Running Your Store on a Single System

Today’s retailers need to simultaneously meet operational business demands, deploy new services to attract customers, and respond to opportunities to test new store formats – all while continuing to manage operating expenses. But as a result, the per-store technology footprint is becoming increasingly complex and costly. In fact, a recent Retail Systems Research report noted retailers’ chief complaint: That existing infrastructures prevent them from moving forward with new solutions. Retailers need a store solution that:

- Reduces capital and operating costs
- Integrates store systems
- Consolidates compute for in-store analytics, POS, and digital media
- Delivers new guest services
- Accelerates delivery of mobility, collaboration, and security
- Provides a timely, flexible way to test new store concepts
- Maintains Payment Card Industry Data Security Standard (PCI DSS) compliance

The Store in a Box Solution

Cisco’s Store in a Box offers an in-store networking and compute platform designed to consolidate and run all critical store functions on a single server. Studies show that stores can save up to 50% to even 80% in costs with the virtualized Store in a Box supporting full implementation of:

- Security services for PCI 2.0 Compliance
- Mobility services for store associates and customers
- Point of sale (POS) back office services
- Reliable delivery of cloud services
- Video, analytics, and content caching
- Desktop virtualization services
- Collaboration services
- Modular deployment based on business priorities and customer demand

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Store in a Box Solution

Store Technology Consolidation
The key to Cisco’s retail solutions is virtualization based on the Cisco Unified Computing System (UCS-E) blade server. By creating a logical separation between routing and data flows, stores are able to efficiently combine and secure a wide range of business functions and information on a single system. In the store, the UCS-based system consolidates equipment including the PBX, DVR, circuits, and so on. The result is that costs can be reduced across the board, including power, space, and cooling, as well as support and other operating expenses. In the retail store, stores may achieve increased sales per square foot from $300/foot to 20-30% higher. Stores may also reach higher conversion rates with a lower financial impact.

Evaluate New Store Concepts
Today’s stores need to be able to quickly assess, evaluate, and test new concepts, including capabilities demanded by tech-savvy consumers such as digital media broadcasting and mobility. Cisco’s advanced media and content management solutions allow stores to regularly test and deploy new merchandising concepts. For example, a retailer wishing to add digital media to an existing store needs only a minimal investment to showcase promotions and information on in-store screens or customer digital devices.

Rapid Buildout of New Stores
The low-cost, high-speed installation of temporary storefronts or “popup” stores has become a rapidly growing trend in retail, which today is driving revenues of more than $8 billion annually. Cisco’s Store in a Box solutions are a perfect fit for this trend. For example, a retailer creating a point of sale in a popup store can utilize a Cisco-supported mobile POS device to take customer orders and process credit card payments via a PCI-compliant, encrypted data connection between the store and the merchant bank. This streamlined solution also makes it faster to rollout services at new store sites, and easier to reuse equipment which can be readily moved from one location to another.

Why Cisco for Your Store?
Cisco has been a leader in enterprise networking for more than 30 years, offering powerful solutions to retailers all over the world. Only Cisco provides a Store in a Box that:

• Allows retailers to centrally and cost-effectively manage and maintain stores across multiple branch locations, increasing flexibility and simplifying operations
• Integrates store systems with ecommerce to provide an omnichannel experience for customers Delivers new guest services including broadcast promotions, in-store kiosks, on-demand experts, customer call centers, and so on
• Enables retailers to leverage today’s mobile environments and provide store associates with instant information anywhere, on any device
• Provides a quick and cost-effective way to open up new stores and popup stores, as well as testing new merchandising concepts
• Is based on products that have been tested and audited to be PCI compliant

Next Steps
Contact your Cisco account team to discuss how we can help you build your Store in a Box.