



Cisco In-Store Media Solutions Enhance the Shopping Experience

Create engaging selling environments that increase sales and strengthen customer satisfaction-over one network.

Today's retail stores are being dramatically transformed. A sharpened focus on customer service and the customer's shopping experience is motivating retailers to convert traditional stores into engaging selling environments. In-store multimedia systems that incorporate high-resolution digital signage, kiosks, personal digital assistants, and other devices play an increasingly important role in delivering advertising, supporting marketing programs, reinforcing brand, providing pricing information, training, and delivering corporate communications. Cisco In-Store Media solutions, delivered over a powerful Cisco Intelligent Retail Network are helping retailers transform their stores to increase sales and improve customer satisfaction.

Introducing Unnecessary Complexity

Implementing several multimedia solutions can result in a highly complex technology environment at each store location and difficulty for the company's IT team when trying to manage all store locations consistently. Applications like video must have sufficient bandwidth and high network availability to deliver compelling, consistent messaging. At the same time, high-bandwidth applications must not divert network resources from critical sales operations, such as point-of-sale (POS) and credit card authorization processing. Security measures designed to protect inventory and brand assets must also be supported.

Capitalizing on Opportunities for Promotion and Revenue

In-store digital media advertising offers new opportunities to generate revenue by advertising suppliers' products. Independent studies show that 75 percent of all brand decisions are made at the point of purchase, and 49 percent of advertising at that point has a direct impact on sales. Promotions can be more successful when you can deliver messaging to the location of promoted products and customer decision points.

High Cost of Signage

Retailers spend millions of dollars annually on designing, printing, distributing, and tracking in-store signage. Unfortunately, the high cost of traditional signage does not guarantee that it will be consistent, current, and properly displayed at all store sites. Printing and distributing marketing materials is also costly and with long lead times required to prepare, it can be difficult to keep information current.

High Customer Expectations

Customers expect personalized, multimedia information to support their decision-making and purchasing processes. You can meet this need by delivering compelling digital media content that helps consumers learn, for example, how a product is made, and how to install and operate it. Research indicates that when consumers know more, they tend to purchase a higher-priced model and also purchase items that are cross-sold.

More Complex Training Requirements

The retail industry is noted for its high level of seasonal and temporary employees, as well as its distributed workforce and frequent employee turnover. As a result, you are continuously training new hires in many locations. In addition, many products are complex or technical or have a short lifecycle. Employees need extensive-and frequent-preparation to sell them. Ensuring that all employees are prepared to provide customers with the help they seek is more of a challenge now than ever before.

Need to Maximize Sales Channels

An increasing number of retailers are differentiating themselves by offering Internet-based interactive kiosks in stores. Through these kiosks, customers can educate themselves about products, compare alternatives, check inventory, or purchase a product that may be out of stock locally but available online. Interactive kiosks can work as hard as a human employee, which is why you must ensure that they are continuously available, reliable, and secure.

Need to Protect Store Assets

One of your most pressing concerns is asset protection. Protecting inventory and brand image is increasingly difficult with rising levels of shoplifting, identity fraud, and dishonest employees.

Cisco In-Store Media Solutions

Cisco In-Store Media solutions offer proven ways to enhance the shopping experience for a wide range of consumers. Using a powerful Cisco Intelligent Retail Network, stores can deliver an extensive variety of promotional and informational services to maximize customer satisfaction. They can create unique, engaging in-store purchasing experiences for customers. And ultimately, they can increase sales. At the same time, you can streamline operations, create new revenue streams, reduce costs, protect assets, and improve employee productivity. Cisco In-Store Media solutions help you implement strategic new sales and business initiatives.



Simplifying the Technology Environment

Cisco In-Store Media solutions streamline your technology infrastructures by using a single intelligent retail network to distribute, manage, display, and support the storage requirements of in-store digital media. Intelligent network management enables optimum bandwidth for a wide range of application requirements. With one IP network, you can deliver cost-effective advertising and promotional broadcasts, update digital signs in real time, and facilitate communication between store associates, store locations, and sales channels.

Improve Promotion Effectiveness and Revenue

Cisco IP video-distribution technology delivers multi-channel broadcasts to strategically placed displays, fixed workstations, or mobile devices throughout a store. As a result, you can deliver messaging wherever it will have the most impact, manage it centrally, and track it more efficiently to evaluate its effect on sales and promotions. You can also grow revenue opportunities by selling advertising to manufacturers and delivering it directly to the point where customers view or try the manufacturer's products.

Improve Signage Effectiveness While Reducing Cost

The Cisco Digital Signage application delivers digital media across networked digital displays while enabling flexible, centralized management and publishing. Digital signage reduces or eliminates the costs associated with traditional sign production, auditing, and maintenance. Based on the Cisco Digital Media System, engaging digital media displays easily reach customers and employees with graphics, video, and text delivered to a variety of electronic devices at any site. Controlled and targeted in-store digital media helps you strengthen your brand image and assess the impact of marketing and advertising programs, while providing customers with consistent and fresh product, pricing, and promotional information in real time.

Increasing Sales with Consumer-Relevant Information

Cisco In-Store Media solutions allow you to reach customers and build awareness by providing more personalized, rich content throughout the buying process. You can tailor content delivery to digital signs by time of day, season, peak sales periods, or in response to competitive threats, thereby maximizing sales opportunities. Dynamic digital displays do a better job of attracting and educating customers, which leads to higher satisfaction and greater cross-selling and up-selling success.

Improved Employee Training and Retention

Now sales associates can keep learning with Cisco In-Store Media solutions. You can better use resources for strategic training initiatives and ensure consistent training across all store locations. The corporate network can now deliver training videos and multimedia content that feature the company's best employees, store planograms, product data, and human resources information. Studies show that frequent, short, visually oriented sessions on specific subjects help employees retain and practice sales tasks more effectively. In-Store Media applications make training more effective, faster, and more cost-effective than taking employees from the sales floor and confining them to a room for multiple long sessions. Employees can also view corporate messaging from executives who introduce them to company policies, goals, and strategies—which creates a more pervasive, consistent, and loyal culture.

Maximized Value for Information Kiosks

Powerful Cisco In-Store Media applications help you maximize the effectiveness of in-store kiosks. Multimedia and large Internet files can be downloaded over lower-cost access solutions and stored locally to reduce the need for costly, high-bandwidth connections to each store location.

Protect Store Assets

Cisco In-Store Media solutions also support IP-based video surveillance solutions that help improve Loss Prevention staff effectiveness. Cisco's advanced video solutions and partnerships with leading video analytic software providers deliver higher-quality video images, faster access to live and recorded video, extended coverage to more areas, immediate visibility, mobile alerts, and integration with POS systems.

The Cisco Intelligent Retail Network

Cisco In-Store Media solutions operate over a Cisco Intelligent Retail network, which eliminates the need for a separate video network to perform security surveillance and display video advertising. Designed using the Cisco Service-Oriented Network Architecture (SONA) framework, the Cisco Intelligent Retail Network provides a common platform for delivering retail applications and supporting services, such as mobility, security, and Unified Communications to all retail locations.

As an integrated offering with a single, centrally managed Intelligent Retail Network, Cisco In-Store Media solutions enable consistent and efficient data integration across functions and channels to improve security and availability. They can converge video management, access controls, connectivity, and event correlation on one network, while simultaneously improving the security of connected systems and unifying communications to enhance the customer experience.

Cisco Provides a Unified Approach to Enhancing the Customer Experience

Rather than building separate digital media networks, retailers can benefit from Cisco's world leadership position in networking and extensive experience in networked services and applications. Cisco helps you build the network foundation for supporting in-store digital media applications, as well as for implementing content distribution, mobility, and unified communication applications at all retail locations.

With the Cisco Intelligent Retail Network, you gain the flexibility to meet constantly changing business and technology demands. You can develop a roadmap for operations, merchandising, human resources, training, customer services, and supply chain that will support your corporate vision for years to come.

By selecting Cisco, you reap the advantages of working with the leader of the networking industry. The ever-growing base of Cisco retailers, application partnerships, comprehensive offerings, and world-class service and support are transforming today's stores into empowered selling environments.

Learn More Today

Learn more about Cisco In-Store Media solutions and how they can help you enhance shoppers' experiences at your stores. Contact your local Cisco Account Executive, or visit www.cisco.com/go/retailsolutions.



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