

Improve your profit margins
with Cisco Small Business
Solutions for retail.



When your business runs smoothly, costs go down and profits go up.

Cisco Small Business Solutions for retail can help small retailers such as yourself improve profit margins by reducing costs: from improved security measures that can help cut down on theft and loss, to setting up a single phone system and data network, for potential added savings.

We can also help you achieve higher sales through solutions that can increase customer loyalty. From more efficient IP networks that help make credit card authorisations faster, to remote access networks that allow staff to respond instantly to customer questions.

In addition, Cisco understands that downtime is not an option for your retail operations. That's why we offer multiple levels of services and support: to help you keep your network – and your business – running smoothly. Cisco solutions are also flexible enough to adapt to your changing business needs. For example, when you decide to add outlets or change your store layout.

**Get 0% financing over 3 years, to help you maintain
a healthy cashflow.**

*Terms and conditions apply. Not available in all countries.



Put these Cisco solutions to work for you, right away.

Here's an overview of our Cisco Small Business Solutions for retail and the different ways they can help boost your bottom line.

Routers & Switches



Benefit from highly secure and reliable networks, from Cisco. They offer many advantages including giving your staff access to key information, like sales figures and stock turnover, from anywhere in the store or from the head office. This will help them answer customer queries quicker and with greater accuracy. And by using IP networks, you could benefit from faster credit card authorisations, for shorter queues and more sales.

Video Surveillance

Keep an eye on your business with Cisco Video Surveillance solutions. It works even in low light so you can monitor your shop floors, stockrooms and offices, which could help reduce shrinkage through theft and negligence. It could also help improve your response time to major emergencies, such as fires and floods. You can even access and view a live surveillance feed from another store or even from your home, to give you peace of mind.



Security

Protecting personal data is a concern for many customers. That's why Cisco has made Security the cornerstone of everything they do: from secure wired and wireless networks which can help safeguard the networks that carry credit card transactions, to advanced protection measures to guard your network and website against malicious attacks and ensure you can keep selling. Cisco network and security solutions could also help towards your PCI compliance, reducing future risk of fines or increased transaction fees.

Unified Communications (UC)

Why have separate networks for your phone system and data network? With Cisco Unified Communications, you get one network for both, potentially saving you money on network installation and maintenance, as well as on the cost of calls between stores. You can save even more time and money by broadcasting video training sessions simultaneously to employees in different stores.



Wireless

With Cisco space-saving Wireless solutions, you can rid your stores of those unsightly wires and cables, once and for all. This helps free up valuable retail and operational space, saving you money and helping you increase revenue per square metre. In addition, wireless mobile phones and handheld devices can give staff access to the information they need to answer customer questions, from anywhere in the store. In effect, every section of your retail outlet can become a potential point of sale. You can also integrate your wireless barcode readers into your inventory management system for better stock control.

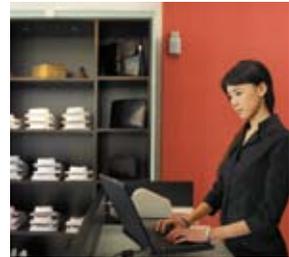
Storage

With affordable Data Storage solutions from Cisco, customer privacy is in safe hands. It's simple to set up and has essential backup features to protect against expensive and time-consuming data loss. You can even use it to store video surveillance footage, which can be accessed and reviewed later.



“ We can take care of that customer in a minute, not call him or her back in an hour or a day. We no longer have frustrated customers waiting for answers. Customers are happier and employees feel better about their jobs. ”

Kimberly Martinez,
CEO Bonitas International, Retail company, 10 employees.



For more information, or to download our white paper '3 ways for retailers & wholesalers to reduce costs', visit www.cisco.com/uk/smb/retail

Ready To Find Out More?

Go to www.cisco.com/uk/smb/retail or call us on
0800-0153003 (UK) 1-800-556-60 (RoI).



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