



SOLUTIONS

IBM and Cisco Store Networking Foundation Solution Portfolio

IBM and Cisco: Two World-Class Industry Leaders—One Exceptional Alliance

Highlights:

- **Differentiate and strengthen your store brand**
(Store Digital Media)
- **Enhance customer shopping experience**
(Store Mobility)
- **Improve store, vendor, and partner productivity**
(Store Connectivity)
- **Reduce total cost of ownership**
(Store Collaborative Communications)

A New Retail Landscape

Studies have shown that five fundamental forces are reshaping the retail industry, making it difficult to promote customer loyalty:

- *Consumer markets are diverse:* Although consumers might be willing to pay more for preferred brands, they seek out the lowest price on items they consider commodities.
- *Consumers guard against marketing tactics:* Consumers do not like overt marketing tactics. Retailers are challenged with finding ways to draw customers in and connect with them while they shop.
- *Information exposes all:* With easy Internet access to information about product quality, prices, and so on, consumers have higher expectations before they even walk through the front door.
- *Mega retailers break the boundaries:* Some global retailers have been successful at buying massive volumes to create a significant cost differential, making it more difficult to compete on price.
- *Industries reshape the value chain:* Cross-sector partnerships are allowing many retailers to extend their offers, such as combining fast food restaurants and gas stations to attract more customers.

Retailers today are often divided along the lines of price or service, focusing either on a highly targeted clientele willing to pay a premium or on price leadership. To compete effectively in this environment, they must choose what makes the most sense for their operations and then focus on creating differentiators.

The **solution** provides a **secure, flexible foundation** for an **easier upgrade path**

Complex Store Infrastructure Limits Ability to Innovate

Over time, retailers have implemented a variety of networks to support single functions, resulting in multiple proprietary networks managed in isolation. One network might support point-of-sale (PoS) systems, another might support back office services, and a third might be dedicated to wireless systems. Often, even phone systems operate in an isolated environment.

Not only is this environment challenging for the IT staff to manage and secure, but also it creates information islands that prevent the organization from sharing critical information and network resources. This limits a retailer's ability to introduce new products and services to customers because of the difficult integration and high cost of implementing yet another isolated solution.

Confronted with this dilemma, retailers are shifting to an end-to-end, optimized IP network foundation that enables them to rapidly and cost-effectively implement new technologies and applications, such as wireless PoS devices, digital video security, customer kiosks, personal and consumer mobile devices, asset management, and much more.

The Store Networking Foundation Solution

Cisco and IBM have developed the Store Networking Foundation Solution to support new applications like wireless, content, voice, and RFID. Whether you are a large, global retailer or a small, regional firm, the intelligent solution can help to lower costs for security, deployment, and support; adapts automatically to daily demands; and is brought to you by trusted industry leaders who can support global deployments today and into the future.

The Store Networking Foundation Solution provides a secure, flexible foundation for retailers of all sizes that offers ease of upgrades and enablement of critical retail applications and systems, such as:

Store Connectivity

Base-level network connectivity and security provide a stable, secure foundation for other technologies and applications that allow secure connectivity not only to the Internet, but also between retail locations and, by VPN, to suppliers and partners. Store Connectivity is a scalable, PCI-compliant solution that provides access to real-time information and improves stocking levels.

Store Mobility

The wireless foundation can help boost store productivity through RFID and wireless applications, enabling self-guided shopping, personal shopping assistants, kiosks, mobile PoSs, and much more. Secure, reliable wireless connections for staff and customers distribute information through voice mobility, replacing many PCs with mobile IP phones.

Store Collaborative Communications

Integrated IP telephony and contact center capabilities promote greater in-store efficiencies through applications such as teleconferencing, task management, unified messaging, and intelligent call routing. Retailers may improve TCO, share costs between stores, and dramatically improve workforce efficiency and customer satisfaction.

Store Digital Media

Integrated video capabilities help deliver revenue-generating and productivity-saving applications such as e-learning, in-store advertising, branding, and digital surveillance. This can allow retailers to quickly change in-store advertising, generate revenue by selling advertising space to vendors, reconfigure the store for maximum sale potential, and much more.

retailers of all sizes offering while enabling critical retail applications and systems.

How It Works

The Cisco and IBM Store Networking Foundation provides the secure, flexible, manageable, and intelligent networking platform that next-generation stores require to enhance the shopping experience, as well as store operations, with mobility, collaborative communications, and rich media systems. IBM and Cisco have combined resources and expertise to optimize the in-store network for critical applications such as:

- Open PoS migration and refresh
- Shopper-driven applications such as kiosks, self-checkout, and digital merchandising
- Portal solutions, such as e-learning and Managers Workbench

This single network is centrally managed and secured with the best of IBM and Cisco resources and products (Table 1).

Table 1 IBM and Cisco Resources and Products

IBM Products	Cisco Products
IBM System x™	Cisco secure integrated services routers
IBM WebSphere® Application Server, Portal Server, Everyplace Connection Manager	Cisco security software, including VPN, firewalls, and intrusion prevention
IBM DB2® Data Management Software	Cisco IP telephony and IP communications applications
IBM Tivoli® Identity Manager, Access Manager, Provisioning Manager	Cisco Catalyst® switches
IBM Lotus® Workplace, Notes®, Sametime®	Cisco wireless
IBM Information Technology Services and Enterprise Business Services	Cisco application and content switching system software

With the combined expertise of two recognized leaders in retailing technologies, the Store Network Foundation solution has been designed to meet the highest standards of capability, manageability, and security to help ensure that the store is open, ready for business, and easily meets the needs of today's demanding retail environment.

A Better Customer Experience

The Store Network Foundation can help retailers differentiate themselves, develop a distinctive brand, and enhance the customer's shopping experience through greater operational and employee effectiveness by facilitating the following:

- *Unified view of processes, people, and systems:* The role-based employee portal is "device-independent" while integrating and enabling core employee solutions.
- *Real-time access to information:* Sales floor staff and management have access to product, stock, and customer information throughout the store and on demand.
- *More productive people management:* Simple administrative tasks can be moved to self-serve access, providing dynamic staff scheduling and simplified HR processes.
- *Reduced staff turnover and training costs:* Learning is infused throughout the work experience, delivered at point of need, and continuously managed and measured.
- *Consistent deployment of new marketing, merchandising, operational initiatives:* Task Management software provides a clear understanding of work and priorities while enabling a view of progress toward completion.
- *Improved teamwork and knowledge sharing among stores:* Portal provides integrated collaboration tools and e-mail, as well as cost-effective IP telephony and videoconferencing.

Partnering for Retail

IBM, with its vast knowledge in retail business processes, procedures, hardware and services; and Cisco, a worldwide leader in communication technologies, are committed to providing retailers with solutions that help enable a successful business transformation focused on customer experience and business goals while providing the flexibility to address growth with third party applications.

To see how IBM and Cisco are able to transform your business, contact your IBM or Cisco representative.

For More Information

To learn more about the Store Networking Foundation solution, visit:

www.cisco.com/go/ibm/retail

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