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**Cisco Systems predicts a more intelligent, productive retailer by 2010 – offering profitability to the retailer and convenience to the shopper**

*New report outlines dramatic changes facing retail industry in the next decade.*

**New York, January, 13, 2003** - Cisco Systems, today announced at the National Retail Federation conference ([www.nrf.com](http://www.nrf.com)) in New York the publication “*The Retail Roadmap for Chief Executives*.” The handbook offers an insight into the trends, business processes and new technology which will change the way customers shop, employees work, and suppliers and retailers cooperate.

“While nobody can predict exactly what retailing will look like in 2010, our knowledge of working with some of the world’s most progressive retailers has given us the insight to help them plan for the future,” said Mohsen Moazami, Vice President, Internet Business Services Group, Cisco Systems Inc. “This handbook will help retailers not only to understand these trends, but also to develop a plan of action that takes full advantage of them.”

The report gives world-class examples of retailers who are aggressively moving forward with plans to adopt new and innovative IT-based solutions including METRO Group, Safeway, WalMart and Marks & Spencers.

“The METRO Group is an example of the Vision 2010 store and shows where Cisco Systems has been instrumental in demonstrating how using a robust infrastructure at the route of your retailing vision can give limitless possibilities to new applications – whether RFID, PSA’s, self scanning or in-store advertising” said Dimitris Nikolatos, Head of Marketing, Retail, CPG, Cisco Systems EMEA.

The report further explores current issues facing retailers including :

- How to build loyalty with customers using methods such as personal messaging and automated sensors alerting them to special promotions
- How to have total inventory visibility enabling the retailer to maximise sales by avoiding stock outs
- The impact of RFID enabled items and how this will allow retailers employees to spend more time on high-value tasks like customer service than peeling labels to price products

and gives a five step roadmap for retailers to create their own store of the future.

To obtain a copy of the report please contact Ann Fielder, [afielder@insightmkt.com](mailto:afielder@insightmkt.com).

### **About Cisco Systems**

Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. News and information are available at [www.cisco.com](http://www.cisco.com).