

In-Store Media for Retail: Enhancing the Shopping Experience with Cisco

Today's retail store is undergoing a dramatic transformation. A sharpened focus on customers and their shopping is converting traditional store sites into leaders of technological innovation. In-store rich-media systems such as plasma video displays, kiosks, digital signage, and personal PDAs and other devices play an increasingly important role in providing customers and stores personnel with advertising, brand reinforcement, pricing, training opportunities, and corporate communications.

Cisco® In-Store Media solutions offer proven opportunities to enhance the shopping experience for a wider range of consumers. Based on the powerful Cisco Intelligent Retail Network, stores can deliver an extensive variety of promotional and informational services to maximize guest satisfaction. Retailers can take advantage of the Cisco infrastructure to streamline internal operations, create new revenue streams, reduce costs, promote and protect brands, and improve staff productivity. Built on the foundation of Cisco networking technologies, Cisco In-Store Media solutions allow stores to strategically implement compelling new sales initiatives.

Meeting Retail Challenges with Cisco In-Store Media Solutions

Implementing new solutions at store sites can cause retail technology environments to become more complex. Security is a critical concern for retailers planning to empower their stores with multiple media capabilities. Media systems also need to remain completely available, providing reliable, consistent messaging and service across the enterprise.

Cisco In-Store Media solutions respond to these challenges by providing distribution, storage, and display of rich in-store media via an open, interoperable IP network. These methods can be enabled without significant increase in bandwidth through intelligent network management. Unlike traditional VCR solutions, networked IP video delivers cost-effective advertising and broadcasts to advise customers and employees on products and promotions. At the same time, digital signs can be centrally updated in real time to accommodate rapidly changing information. This agile in-store environment creates a more dynamic shopping atmosphere and allows advertisers and media buyers to view store sites as a cost-effective, highly targeted media channel.

Using In-Store Advertising and Brand Reinforcement

In-store video advertising offers new opportunities for retailers to promote products and generate new revenue streams from consumer-goods supplier partners. Independent studies show that 75 percent of all brand decisions are made at the point of purchase, and 49 percent of advertising at the point of purchase has a direct impact on sales. Cisco IP video-distribution technology delivers multichannel broadcasts to strategic locations throughout each store on plasma screens or any type of fixed or mobile device. As a result, messaging is more efficiently, centrally managed in real time to promote sales offerings and lead customers to higher-margin products. Retailers are also able to achieve significant new revenue streams by running manufacturers' product ads at the point of purchase.

In-Store Media for Retail

Centrally Managing Digital Signage for Significant Savings

Retailers spend millions of dollars annually on designing, printing, distributing, and monitoring in-store signage. Unfortunately, this major expenditure does not guarantee that signage will be consistent, up-to-date, and properly displayed across all store sites. With digital signage solutions from Cisco and its partners, the expense of sign production, store audits, maintenance, and lost sales revenues is eliminated. By relying on the Cisco network, signage can be centrally managed, with sign texts sent directly from headquarters to a variety of electronic devices at each site. Controlled signage provides customers with completely consistent product data, pricing, discounts, and other promotions in real time to maximize sales at a lower cost across the enterprise.

Increasing Sales with Consumer-Relevant Information

Cisco In-Store Media solutions allow retailers to reach out to customers and build awareness by providing more personalized, media-rich information throughout the buying process. Today's stores are showing broadcasts that help consumers learn about how a product is made, or how to install a stereo system, operate a digital camera, or build a deck. This also increases conversion rates on cross- and up-sell opportunities. Broadcasts can be centrally changed according to the time of day, the season, sales periods, and other factors. Drawn into these dynamic displays, customers learn more about products quickly, allowing stores to use their Cisco network to increase sales and support brand messaging.

Training and Building Relationships with Employees

Retailers suffer from high employee turnover; as a result, training is often a constant process. At the same time, many modern products require extensive preparation to sell, as they are often technical, more complex, and have a short lifecycle. Cisco In-Store Media solutions provide a consistent, reliable conduit for educating sales associates and keeping them productive. Rather than being trained by staff members with varying degrees of skill, new personnel can use the corporate network to view training videos and multimedia presentations featuring the company's best employees, store planograms, product data, and human resources information. Studies show that such frequent, short, visually oriented sessions on specific subjects help employees retain and practice sales tasks more effectively, making their training fast and cost-efficient. Employees can also view corporate communications messaging from executives who introduce them to company policies, goals, and strategies—helping to create a more consistent enterprisewide culture.

Maximizing Information Kiosks for Internal and External Use

An increasing number of retailers are differentiating themselves by offering Internet-based interactive kiosks in stores to help customers make better buying decisions and to provide access to e-commerce sites. Powerful Cisco In-Store Media applications acceleration tools and storage solutions provide retailers with the high-performance delivery of rich media and Internet files to in-store devices without the need for high-bandwidth connectivity to each store location.

Protecting Store Assets

Cisco In-Store Media solutions also support IP-based video surveillance solutions to help reduce theft and prevent loss. By allowing footage to be uploaded to central offices, retailers benefit from more focused analysis and monitoring, allowing them to respond to and minimize shoplifting, employee theft, and damage due to carelessness or poor practices in the warehouse and stockroom.

Partnering with the Networking Leader

Empowered by the Cisco Intelligent Retail Network, retailers gain the flexibility to meet constantly changing business and technology demands. Across the store—operations, merchandising, human resources, training, customer services, and the supply chain—organizations can develop a roadmap, based on this powerful foundation, that will support their corporate vision for years into the future.

By selecting Cisco Systems® as your provider, you reap all the advantages of working with the leader of the networking industry. The ever-growing base of Cisco retailers, application partnerships, comprehensive offerings, and world-class service and support are transforming today's stores into empowered selling environments.

For More Information

To learn more about Cisco retail solutions, call your Cisco representative or reseller today, or visit <http://www.cisco.com/go/retailsolutions>.

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