unconnected people and things. Phones in all offices connect to a Cisco® Unified Communications Manager at headquarters, which lowers costs for each location. Also, Cisco TelePresence® increases the company's efficiency since employees no longer need to commute to meetings. The network can also connect future systems, allowing for unbounded opportunities with the Internet of Everything (IoE).

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*Del Papa Distributing has captured value with the Internet of Everything. They have:*



Gained better control over all entrances and restricted areas



Increased daily shipping capacity by six percent



Freed up more time for sales representatives to interact with customers

*“Now a sales rep with a last-minute order can reach staff who have Cisco Unified Wireless IP Phones anywhere in the warehouse. By the time the rep is back at the warehouse, the order is sitting in the bay.”*

**Steve Holtsclaw**, Manager of Information Systems, Del Papa Distributing

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## *Shopping Center, intu, Transforms Shopper Experiences for the Digital Era*

Today's consumers want to control every aspect of their shopping experience. In order to be competitive, leading retailers such as intu are harnessing the power of the Internet of Everything (IoE) to improve and personalize the shopper experience. Along with Cisco partner, Block Solutions, intu turned to Cisco to help in their retail transformation.

With 400 million customer visits, including over 30 million unique customers ever year, intu is one of the biggest names in retail in the United Kingdom. And today, they embrace a fully connected, secure line of stores. All of intu's stores offer full Wi-Fi coverage for shoppers and staff, encouraging shoppers to spend more time in their local shopping center, and giving them the full online experience. Parents can keep their children entertained by streaming a video on their mobile device, while younger shoppers can engage their friends on social media. And with

Cisco® cybersecurity pervasive throughout, shoppers have peace of mind knowing that all of the valuable data flowing through their network is highly secured. With all this new data, intu is able to understand how people move around stores and what draws their interest with Cisco® Connected Mobile Experiences (CMX) solution, which provides location-based analytics.

Cisco installed 2,500 access points in the space, all running on centralized management with Cisco Prime™ Infrastructure that simplifies the management of wireless and wired networks. By creating a fully connected line of stores, intu is leading transformation in the retail industry by providing better in-store experiences that shoppers are demanding in the digital era today.

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*intu is benefiting from the Internet of Everything. They:*



Grew their customer database to one million unique registrations and a 50 percent opt-in rate for promotions



Gained a view into footfall traffic to measure the popularity of events and locations



Used location-based technologies to improve the customer experience

*“Working with Cisco networks, we’ve gained a scalable and powerful backbone that we’re using to gain a holistic view of our shopping centers and build new virtual features that put our customers at the heart of business.”*

**Gian Fulgoni**, Chief Information and Systems Officer, intu

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### *Mayland Real Estate Gains Insight into Shopper Behavior from Location Information*

Online merchants have an advantage over traditional merchants. Online merchants can track the product viewing history of their customers, and then make personalized offers to them. Recognizing this advantage, Mayland Real Estate sought to understand the shopping behaviors of its customers, like those of online merchants, when constructing the Centrum Riviera shopping mall in Poland.

Mayland Real Estate chose Cisco as a strategic business partner to deploy Cisco® Connected Mobile Experiences (CMX) solutions. Today, guests at Centrum Riviera receive free Wi-Fi access from anywhere in the two-story complex, including the parking structure.

Leveraging analytics through CMX, Centrum Riviera can collect valuable data about its shoppers. Examples include whether the shopper has visited the mall before, the duration of a shopper's stay, shopper behavior patterns, and who comes to the mall for specific events based on the Wi-Fi location services. This information, in turn, helps Mayland Real Estate measure the effectiveness of marketing programs. It is also valuable for Centrum Riviera tenants, who can anticipate shopper traffic, adequately schedule store staffing, and understand dwell times to optimize future experiences.

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*With the Internet of Everything, Mayland Real Estate has:*



Enhanced shopper experiences through free Wi-Fi and personalized offers



Correlation of shopper behavior with advertising campaigns and mall events



The ability to see what types of tenants attract visitors

*“For each event at the mall, such as a concert, we can count the number of people, the impact on their shopping habits, and how many shoppers visit stores before and after the event. We chose Cisco because of their experience in retail and location tracking.”*

**Andzej Jarosz**, Marketing and Communications Director, Mayland Real Estate

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### *MGM Resorts International Enriches Guest Experiences with Digital Transformation*

MGM Resorts International is a recognized leader in global entertainment and hospitality. With 24 domestic and international properties, MGM's mission is to engage, entertain, and inspire guests. To deliver such hospitality, MGM looked to technology as an avenue for enhancing the guest experience.

Partnering with Cisco and Mobilite, MGM deployed the hospitality industry's largest next-generation Wi-Fi network. Through better access to the network and the use of the

resort's application, guests can find what they currently need as well as gather suggestions for what to do next— all through their personal devices.

Now, MGM can market to guests in real time, based on guest preferences. In turn, opportunities for new revenue have increased and guests are receiving the services and engagements they prefer most.

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*MGM Resorts International gives guests the ultimate experience, including:*



Seamless Wi-Fi roaming and interconnection among MGM Resorts properties in Las Vegas



Power to the most demanding mobile applications to further engage, entertain, and enhance guest experiences



Up to 30 percent faster connectivity

*“No one else in Las Vegas, and even the world, within the hospitality industry can offer the scale, quantity, and quality of wireless services we now have available.”*

**John Bollen**, Senior VP and Chief Digital Officer, MGM Resorts International

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### *Sary Browar Becomes a Digital Business and Transforms Customer Experiences*

The sweeping digital transformation is dramatically changing the shopping behaviors of consumers. As the Internet of Everything (IoE) drives exponential change and opportunity, consumers and retailers face a complex maze of shopping journeys. Today's consumers demand new kinds of digital experiences both in stores and out.

Sary Browar, a shopping, arts, and business center located in Poland, wanted to meet the needs of its visitors and management by embracing the shift in shopping behaviors. The result is that, today, shoppers have a more engaging experience. They can connect to Sary Browar's Wi-Fi network, log in to the organization's app to connect with friends over social media,

use a virtual map to find what they're looking for, and receive personalized offers directly on their mobile devices.

Sary Browar turned to Cisco and industry-leading partner, Softnet, to implement location-based services over a Wi-Fi network with social integration. Leveraging analytics with Cisco® Connected Mobile Experience solutions, Sary Browar can detect every device connected to its network and collect data about the number of visitors, their dwell times, and their shopping patterns. Through deeper engagement with its visitors and extensive analytics obtained from location-based services over Wi-Fi, Sary Browar can open up new monetization opportunities as it continues to innovate and become the retailer of tomorrow.

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*Stary Browar is becoming a digital business, gaining:*



Deeper engagement with customers



Extensive analytics  
obtained from Wi-Fi



Improved safety and  
security of guests

*“Innovation is at the core of everything we do, so we are always looking for creative and pioneering marketing and technological solutions. We work with the best in the field, such as Cisco.”*

**Magdalena Kowalak**, CEO, Stary Browar

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### *F&F Keeps Customers Coming Back by Connecting Them with the Latest Styles and Trends*

Retailers may have the greatest opportunity in the digital era. In fact, 55 percent of the Internet of Everything (IoE) value at stake for retailers went uncaptured in 2013. With a rising tide of technology-driven disruption that has dramatically changed consumer shopping behaviors and the retail business landscape, retailers need to adapt to change and deliver new digital experiences, both in the store and out.

F&F, a clothing brand sold exclusively by Tesco, wanted to connect shoppers in stores with the full online experience. Using the IoE, F&F now helps in-store customers connect for the personalized experience they get online. They can visit a specialized kiosk called an Online Order Point, ask an employee to look something up on their F&F tablet, or connect over Wi-Fi

on their own personal device. When shoppers connect to the in-store Wi-Fi network, F&F uses Cisco® Connected Mobile Experiences (CMX) to deliver style advice and offers tailored to the store. Shoppers can also shop online by scanning barcodes with the cameras on their smartphones, seamlessly blending the digital and physical stores.

Looking to build better relationships with customers and increase engagement, F&F's analytics and virtual store prototypes are already showing increased customer satisfaction and loyalty. Today, F&F has deployed over 125 digital order points across the F&F estate, generating incremental online sales and a return on investment within 12 months.

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*F&F revolutionized their in-store shopping experience. They:*



Grew online sales by 50 percent during a key holiday period



Personalized advice and deals based on store location



Provided employees with new ways to help customers

*“The Cisco Consulting team has worked with F&F to bring concepts to life and live pilots in a matter of months. We are learning new things about our customers behavior in-store and how to delight them with a whole new channel.”*

**Andy Beale**, Head of Digital and Multichannel Development, F&F, Tesco

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### *Trinity Leeds Ranks in the Top Five United Kingdom Retailers with Digital Transformation*

Today's consumers demand new kinds of digital experiences both in the store and out. Shoppers are seeking a hyper-relevant experience, with more than half of United States and United Kingdom shoppers using retailer-specific apps at least once per week.

This is why Land Securities, the largest commercial property company in the United Kingdom, aims to make shopping an everyday wonder. It wanted to use its newest facility, Trinity Leeds, to attract new shoppers by providing engaging and connected experiences. Executives also wanted to keep facility costs down. To make this vision a reality, Trinity Leeds partnered with Cisco and Dimension Data to deploy a Cisco® Connected Building solution. This retail solution connects approximately 1,200 Cisco Aironet® wireless access points and Cisco Unified IP

phones for retail tenants and company offices. Several hundred video surveillance cameras are in place throughout the facility for pervasive security. Additionally, smart energy meters help ensure energy efficiency.

Today, shoppers can connect to the free Wi-Fi network and check their smartphone apps for personalized shopping offers. They can also play games and view social media streams on interactive touchscreens throughout the mall for a fully connected shopping experience. Retailers can also connect with shoppers through the smartphone application, as well as through in-store digital signage. Trinity Leeds is taking advantage of the Internet of Everything (IoE) to connect people, process, data, and things to create a powerful integration platform for retail innovation.

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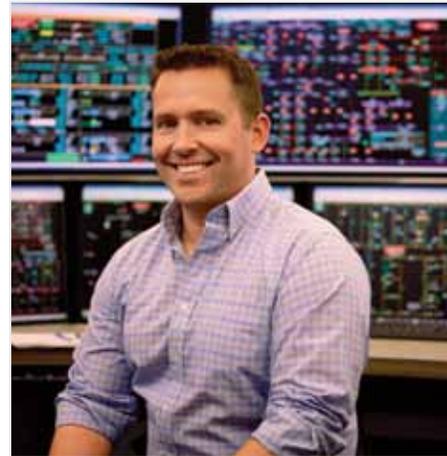
Tesco's F&F

**Trinity Leeds**

*Trinity Leeds has transformed the customer experience. They:*



Attracted 22 million visitors  
in the first 12 months



Simplified facilities management  
by connecting all building systems  
to one network



Earned a spot in the top five best  
shopping places on the list of  
United Kingdom retail destinations

*“The Cisco platforms are robust, and they stand the test of time. Now we have a building that’s super connected.”*

Craig O'Donnell, CIO, Land Securities