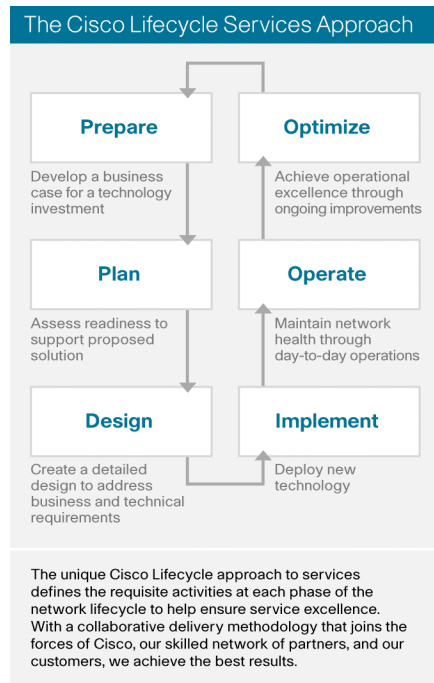


Cisco Remote Management Services for the Retail Market



Today's retailers face formidable challenges, including the proliferation of channels and increased competition, dynamic economic trends, and the increasing emphasis on customer experience. Add to these the reliance upon real-time information for improved decision making and competitive advantage and the need to comply with regulatory requirements, and it becomes apparent how vital the network is to supporting retail business strategy.

Retailers must not only help ensure 24x7 network performance, they must utilize their networks to:

- Deliver secure connectivity while complying with PCI requirements
- Improve in-store efficiency and productivity through the provision of real-time information
- Create a high-quality and personalized service experience for customers

The Retail Market Evolution

In a world that is increasingly digital, mobile, and networked 24x7, retailers must find new ways to win and maintain customers while cutting costs.

However, traditional strategies are bringing ever-diminishing returns. Existing IT investments are getting in the way of new efficiencies and restricting the ability of retailers to meet compliance demands. For example, many retailers are challenged with meeting Payment Card Industry (PCI) compliance requirements with their existing, aging networks. The proliferation of retail security breaches and the resulting theft of confidential customer information have become front-page news and an organizational liability, from increased public mistrust to regulatory implications, including fines.

Retailers must now find ways to increase the number of customers and/or obtain more sales from existing customers to achieve the performance expected by shareholders. As a result, retailers need to be able to rely on their converged network and advanced technologies as the platform that enables them to reach out and service customers across multiple channels, while enhancing the customer experience.

The network has been instrumental in driving and supporting efforts to improve operational efficiency and organizational intelligence while raising the bar for customer experience. At the same time, the network itself poses managerial challenges, from the ability to help ensure optimal performance 24x7 to the ability to rapidly adopt and deploy new technologies and applications.

From in-store to online to contact centers, retailers are challenged to integrate networks that have grown over time and existed in isolation in order to quickly implement new business strategies and take advantage of new applications.

A Network Management Solution That Addresses the Challenges of Retailers

Cisco® Remote Management Services (RMS) deliver solutions that allows retailers to focus on the strategic use of converged networks with emerging and advance technologies, rather than the ongoing challenge and distraction of managing them. Retailers can retain ultimate control of their networks, reduce costs, and remain confident with the reliability of their network while they focus on their core business. A team of Cisco experts proactively monitors and manages the network, providing incident response from Cisco's global network operations center (NOC) 24 hours a day, 365 days a year while functioning as a natural extension of your internal IT team. We anticipate, identify, and resolve issues faster, helping ensure the highest network availability and reliability. In the dynamic and customer-intensive retail environment, RMS enables organizations to focus on creating competitive advantage and moving the business forward while utilizing Cisco advanced technologies.

Remote Management Services help retailers:

- Focus resources on strategic business projects by offloading the day-to-day monitoring and management operations of their IT infrastructure
- Adopt and benefit from emerging and advanced technologies earlier while reducing the risk of network disruption
- Maximize the value of network investments by keeping devices available and operational and by utilizing the network as the platform for business innovation
- Save time, money, and effort by scaling change, configuration, and release management processes with Cisco support staff available 24 hours a day, 7 days a week
- Protect business data and resources while helping to help ensure PCI compliance

Cisco Remote Management Services enable retailers to increase productivity returns on Cisco advanced technology solutions by allowing Cisco experts to remotely manage, monitor, and optimize critical network assets.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence.

A Unique and Better Network Management Solution

As the retail network has become a more strategic asset, the need for higher availability, reliability, and security has increased.

The traditional approach to managing a complex retail network has been to outsource its entire operations to third-party service providers. Outsourcing promises to reduce staffing costs, increase operational efficiency, and utilize industry best practices, but in practice, many retail enterprises find whole outsourcing arrangements unsuitable for their needs. Outsourcing arrangements often limit network access and visibility or even require you to hand over ultimate control of your own business-critical network.

In contrast, self-managing a complex network is an expensive and continuously time-draining endeavor. As a result, strategic initiatives designed to support business growth often suffer, as they require many of the same resources that are dedicated to the daily monitoring and management of the network. The organization invariably suffers from a shortfall of skills necessary to support both, and hiring the right employees today does not guarantee that they will still be right employees in the future.

Built upon the principles of co-management and out-tasking, Cisco Remote Management Services (RMS) offer a unique approach and a happy medium between complete outsourcing and self-management strategies. A team of Cisco experts proactively monitors your network from our global NOC 24 hours per day, 365 days per year, responding to incidents and taking the lead in co-managing the network as an extension of your internal IT team. You retain access and control. An innovative management portal provides a constant, detailed view of network health as

well as the actions of the Cisco team. Cisco RMS also employs a unique, collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers. This enables us to achieve an unmatched network management solution for retailers.

Cisco has years of experience partnering with the retail market and has carefully built a collection of network, security, IP-based communications best-practice management services to help you manage existing network investments while also deploying new applications for greater competitive differentiation.

Designed to help retailers utilize their investment in Cisco solutions, Remote Management Services significantly reduce a retailer's total cost of ownership (TCO) while increasing ROI. By enabling retailers to focus on their core business and strategic initiatives, RMS lets organizations take full advantage of the features inherent in Cisco advanced technologies without increasing requirements for adoption of new applications and services. (See Table 1.)

Table 1. Available Remote Management Services

| Remote Management Services Solution | Description |
|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cisco Remote Management Services for Security | Cost-effectively manage security across your entire network. |
| Cisco TelePresence Remote Management Services | Assures operational excellence of Cisco TelePresence™ by creating a seamless experience that increases productivity with proactive monitoring and management. |
| Cisco Unified Communications Remote Management Services | Portfolio of services based on proven methodologies that help accelerate cost savings and productivity gains associated with deploying a Cisco Unified Communications solution. |
| Cisco Unified Contact Center Remote Management Services | Services help contact centers maximize customer relationships, enable richer collaboration, and accelerate technology innovations, to gain and sustain competitive advantage. |
| Cisco Data Center Remote Management Services | Comprehensive monitoring and management of an organization's Cisco Application Delivery Services devices and applications. |
| Cisco DMS Remote Management Service | Proactive monitoring and management of all critical system functions to enhance the customer experience and help ensure high availability. |

Helping Ensure the Foundation for Retail Performance

Cisco Foundation Technology Remote Management Services provide comprehensive monitoring and management of a retailer's wired and wireless LAN and WAN infrastructure, 24 hours a day, 365 days a year, and are delivered by an experienced team of Cisco engineers using industry-leading tools and IT Infrastructure Library (ITIL®)-based processes. We systematically monitor your routing and switching devices for fault and performance events and remediate incidents and problems. These flexible and modular services allow you to choose from standard and elective elements to obtain the right remote network management service according to your unique requirements.

Cisco Remote Management Services for Security in a Retail Environment: Enhance Security and Risk Management While Helping Ensure PCI Compliance

Secure IT operations are essential to preserving the performance, availability, and reliability of retail business resources by maintaining the confidentiality and integrity of business data. In addition, customers want assurance that their personal and financial data will be managed in the most secure and responsible way. Helping ensure security is also critical for compliance with government regulations and mandates as well as Payment Card Industry (PCI) demands.

Qualified expertise for tuning, monitoring, managing, and reporting the day-to-day security operations of a retail network is scarce and expensive. Outsourcing security operations to Cisco is more cost-effective than building an in-house security operations team while also allowing retailers to deploy existing security resources to more strategic initiatives that support the growth of the business.

Fortunately, your business does not have to develop or maintain an internal security management capability to keep pace with today's continuously evolving threats. Instead, you can "out-task" day-to-day security monitoring and management functions to a team of industry-certified security experts, without giving up control of your network.

Cisco Remote Management Services for Security provide 24-hour-a-day, 7-day-a-week security incident and problem management, change management, configuration management, release management, and management reporting for Cisco security technologies. With Cisco security experts continuously monitoring your network environment, you can increase the uptime and value of your network infrastructure and security investment; more effectively control change, configuration, and release management processes; improve visibility into your current security posture; and devote more of your IT resources toward strategic business projects.

Cisco Remote Management Services for Security help you to manage security functions in your entire Cisco network, increasing your network security awareness while helping ensure you are PCI compliant. We do this through:

- Round-the-clock monitoring and remediation of security incidents
- Security device health and welfare monitoring
- Tuning of sophisticated security technology to your unique environment
- Access policy monitoring
- Device fault and performance incident response and management
- Secure network access control support

Cisco IPS Monitoring and Signature Management Service for Retail

Cost-effectively making sure that your security measures address the latest developments in the unpredictable and volatile retail environment is a challenge by itself. Balancing those efforts with your core business objectives is even more demanding. The Cisco IPS Monitoring and Signature Management Service helps you address both of these issues by helping ensure that your intrusion prevention deployment is configured and monitored with targeted precision. Through round-the-clock monitoring of your IPS devices, as well as deployment and tuning of signature updates, the Cisco security operations team delivers to your organization the peace of mind needed, so that you can focus on growing your business.

The Cisco IPS Signature Management Service is built upon our security intelligence data and expertise across the lifecycle of security technologies, including that of our IntelliShield researchers, the Cisco signature development engineers, the industry-leading customer service experts of the Cisco Technical Assistance Center, and the world-class analysis and engineering of the Cisco Remote Managed Services for Security team.

Cisco is committed to providing comprehensive security coverage that helps you maintain a self-defending retail network that remains protected in a changing threat environment. To do this, the Cisco IPS Signature Management Service goes beyond providing technology updates by deploying those updates and tuning each new release to your environment. By eliminating the need to manually adjust your system to new threats, the Cisco IPS Signature Management Service helps you manage your Cisco IPS with lower cost and less effort.

The Cisco IPS Signature Management Service helps you to:

- Adapt your security infrastructure to emerging threats by keeping pace with new vulnerabilities and attacks
- Focus your staff on strategic business initiatives by offloading some of the day-to-day operations of your IPS infrastructure
- Save money by reducing investments in dedicated management tools to push updates and manage configurations
- Reduce exposure time by getting the newest security updates as soon as they become available
- Reduce the effort associated with responding to events that are part of your normal business operations
- Reduce the time spent on training and security analysis by using full-time signature specialists without paying full-time specialist fees

Experience Assured with Real-Time Communications and Collaboration

From stores to distribution centers and regional offices to headquarters, retailing by its very nature requires a geographically dispersed workforce. But with this dispersion comes the need to help ensure highly efficient and effective communication and collaboration between staff and management, buyers and vendors, and associates in the field and trainers. Cisco TelePresence not only delivers cost savings by offering an “in-person” experience anywhere in the world without the costs of travel, it can also increase productivity by improving collaboration.

Cisco TelePresence Remote Management Service includes two services: Select Operate Service for network-level support, incident management, problem management, change management, and utilization and performance reporting and Remote Assistance Service for single point of contact, high-touch service to resolve incidents, including help desk. These services proactively combine expert solution management for a transparent experience where tools, process, expertise, and systems come together. Cisco’s converged network expertise relays cost-effective management that balances applications and supports the Cisco TelePresence solution. This leads to improved network performance, system availability, and user experience. Proactive monitoring and management enable new levels of productivity and help ensure maximum system availability for an optimal end-user experience.

The Cisco TelePresence Select Operate and Cisco TelePresence Remote Assistance Services include:

- Remote assistance
- Incident management
- Problem management
- Change and release management
- Utilization and performance reporting

Cisco’s renowned expertise adds value to all layers of a retail organization, with a co-management approach that aligns and works closely with our customers. Using our deep knowledge of the retail industry and the vital role Cisco TelePresence can play in this environment, Cisco helps ensure uptime and a user experience that is aligned with your business. By combining our Cisco TelePresence knowledge and leading practices and processes based on ITIL, Cisco Remote Management Services increase the value of customers’ Cisco TelePresence solution investment by improving the user experience with clearly defined processes and methodologies that provide consistency and tangible benefits.

The Cisco TelePresence Select Operate and Cisco TelePresence Remote Assistance Services help retail customers to:

- Enjoy the full business benefits of Cisco TelePresence
- Focus on the best use of the technology, rather than the day-to-day management
- Increase return on Cisco TelePresence investment by keeping solutions highly available and operating to their full potential
- Increase business agility by making it easier to adopt Cisco TelePresence for better collaboration, relying on Cisco expertise for Cisco TelePresence management
- Implement quick, informed decisions about the Cisco TelePresence environment with comprehensive data, trending, and analysis reporting

By assuring the 24x7 operation of the Cisco TelePresence solution, Cisco RMS allows you focus on your retail business while our experts focus on providing you with the strategic value your organization requires to move ahead.

Unifying Management for Unified Communications

Retailers are realizing the benefits of unified communications: from in-store mobile voice that enables employees to communicate instantly with spontaneous groups of colleagues at the push of a button, to the ability to transform a Cisco phone into an employee terminal device with the Store Employee Dashboard, unified communications are transforming how retailers communicate internally and with customers.

From our network operations centers, we take care of the day-to-day management of your system devices, applications, voice routers and switches, LAN switches, Cisco Unified Communications Manager, Cisco Unity[®] voicemail, public switched telephone network (PSTN) carrier links, and interaction with WAN carriers. All the while, you have complete visibility into the state of your network and the status of our work through the Cisco management portal. Our advanced reporting technology aggregates select performance, availability, and fault information into real-time, daily, and monthly reports that show traffic, exceptions, availability, and inventory information for your end-to-end Cisco Unified Communications system.

Raising the Bar and Creating Advantage with Unified Contact Center RMS

Retailers need to expand their traditional channels of customer interaction to optimize customer loyalty and maintain competitive advantage. The Internet provides heightened business opportunities by enabling a whole new realm of interaction channels above and beyond traditional telephone calls and face-to-face interactions. It also creates increased pressure, because today customers are demanding the freedom and flexibility to contact and interact with businesses using the communications medium of their choice.

Integration of phone- and web-based communication channels is crucial to optimizing customer service and improving customer retention rates. However, many retailers are finding this difficult to implement within the confines of proprietary voice-switching equipment, which can be difficult to integrate with newer web-based interaction channels. Meeting customer service objectives in a call center based on existing platforms alone can be both cumbersome and expensive, but this is not the case with open telephony platforms that utilize standards-based IP data networks like Cisco Unified Contact Center.

Cisco Unified Contact Center provides retailers with a powerful edge in their quest to provide better service, cement customer loyalty, and maintain competitive advantage. Optimizing performance of this platform can be a challenge for retailers as it requires not only strong engineering skills for incident and problem resolution, but in-depth application knowledge to make changes such as script adjustments, develop new campaigns, and add new skill groups.

Unified Contact Center Remote Management Services provide a solution to this challenge by delivering comprehensive monitoring and management of the retailer's customer service infrastructure. For retailers that want a solution between complete out-tasking and self-management, this modular service allows retailers to choose from flexible services elements: monitoring services, management services, and elective changes services.

- Monitoring services are delivered by a customer-premises-based Cisco management platform that provides comprehensive network and application monitoring, event correlation, automated root cause analysis, change management process automation, and performance reporting.
- Management services supplement your internal IT resources with experienced Cisco engineers using Cisco's leading practices and ITIL-based processes and respond to incident tickets; perform incident resolution, which can include root-cause analysis for problems; apply patches to resolve incidents; and open support cases with Cisco or third-party application providers.
- Elective change services go beyond basic monitoring and management to provide you with flexible options to address specific needs and help ensure optimal performance of your customer service infrastructure. Elective change services are a usage-based block of engineering hours that are used for customer-requested activities and changes to your Unified Contact Center environment.

Consistently Delivering from the Data Center

Retailers are under tremendous competitive pressure to continuously innovate and reduce costs. Many are looking for ways to deploy new applications while making better use of existing investments, improve customer service, and decrease time spent on maintenance and upgrades. Retailers must rethink their architecture to meet their vision of a nimble, secure, and agile network.

Data center networks are critical to increasing service levels, reducing operating costs, and readily supporting expanding business requirements. A lean retail architecture can help retailers achieve these goals and simplify and automate their operations, which includes delivering services and applications in a highly distributed retail environment.

Cisco Data Center RMS provides comprehensive monitoring and management of your Cisco Application Delivery Services devices, applications, and supporting LAN and WAN infrastructure. The service systematically monitors your application and content acceleration, load balancing, shaping, caching devices and applications, and supporting networking infrastructure for fault and performance events. The Data Center Remote Management Services are composed of flexible standard and elective elements that may be combined to deliver a customized solution that meets your specific needs.

Consistent services based on proven methodologies, tools, and talent mean Data Center Remote Management Services deliver:

- Cisco's world-renowned technical talent
- Deep domain expertise on Application Delivery Services technologies
- Best-in-class tools for monitoring and managing Application Delivery Services environments
- Assured operation of your Application Delivery Services environment by proactively monitoring your systems, assessing availability trends, and defining remediation plans
- Lower total cost of ownership through reduced operating expenses by improving the efficiency of your network and the staff supporting it

Protecting Investment, Creating Value with Digital Media Systems RMS

Cisco Digital Media System is a comprehensive, integrated solution for flexible management and publishing of rich digital media. Using the network as a platform, the Cisco Digital Media System provides retail customers with innovative tools for marketing, sales, education and training, communication, and collaboration. With the Cisco Digital Media System, retailers can easily create, manage, and access high-quality and compelling digital media to improve communications.

With Cisco Digital Media System Services, retailers can more fully achieve the true value of the Cisco Digital Media System solution by identifying your solution requirements, building in flexibility to the design, and addressing critical gaps in the technical and operational aspects of the deployments of an integrated media solution. The Cisco lifecycle approach to services defines the requisite activities at each phase of the solution lifecycle. Digital Media Systems RMS works within the operate phase to provide strategic value and extend the investment of DMS with award-winning technical support to help ensure a highly available, flawless experience.

The Cisco DMS Remote Management Service includes:

- 24x7 proactive monitoring and management of critical system functions to enhance the customer experience and help ensure high availability
- Proactive fault detection and incident management
- Problem management and immediate electronic notification of faults
- Elective activities for change management and service-level management

These services help enterprises achieve the full range of DMS business benefits, including improved staff productivity, reduced operational costs, and increased availability and performance. Retail customers additionally gain the ability to:

- Increase supply chain efficiency
- Achieve competitive differentiation
- Manage increasing labor costs
- Scale resources and elevate profitability
- Create new business opportunities and models

Why Cisco?

Cisco understands that the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services and products are brought together to create solutions that are aligned with business needs and opportunities. Cisco Services make networks, applications, and the people who use them work better together.

For More Information

For more information, visit www.cisco.com/go/ros.

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