

## 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: Thriving in Today's Economic Environment](#)

[Retail Technology News](#)

[Spotlight: Retail Collaboration Benefits Calculator](#)

[Bonus Feature: Lean & Green Retail](#)

[Cisco Web 2.0 Resources for Retail](#)

#### Industry Issue: Thriving in Today's Economic Environment

*Current industry issues in perspective*

Even though many retailers are struggling in the current economic environment, the 2009 Edition of the **Global Retail CIO Survey** indicates that over half of the retailers surveyed expect to spend the same on IT, as a percentage of sales, this year. Further, over one-quarter expect to spend more on IT, demonstrating the need to continue projects already underway, while looking forward with plans for new applications implementation or existing systems upgrades. [View report summary](#). *Registration required*

Retail is one of the hardest hit industries in the current downturn, which unlike our last recession, is centered on reduced consumer spending and lack of consumer confidence. In these trying times, Cisco has identified what we term "**Five Ways to Thrive**," a set of five proven business imperatives that allow you to make a difference now. These apply to all industries, including retailers, by positioning the business to thrive as the economy turns from recession to growth. Amongst the strategies are technologies such as collaboration, virtualization, and video that can help your organization succeed. [Learn more](#).

As retailers look for ways to **improve operational efficiency and still meet new compliance requirements**, Cisco has launched the Store Floor Task Management solution with partner Reflexis. By automating task assignment, tracking and reporting, headquarters and store management can efficiently verify that tasks are carried out correctly and on time. [Learn more](#).

For more information on how Cisco is helping global retailers optimize their workforce and reduce operating costs, [visit here](#).

[<back to top>](#)

#### Retail Technology News

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

RIS News, in conjunction with analyst firm Gartner, recently released the "**2009 Retail Technology Study**," which reflects the current state of the retail environment. For retail technology executives, the outlook is not all doom and gloom. While many retailers will reduce their current IT budgets as compared to 2008, nearly 63% of retailers indicate their IT budget will either remain the same or increase. Even in these challenging times, customer experience remains the top priority, followed closely by cost containment, and the boosting of worker productivity. **Customer-centricity, PCI compliance, and multi-channel commerce are top initiatives**, according to the study. [Download the report](#). *Registration required*

Department store Belk is using their **network and video surveillance cameras** to remotely manage loss prevention with the additional benefits of analyzing shopping behavior and as security for lost children. They note in these economic times, the increase in the types and frequency of shoplifting has increased. [Read more](#).

Web 2.0 technologies and adopting the habits of younger workers are allowing retailers to be green and also reduce costs. With a typically young in-store workforce, retailers are finding that by allowing their workers to **communicate and collaborate through Web 2.0 technologies**, they actually can save money and reduce consumption of resources. [Read more](#).

How can Facebook, Twitter and other Web 2.0 technologies benefit retailers? This SmartMoney article discusses how some retailers are embracing these new technologies as **free, targeted advertising**. [Read more](#).

We have all heard of Web 2.0, but what about Retail 3.0? In this article by Progressive Grocer, **Retail 3.0 is described as providing relevant, personalized marketing to individual shoppers**, supported by real-time marketing and supply chain synergies, built on a foundation of shopper-identified transaction data. This vision places the shopper at the center of the competitive environment. [Read more](#).

[<back to top>](#)

#### Spotlight: Retail Collaboration Benefits Calculator

Cisco has created a simple way to approximate the business benefits of creating a collaborative retail solution infrastructure. The **Web-based calculator** allows retailers to input specific data regarding their organization such as number of stores, employees, hourly wages and transactions to help determine the quantifiable benefits of a collaborative retail solution infrastructure. The calculator's purpose is to help retailers educate internal constituents about the possible benefits and opportunities of an implementation including voice replacement, collaboration productivity tools, and retail solutions. [View tool](#).

[<back to top>](#)

#### Bonus Feature: Lean and Green in Retail

What if you could reduce costs in your stores, be more innovative, all while being more environmentally friendly. Would that be something you'd be interested in? Amid the economic crisis and its impact on retailers, Cisco's Lean Retail Architecture (LRA) provides the business agility that allows retailers to innovate, respond to shifting market conditions, enhance customer service, and improve sales and profits. By **allowing retailers to do more with less technology**, LRA provides cumulative savings and future proofing on energy use and costs. [View the Lean & Green demo](#).

For more information on Cisco's Lean Retail Architecture, [visit here](#).

[<back to top>](#)

#### Cisco Web 2.0 Resources for Retail

*Learn more about the retail industry with social and interactive tools*

##### Cisco Retail Online Community

The community provides blogs, surveys and links to industry resources from Cisco retail experts. <http://www.cisco.com/go/retailcommunity>

##### Cisco Retail Twitter

Follow real-time updates to news, events and insights from Cisco on the retail industry. <http://www.twitter.com/ciscoretail>

##### Cisco YouTube Retail Channel

Thought leadership videos on the retail industry from Cisco retail experts. <http://www.youtube.com/user/ciscoretail>

##### Cisco Retail Virtual Event Center *Registration required*

Access Cisco Connected Retail resources on today's trends and winning strategies. <http://events.unisfair.com/rt/retail>.

[<back to top>](#)

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