

## What's New



### Keep your finger on the pulse!

Thank you for reading the Cisco Retail Newsletter. In each issue we provide news and analysis of business and technology issues facing retail industry leaders. This newsletter is published quarterly and available for download. Please visit [www.cisco.com](http://www.cisco.com) for the latest issue and more news about Cisco in the retail industry.

#### In this Issue

[Industry Issue: Customer Experience](#)

[Retail Technology News](#)

[Special Report: Third Annual Cisco IBSG E-commerce Survey](#)

[Bonus Feature: METRO Group's Future Store Opens](#)

[Upcoming Retail Events](#)

#### Industry Issue: Customer Experience

*Current industry issues in perspective*

Gaining new customers, while retaining the loyalty of your existing customer base, is every retailer's challenge. Wireless carrier AT&T is taking customer experience to a whole new level at its retail stores. As an extension of the brand, AT&T has outfitted some its retail locations, termed "Experience Stores," with guided selling kiosks, digital media signage, laptops, and wireless connectivity. These stores now provide a fully integrated media experience aimed at personalization. [Read more.](#)

While in-store digital media can be used to enhance the shopping experience, it also provides an innovative way to serve targeted advertising at the point of sale. This WSJ article discusses some of the more innovative uses of digital media by leading retailers and provides a discussion on how much this method actually enhances a customer's in-store experience. [Read more.](#)

Following the customer experience, literally, into the dressing room is what leading retailers such as Bloomingdales and Mitsukoshi have implemented to their flagship stores. Touchscreen IP phones to check on sizes, responsive mirrors to simultaneously show clothing outfits, Webcams for social shopping and RFID tags are a few of the means innovative retailers are using to enhance their customer experience. [Read more.](#)

To learn more about Mitsukoshi's "Intelligent Fitting Room," [view video here.](#)

For more information on how Cisco is helping global retailers enhance their customer's experience, [visit here.](#)

[<back to top>](#)

#### Retail Technology News

*Updates, reports and articles on interesting uses of technology in retail from leading news publications*

While retailers continue to differentiate through customer experience and loyalty, it is becoming more challenging in a rough economic climate to implement innovative technologies that do just that. One retail CIO has found a solution by minimizing in-store technology operations, making the stores more efficient and allowing staff to focus on customer issues rather than technology. Delhaize Group's CIO, Terry Morgan, highlights the benefits of implementing a "lean" retail architecture in this article, including the implementation of new mobile applications. [Read more.](#)

Utilizing technology as a core differentiator has always been Wal-Mart's calling card. It is once again upping the ante by rolling out the Wal-Mart Smart Network, dubbed the first "shopper intelligent network at retail." The new in-store digital display platform is powered by Internet Protocol Television (IPTV) and will allow content and advertising to be monitored and controlled down to a single screen. [Read more.](#)

New Web 2.0 technologies, being used by both consumers and enterprises, can reshape the ways a retailer reaches its customers. From leading social networks like Facebook or MySpace to podcasts or blogs, retailers now must consider Twitter, a free viral service that allows people to send short phone or instant messages to others in the network. This BusinessWeek article discusses the new technology and why it matters. [Read more.](#)

To read Cisco's Retail Twitter, [visit here.](#)

To learn more about how Cisco has helped companies such as Delhaize implement Lean Retail architectures, [visit here.](#)

[<back to top>](#)

#### Special Report: Third Annual Cisco IBSG E-commerce Survey

*Latest research on industry issues*

In this edition of Cisco Internet Business Solutions Group's annual survey, forty-five retailers from North America and Europe in three categories (Global 500, Web 15 and Innovators) were assessed in two main categories, foundational and emerging capabilities. The survey finds that growth in social networking, interactive and mobile technologies are just some of the leading retailers' "must haves." This survey provides details on where retailers rank across a spectrum of e-commerce attributes and highlights specific technologies in use. [Download report.](#)

[<back to top>](#)

#### Bonus Feature: METRO Group's Future Store Opens

METRO Group, one of Europe's largest retailers, opened its Future Store in Toenisvorst, North Rhine- Westphalia, Germany in May. This opening is the culmination of years of innovative planning, in an effort to bring the latest technologies to the retail environment. Working with Cisco and other technology partners, Future Store is enhancing customer experiences by integrating mobile shopping, interactive terminals for everything from beauty and skin care to wine selection, RFID to ensure fresh products, and innovative payment systems, such as the biometric pay by fingerprint. [Read more.](#)

[<back to top>](#)

#### Upcoming Retail Events

*Join Cisco at the following upcoming events*

##### Cisco's Digital Signage Video Webinar - October 15th, 2008

Join Cisco's digital signage experts to gain deep knowledge and insight in a live, interactive environment. Participants will walk away with actionable information on deploying and managing digital signage solutions to improve sales and build customer loyalty. [Learn more and register here.](#)

##### NRF 98th Annual Convention & Expo - January 11-14, 2009 - New York, New York

This year's Big Show will feature a keynote from H. Lee Scott, Jr., Wal-Mart President and CEO. [Learn more and register here.](#)

##### Event Replays: Cisco's Retail Virtual Seminars - On demand

Cisco provides virtual seminars with retail experts focused on using innovative technologies to solve retail business issues. Past virtual seminars include topics such as "Lean Retail Architectures" and "PCI Compliance." [Learn more and register here to view past seminars.](#)

[<back to top>](#)

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Please visit <http://www.cisco.com/go/retail/> for more information on how Cisco is helping the global retail industry.

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