



SES-imagotag and Cisco Partner to Enhance the Retail Experience

Bringing the IoT advantage to retail with advanced Cisco wireless solutions

Product list

Wireless

- Cisco Aironet 3800 Series Access Points
- Aironet Developer Platform

New opportunities in physical retail

The physical retail industry is up against new challenges: price wars, increased fixed costs, and competition from online competitors. To stay ahead of the game, today's retailers must reinvent themselves to become more interactive and perfectly synchronized with e-commerce. They need to build more connected, efficient environments, automate time-consuming tasks, manage stock in real time, and streamline each customer's purchase journey.

The Internet of Things (IoT) enables retailers to transform these challenges into new opportunities. Today's new IoT technologies enable retailers to take full advantage of the undervalued assets of the physical stores and become highly automated, data-driven, ultra-efficient connected and interactive environments. Technologies such as Electronic Shelf Labels (ESLs), together with innovative wireless connectivity from Cisco, enable organizations to drive this digital transformation.

Executive summary

Customer name:

SES-imagotag

Size:

245 employees

Industry:

Retail

Location:

Nanterre, France

“Through the partnership with Cisco we’re entering new business opportunities to bring a truly transformative retail solution to our customers.”

Philippe Bottine
CEO North America, SES-imagotag

SES-imagotag is the market leader in ESL systems, with more than 150 million ESL tags deployed worldwide. This industry innovator was seeking a technology solution that would enable it to get new products to market faster as part of its relentless mission to empower its next generation of ESL solutions. The firm required a development platform and wireless technology to support its VUSION Retail IoT Cloud Platform—and transform the retail experience.

“ESLs enable stores to manage their prices automatically and dynamically, accurately geolocate their products, and reduce waste,” says Philippe Bottine, CEO North America of SES-imagotag. “Perhaps most importantly, they enable retailers to enhance the in-store customer experience through rich content displayed at the shelf, as well as QR Code/NFC interactions offered to shoppers.”

An extensible technology for electronic shelf labeling

After considering a variety of solutions, SES-imagotag chose Cisco Aironet® 3800 Series Access Points to power its solution. These flexible access points support the 802.11ac Wave 2 standard and deliver some of the best functionality of any access points in the industry. The Aironet 3800 Series features a modular interface that enables intent-based networking at the edge, allowing customers control of their entire network.

“We chose the Cisco Aironet 3800 Series because of its extension capability that enables seamless integration with our VUSION Retail IoT Cloud Platform,” says Lois Oumier, operational and digital marketing manager at SES-imagotag.

To fully align its ESLs and cloud platform with the Aironet access points, SES-imagotag leveraged the Cisco® [Aironet Developer Platform](#) (ADP) framework. This framework delivers the business agility that technology partners need to rapidly innovate and keep pace with fierce competitors and fast-changing market conditions. The ADP framework enabled SES-imagotag to quickly prototype, develop, and bring to market a converged solution addressing the needs of today’s retail use cases. One of the key benefits of this modular solution is the elimination of costly, dedicated overlay networks, and their associated cabling and maintenance. With ADP, the access point is transformed into a powerful development platform that paves the way for next-generation wireless use cases.

The Cisco ADP lets solution partners like SES-imagotag enable access points to precisely perform the tasks for which they are intended. The company’s VUSION Retail IoT Cloud Platform runs through the Cisco Aironet 3800 Series Access Points and allows store managers to dynamically change prices with the click of a button—reducing update times from days to minutes. These changes can be specifically applied to individual products across a store. Instead of manually changing price tags on shelves, store managers can better focus employees’ attention on more strategic tasks like improving the customer experience.

For more information

To learn more about the Cisco Aironet 3800 Series Access Point, visit: <https://developer.cisco.com/site/adp/>.

The Cisco Aironet Developer Platform supports industry-standard, third-party developer platforms, enabling SES-imagotag to create custom applications. These applications plug and play into the Cisco Aironet Developer Platform Hardware Development Kit (HDK), which is managed through the network infrastructure. Cisco also provides development support via sample code, applications, and a virtual sandbox on [Cisco DevNet](#), as well as access to learning labs, documentation, tutorials, and other developer resources.

The combined SES-imagotag and Cisco solution features an all-in-one hub that delivers simplified installation and rugged connectivity in demanding retail environments. It provides dependable wireless connectivity to ESLs that can be installed in a variety of retail shelf environments, with robust anti-theft protection and a water-resistant design. The ESLs also feature ultra-low power consumption for efficient, dependable operation.

With the VUSION Retail IoT Cloud Platform, retailers can automate pricing in real time, and support shopper connectivity, customized advertising, and real-time, in-store traffic analytics—all with the flexibility and speed of the cloud and high-speed wireless connectivity.

Support for a rich array of use cases

The SES-imagotag ESL for Aironet 3800 Series Access Points is an innovative solution that delivers real benefits to help retailers succeed in the digital transformation of brick-and-mortar commerce.

“Our customers benefit from a lower Total Cost of Ownership (TCO) by removing the need for additional infrastructure and cabling,” says Oumier. “Management and monitoring are also easier, which further simplifies operation and reduces TCO.”

The combined Cisco and SES-imagotag solution is already enabling a variety of retail organizations to take advantage of increased operational efficiency and improved customer satisfaction. It has been successfully deployed at a major big box retailer in the U.S. and Mexico, and at a leading grocer in Germany. The solution is also in place at a major cash-and-carry retailer in the European Union.

SES-imagotag is continuing to build on its partnership with Cisco, utilizing the Cisco ADP framework as a springboard for rapid deployment and faster time to market. The two organizations are working closely together to improve the solution’s capabilities through closer integration with Cisco management and monitoring environments, to provide more seamless integration.

“Through the partnership with Cisco we’re entering new business opportunities to bring a truly transformative retail solution to our customers,” says Bottine.