



For
Small
Business



Small Business Solutions: Stimulate Your Retail Business

To stay competitive, retailers can benefit from a way not just to manage day-to-day business, but to actually provide a secure, rich, interactive business experience. Cisco® Small Business Solutions can play that critical role in delivering the communications, service, and security to help your retail business grow.

Cisco Small Business Solutions can help increase your sales by:

- Enabling your staff to check inventory, prices, and sizes over the network in real time to help customers make purchases on the spot
- Shortening checkout lines through faster point-of-sale transmissions and credit card authorizations
- Keeping your website up and running with a highly secure, reliable network connection so you never miss a sale
- Retaining customers because you keep their data safe to gain their trust and repeat business

Cisco Small Business Solutions can help decrease your costs by:

- Merging your voice and data networks into one communications network that saves you money at installation and during ongoing maintenance
- Reducing theft with digital video surveillance solutions for your shop floors, stock rooms, and outdoor spaces
- Helping prevent security breaches or lost data with highly secure network storage systems

PCI Compliance for Small Retail Businesses

Banks that handle credit card processing and authorizations enforce compliance with the Payment Card Industry (PCI) Data Security Standard.

According to Visa USA, more than 80 percent of all identified instances of compromised consumer data since January 2005 occurred at small sized Level 4 merchants. This has expanded the focus of PCI compliance to small retailers, challenging them to achieve PCI compliance cost-effectively and efficiently.

Businesses must comply with PCI requirements to:

- Demonstrate that they can secure cardholder and transaction data
- Retain credit card processing privileges
- Lower the risk of fines and penalties
- Avoid transaction fee increases

Cisco PCI Solutions provide designs suitable for small retailers. The network provides a common platform that helps you meet security requirements and strengthen your business operations.

With Cisco Small Business Solutions you can:

Keep accurate accounting

Video surveillance systems keep tabs on inventory and intruders.

Consolidate costs

A single solution for all your communications and inventory management needs can save money.

Stay safe

Our highly secure, reliable storage systems protect your customer information and your company PCI compliant.

Stimulate sales

Help customers find items and make it easy for your staff to check stock at any store with a communications platform that connects all your locations.

Reduce long lines

Cisco IP networks enable faster transmissions and credit card authorizations.

Simply put, Cisco Small Business Solutions help you work smarter, more profitably, and more efficiently both now, and long into the future.

Watch your business grow. Now that's stimulating.

Why Cisco?

When it comes to the technology that keeps your employees, suppliers, and customers securely connected, it has to work. Cisco helps small businesses around the world work better by meeting everyday business challenges. And you can rely on Cisco to help your business, too. Here's how:

Everything you need for business: With our broad portfolio of products designed and priced for small business, we're ready to help with your technology needs both today and tomorrow.

Experienced local partners: You'll work with a local Cisco partner who understands your unique needs and can make selection, deployment, and management simple.

Reliability, security, and performance: What you expect from the world leader in networks.

Support when you need it: If something does need attention, a team of technology experts is ready to help you, as well as an online service and support community.

Flexible financing: With Cisco Capital, you can enjoy lease terms, competitive rates, and benefits like those available to larger enterprises. Please note: Cisco Capital is not available in all countries. For more information, visit: www.cisco.com/go/ciscocapital

To learn more about the Cisco Small Business Solutions for retail, contact your Cisco representative or visit: www.cisco.com/go/smallbusiness/retail

Specialized Applications for Retail

Enhance your business with IPcelerate's IPsmartSuite™, a "business-intelligent" telephony experience that enriches the desktop environment for your retail company. This out-of-the-box product is simple to set up and simple to maintain, all with minimal IT involvement.

IPsmartSuite uses familiar icons that give employees and customers easy access to key operations in your organization.

Key Benefits

- Manage staffing tasks easily by setting up electronic employee clock-in/clock-out, scheduling, overtime controls, notifications, and alerts.
- Manage productivity by setting up task alerts and messaging by time and function.
- Advertise to customers by displaying new product images on company IP phones.
- Monitor and review customer interactions to ensure a consistently positive experience.



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