



# Cisco DNA for Retail

## Introducing an entirely new era of networking. The Network. Intuitive.

Shopping experiences of the past were limited to traditional brick-and-mortar stores and mass advertising. In today's digital world, technology provides shoppers with immediate, relevant experiences while improving business processes, reducing risk and increasing associate productivity. This transformation is fueled by shifts in the retail business landscape, including changing customer expectations; new business models such as marketplaces, subscription services and peer-to-peer economy; and cyber threats due to greater exposure of data, IP and products. These changes are driven by key technologies such as mobility, the Internet of Things (IoT), cloud and analytics. Additionally, new capabilities such as Virtual Reality (VR) and Augmented Reality (AR) will change customer expectations still further.

Cisco® Digital Network Architecture (Cisco DNA) for retail revolutionizes how retailers design, build and manage the business network. It means faster deployment and simpler, centralized management of an intelligent network, getting multiple stores up and running in days rather than months. It also offers deep, networkwide insights to support personalized and more relevant customer engagement and smarter business operations. With Cisco DNA for retail infrastructure and solutions, retailers can deliver key digital capabilities with a digital-ready foundation – securely, simply and reliably.

## Benefits

- **Faster innovation with actionable insights:** Generate network and location analytics to provide personalized customer experiences, increase associate productivity and optimize store layouts.
- **Lower complexity and costs with automation:** Roll out and update retail and corporate networks faster and reduce day-to-day operational and network management costs with automation, central management and assurance.
- **Reduce risks with security everywhere:** Secure customer data and reduce fraud with continuous, faster threat detection and protection, with security embedded networkwide.

### With Cisco DNA, retail organizations can:

- Deliver a differentiated customer experience across all channels
- Drive operational excellence and associate productivity
- Accelerate development and scale of new products and services
- Respond to market demands with speed and flexibility
- Improve capabilities across the retail supply chain
- Protect and enhance brand value

### And IT leaders in retail organizations will be able to:

- Deploy an infrastructure that supports upcoming consumer trends, line-of-business imperatives and growth initiatives
- Simplify network operations and reduce costs
- Provide threat defense across the network edge
- Get visibility across the entire network for faster IT troubleshooting and insights
- Support the massive compute resources demanded by virtual environments and, increasingly, by sensor- and data-driven environments

## Transform retail with Cisco DNA solutions

### Develop 360-degree customer insights:

Enable retailers to collect, mine and integrate data from different aspects of the customer journey to deliver value to sales, marketing, IT and customers with Cisco DNA Center, using the Cisco Intelligent WAN (IWAN) app and Connected Mobile Experiences (CMX) for analytics and CMX APIs for third-party application development and data integration.

### Create dynamic, personalized customer experiences:

Provide unique, relevant experiences to customers by delivering an interactive, engaging environment with Cisco DNA Center through the Cisco Application Policy Infrastructure Controller Enterprise Module (APIC-EM) (EasyQoS, Enterprise Service Automation [ESA] app and IWAN app) for automation and management, CMX for location analytics and CMX APIs for third-party application development.

### Mitigate theft and fraud and secure digital assets:

Provide a secure store environment for customers and employees, as well as maintain brand value with Cisco Firepower®,

Stealthwatch®, Umbrella™ and Identity Services Engine (ISE) for security, along with Application Visibility and Control (AVC) and IWAN for analytics and Cisco DNA Center through SD Access with APIC-EM EasyQoS and the ESA app for automation.

**Empower associates to be productive and customer-first:** Provide the right tools, insights and information to best assist customers at the point of the sale with Cisco DNA Center through SD Access with APIC-EM (ESA app, IWAN app, EasyQoS) for automation and management, Cisco DNA Center with IWAN app and CMX for analytics and CMX APIs to integrate data from third-party sources.

**Optimize store operations:** Build a platform for innovative new store concepts that scales for growth with Cisco DNA Center through APIC-EM (IWAN app, ESA app, Plug and Play, EasyQoS) for management and automation, High Density Experience (HDX) and Flexible Radio Assignment to manage network strain to help ensure quality workforce collaboration and CMX for analytics to optimize store layouts.

## Learn more

Visit us at [Cisco DNA for Retail](#).