



Mobility in Retail



Bader Al-Mubarak
Internet Business Solutions Group – Cisco
Saudi Arabia

February 2009

Economy Down; Consumer More Demanding

Economic Downturn

Income
Uncertainties
Higher food prices
Tightening credit

Fewer trips
Price sensitive
Better experience
Quality of service

Consumer Behavior



Every
Riyal
Counts

Every
Customer
Counts;
Every Riyal
Counts

Every
Customer
Counts

Agenda



Introducing Mobility in Retail



Mobility Services For Retailers



Why Cisco?

Agenda



Introducing Mobility in Retail



Mobility Services For Retailers



Why Cisco?

What is Mobility?

Anyone



Anywhere



Any Device



**Any Content
or Application**



Why is Mobility Popular?

For Consumers it comes down to **easier access to information and communication**

For Organisations it's about **customer experience and employee productivity**

Mobile Phone Evolution: From Brick to Slick



They've come a long way:
'80s "Brick" Phone and
2004 Samsung flip phone



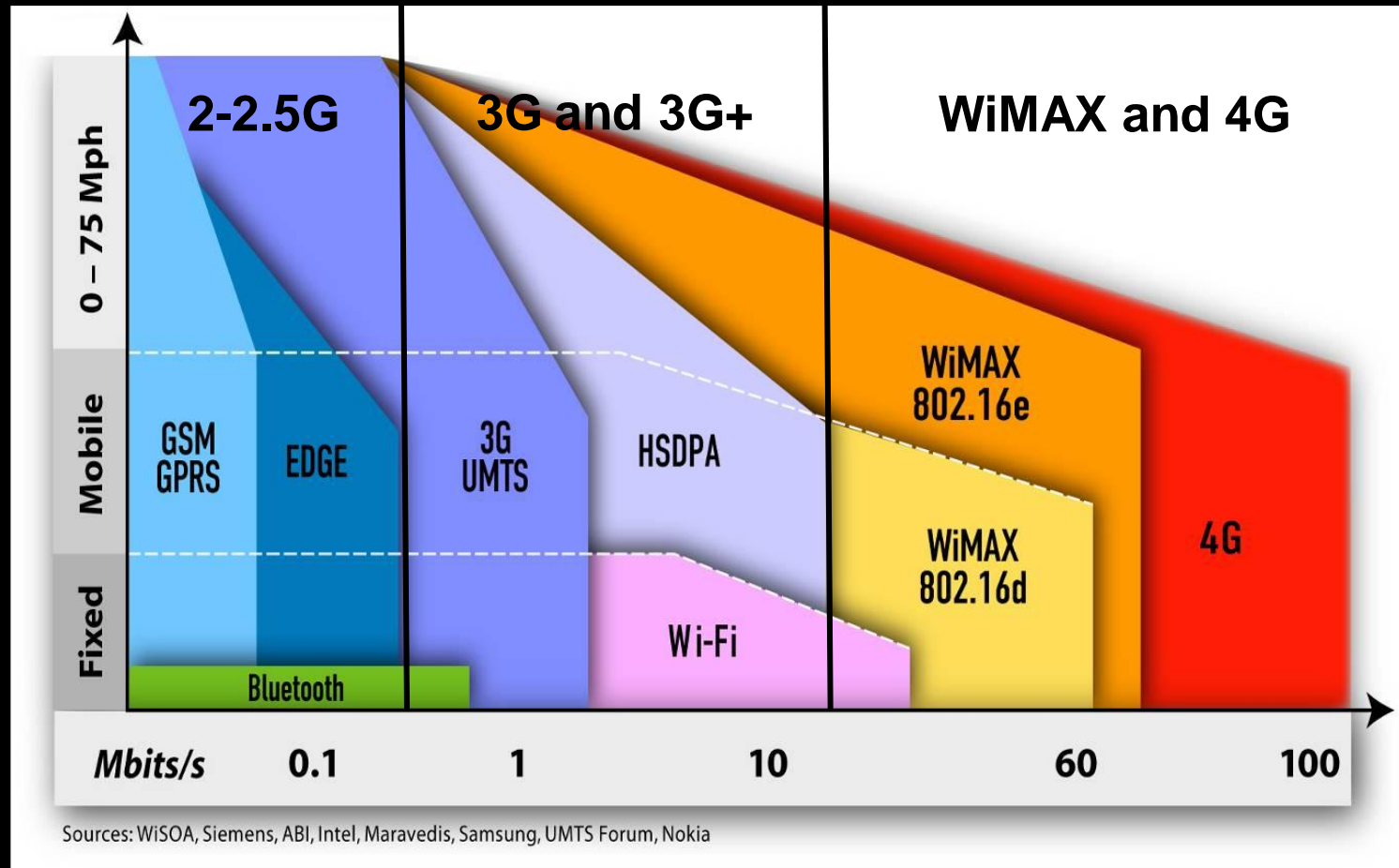
Blackberry made change
in the mobile email
experience



Apple's 3G iPhone enables
mobile Web, email, music,
video...

Even Faster Data Rates and Enhanced Mobility On the Way

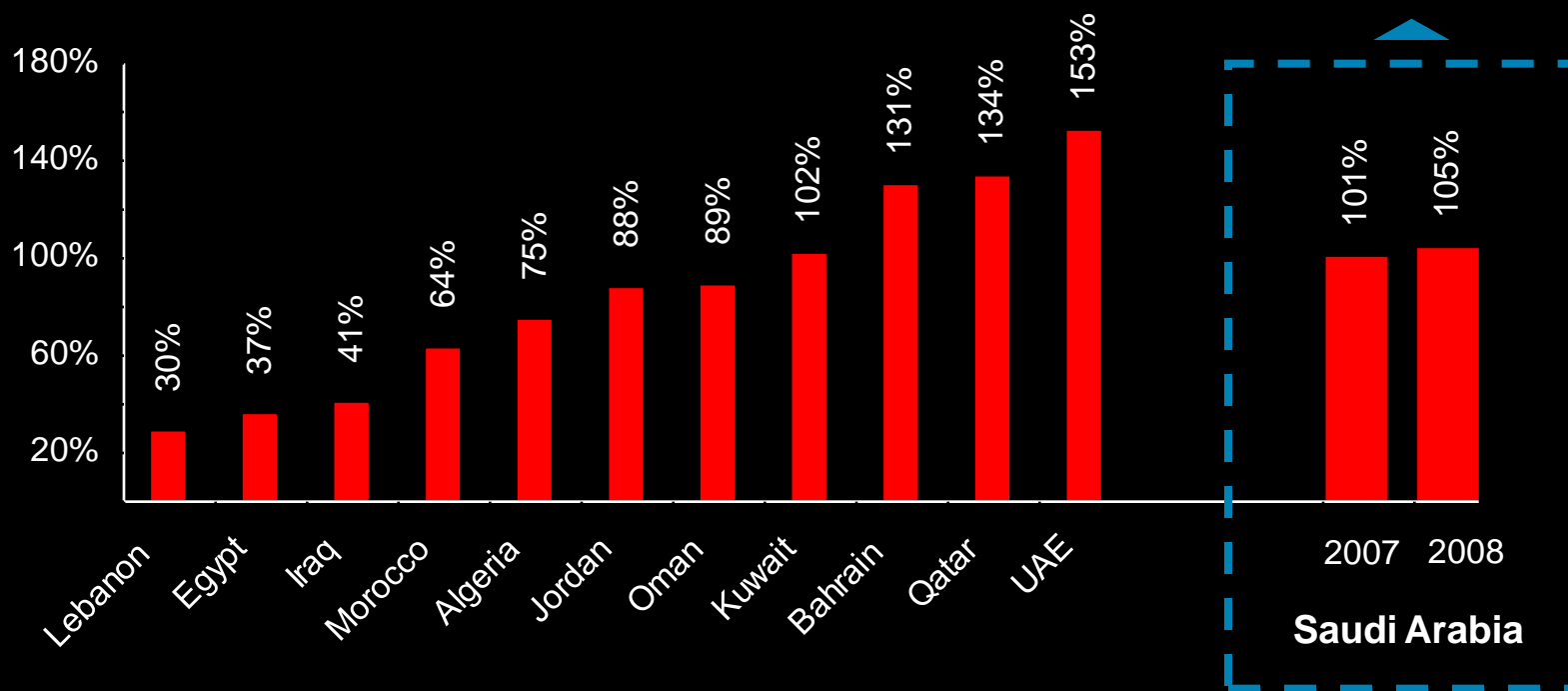
Data Rates and Mobile Range for Current and Future Wireless Technologies



Mobile Lines in The Region

- Number of mobile lines is 26.3 mil in 2008
- By 2009, 3G+ users are expected to reach 60%

Mobile penetration in the region, 2007:



Large Retailers Moving Toward Mobile Commerce...

- Cisco's study of nearly 50 large retailers in the U.S. and Europe showed that:
- 36 percent of retailers provide the ability to view product information on a mobile device
- Only 6 percent have Web pages and a URL specifically designed for mobile use
- 15 percent offer the ability to conduct transactions
- 10 percent are using SMS to provide information or answers to customers' frequent questions



...And So Are Consumers

- **9.2 million (3.6%)** U.S. mobile users have bought goods and services with their mobile phones
- Young adults **25-34** are the fastest adopters
- **49%** of regular mobile data users plan to use mobile to shop

However

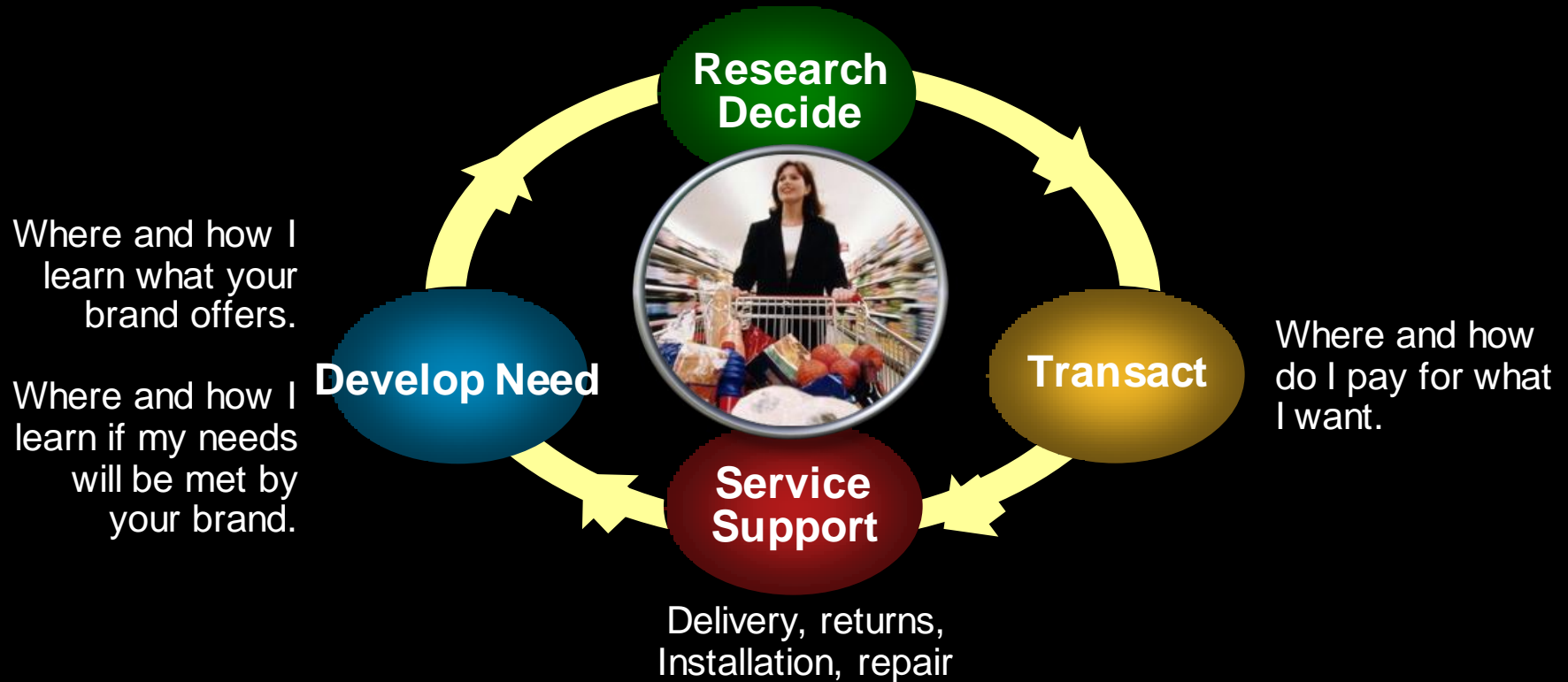
- **Security:** For 41% of data users consider security as the top issue
- **Did it go through?** 21% fear the transaction won't be properly completed
- **What's the bill?** 23% concerned about high mobile data costs



Mobile devices are becoming the “fourth” retail channel, joining physical stores, websites and catalogs

Specific Customer Expectations Accompany Each Stage of the Shopping Lifecycle...

Where and how I choose what to buy.



Mobility Enriches and Extends the Customer Experience

Achieved Benefits

- **Transform Your Retail Environment through:**

- Improve the shopping experience

- Reduce store walk outs associated to lack of help

- New revenue stream

- Improve sales associate productivity

- Increase customer loyalty

- Competitive edge

- **Wireless networks help retailers:**

- Improve store staff flexibility and efficiency

- Check out customers faster

- Give customers access to relevant promotions, product information and online ordering

Technology Drives Retail Transformation

Without Investment in Technology, the Customer Experience Suffers and
Retail Winners Invest in Technology to Improve the Customer Experience
Competition will dominate



Better Educated
Employees

Customer Self-Service
Technologies

New Product Mix

More Convenient
Customer Service

Improved Security

Agenda



Introducing Mobility in Retail



Mobility Services For Retailers



Why Cisco?

In The Store Mobility

Mobility in Stores provides Competitive Differentiation and Customer Satisfaction

Give Employees Information They Need



Get Store Managers to the Store Floor to Quicken Reaction Times

Meet Customer Needs Through Self-Service and High-Touch Technology



Customer Gets What They Need, When They Need It

Hot Spots/Guest Services

- Retailers are looking at ways of deploying hot spots at different levels of service for:
 - Employees & suppliers to provide timely data
 - Provide product information
 - Ease of Pay to customers
 - Customer entertainment, i.e. games for kids, Internet, etc...



Keeps the customer connected while shopping

Mobile Concierge Service

- Reach customers on their own mobile device
- Provide consistent messaging, product information, promotions, Ads, ...
- Improve customer satisfaction and reduce store walk outs associated to lack of help
- Generate new revenue stream by delivering relevant and timely promotions and Ads
- Improve sales associate productivity by reducing time spent answering frequently asked questions



Mobile voice

- Wi-Fi phones provide full phone service
- Push To Talk capability to provide walkie-talkie capabilities
- Run applications that can record Time, Attendance and find critical information over the employees Wi-Fi phone
- Couple a Wi-Fi phone with a scanner can create a Super Sales Assistant for associates on the store floor



kiosks

- Retail self service and sales assisting kiosks provide data, voice and video services to customers and associates



Personal Shopping Assistant (Mediacart)

- Ads are directed to a shopping cart screen based upon where the cart is in the store
- Ads are automatically updated
- Items can be scanned in at the cart to show the total price
- Shopping lists can be stored and a map appears on the cart screen with the most efficient route through the store
- Mediacart can be traced and detected



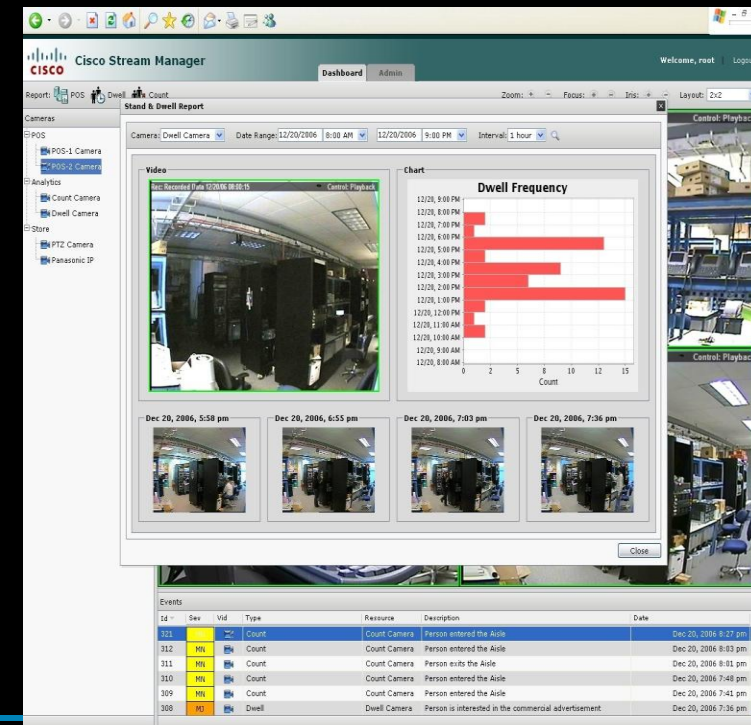
Location Services

- Enable more effective inventory management
- RFID helps measure and manage the movement of packages, cages and trucks in the yard and into the stockroom increases efficient flow of the merchandise to the store floor



Video Surveillance

- IP cameras can be deployed wirelessly and provide valuable information for loss prevention
- When coupled with video analytics, video can provide a whole new dimension of information on buyer behavior in the stores



Agenda



Introducing Mobility in Retail



Mobility Services For Retailers



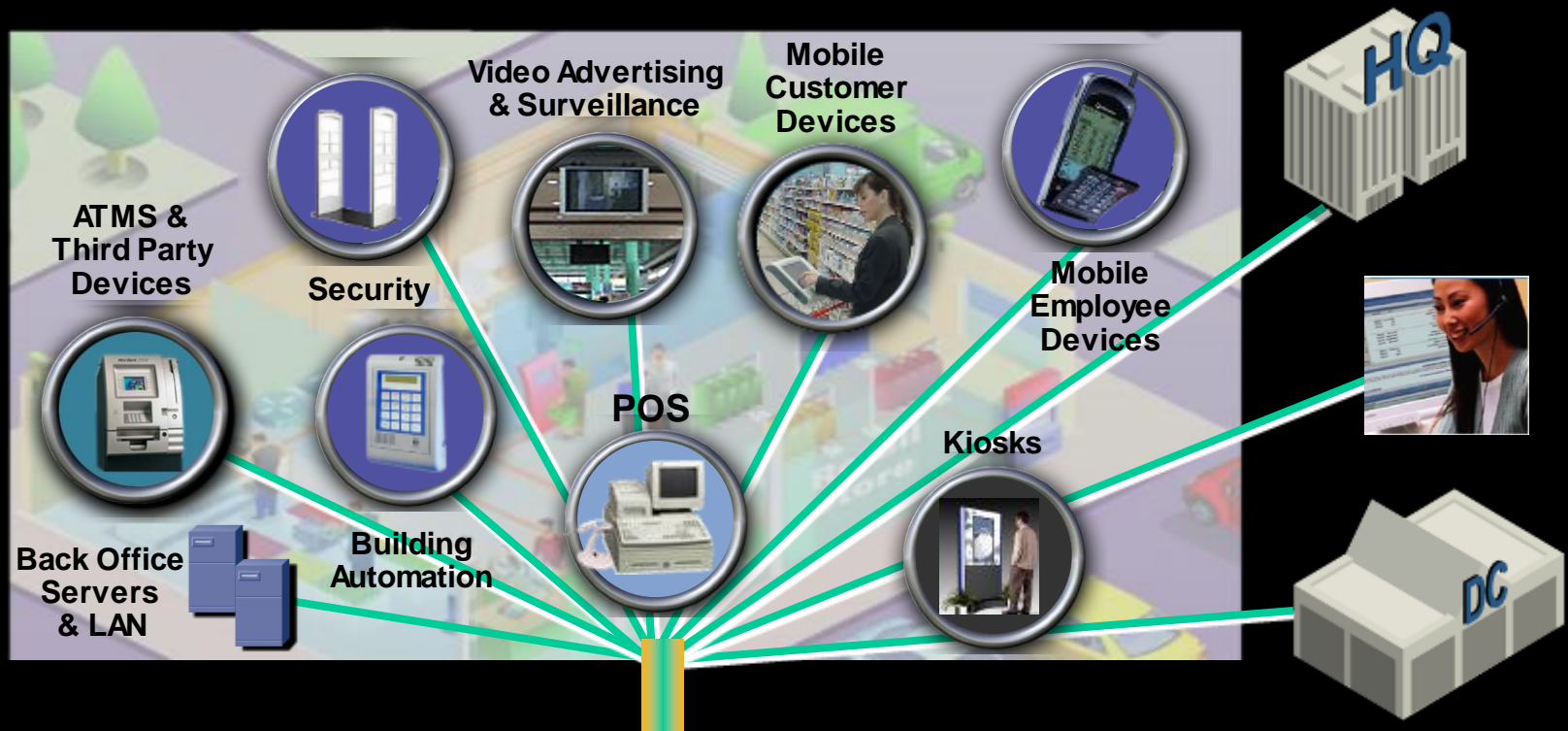
Why Cisco?

Retailers Transformation



Be the Platform for Transforming Retail Experiences

The Intelligent Retail Network (IRN)



Connected
Store

Secure Store

Store Mobility

Unified Comm.
for Retail

In-Store
Media

Intelligent Retail Network

Security, Resiliency, Availability, Flexibility, Manageability

Compatibility....

- The Cisco CCX program for wireless compatibility includes most major suppliers of:
 - PCs and laptops
 - PDAs
 - Wi-Fi phones
 - Wireless handheld devices
- With the most comprehensive security coverage available



Cisco Compatible Wireless Devices (besides major laptop vendors)



**ASCOM Wireless
Solutions**

**Voice over WiFi
handset**



PDA



**Ultra-Rugged Mobile
Handheld Computer**



**Self Service
Kiosk**



**Rugged handheld
mobile data
collection computer
& RFID Reader**



**Integrated
phone/PDA &
Converged cellular
phone**



Rugged Mobile computer



Embedded PCMCIA Radio Module



Wireless Presentation System

Video About Cisco Success Story With:

- One of the largest Retailers in Germany
- 280k employees
- 2,200 stores
- Operates in 31 countries

METRO Group

METRO AG

METRO
makro

real
extra

Media Markt
SATURN

GALERIA
KAUFHOF

Cross-divisional service companies



CISCO

Bader Al-Mubarak
balmubar@cisco.com
+966503335617

Mohammed Joudeh
mjoudeh@cisco.com
+966503379949

Back-up

The Network Changes How People, Companies, Countries Experience Life



Work

Learn



**Network Is
the Platform**



CISCO



Live

Play



CIO Priorities & The Org Strategy



- Increase sales productivity
- Increase customer satisfaction
- Mining of customer shopping habits in the store
- Reduce Operational Costs
 - Reduce the amount of maintenance
 - Lower the costs of cabling
 - ...

- Boost productivity by connecting people, places and information
- Improve customer satisfaction by enhancing the shopping experience
- Increase revenue by improving decision making through the best utilization of data
- Protect brand image and assets