

Cisco in Retail

Through the lens of the Cisco Store



October 2025

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**From brand activation to
technological innovation, the Cisco
Store embodies all things that make
Cisco, Cisco.**

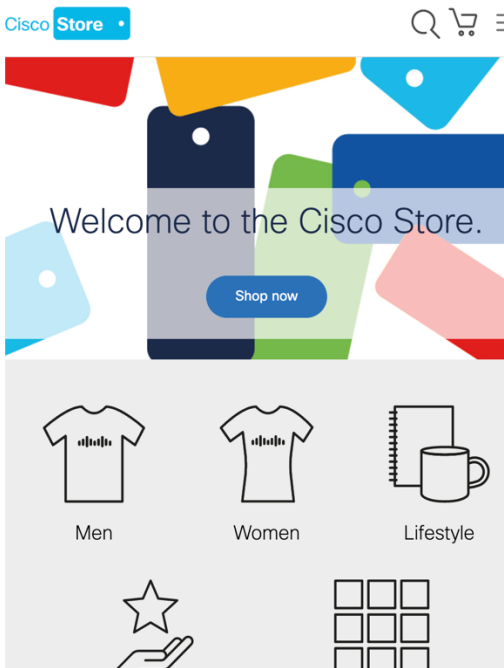
Cisco Store Mission Statement

The Cisco Store Operation

The Cisco Store is Cisco’s merchandise store offering Cisco-branded apparel for employees, partners, and Cisco enthusiasts. We operate using Cisco and partner technology, showcasing a real-world environment powered by Cisco to provide a seamless shopping experience and highlight our solutions.



Physical Stores
San Jose, CA | Raleigh, NC



Online Stores
US, EMEA, APJC, and India

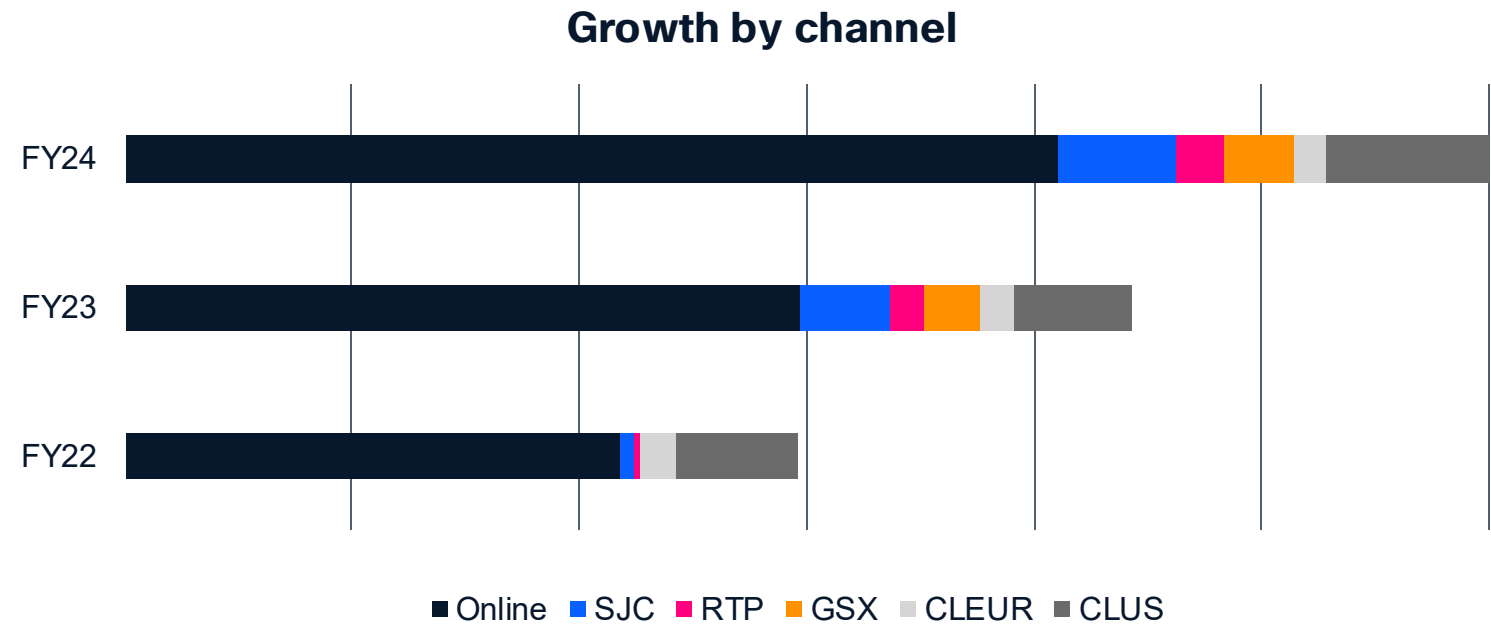


Travel Stores
Cisco Lives, NRF, and GSX

Sales

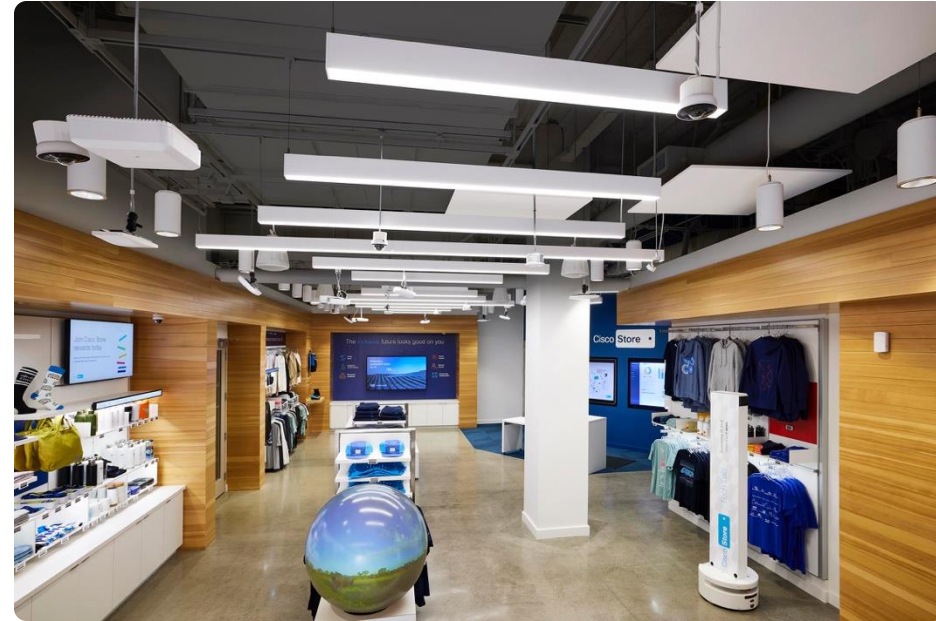
FY22 \$1.4 million
FY23 \$2.15 million +50% YoY
FY24 \$3.0 million +40% YoY

The Cisco Store Tech Lab was introduced in 2022. The Cisco Store has seen exponential growth correlated to the advancement of our technology stack.



What is the Cisco Store Tech Lab?

The Cisco Store Tech Lab is a real retail environment powered by Cisco and our partners' technology. Our collaborators can deploy technology in our stores to gather learnings and advance their products. Through this space, we're able to show customers Cisco's vision on the future of retail and what's available now.



Portfolio Explorer

Ecosystem Technology

Cisco:

Cisco Spaces

Meraki mobile device
management

Meraki network

Meraki sensors

(MT14, MT15, MT20, MT30, MT40)

Meraki smart buttons

(MT30)

Meraki smart cameras

(MV13, MV33, MV63, MV93)

Slido

Splunk

ThousandEyes

Webex board

Webex Connect

Cisco partners:

Adobe Commerce

Avery Dennison

Cogniac

(Works with Meraki cameras)

Everyangle

(Works with Meraki cameras)

Fankave

(Works with Cisco network)

Keonn

(Works with Cisco network)

Sato

VusionGroup

(Works with Meraki access points)

Smiirl

(Works with Cisco network)

Shopify POS

(Works with Cisco network)

Wipro VisionEDGE



- Customer Journey
- Associate Enablement
- Intelligent Operations
- Distribution and Fulfillment
- Physical and Cyber Security

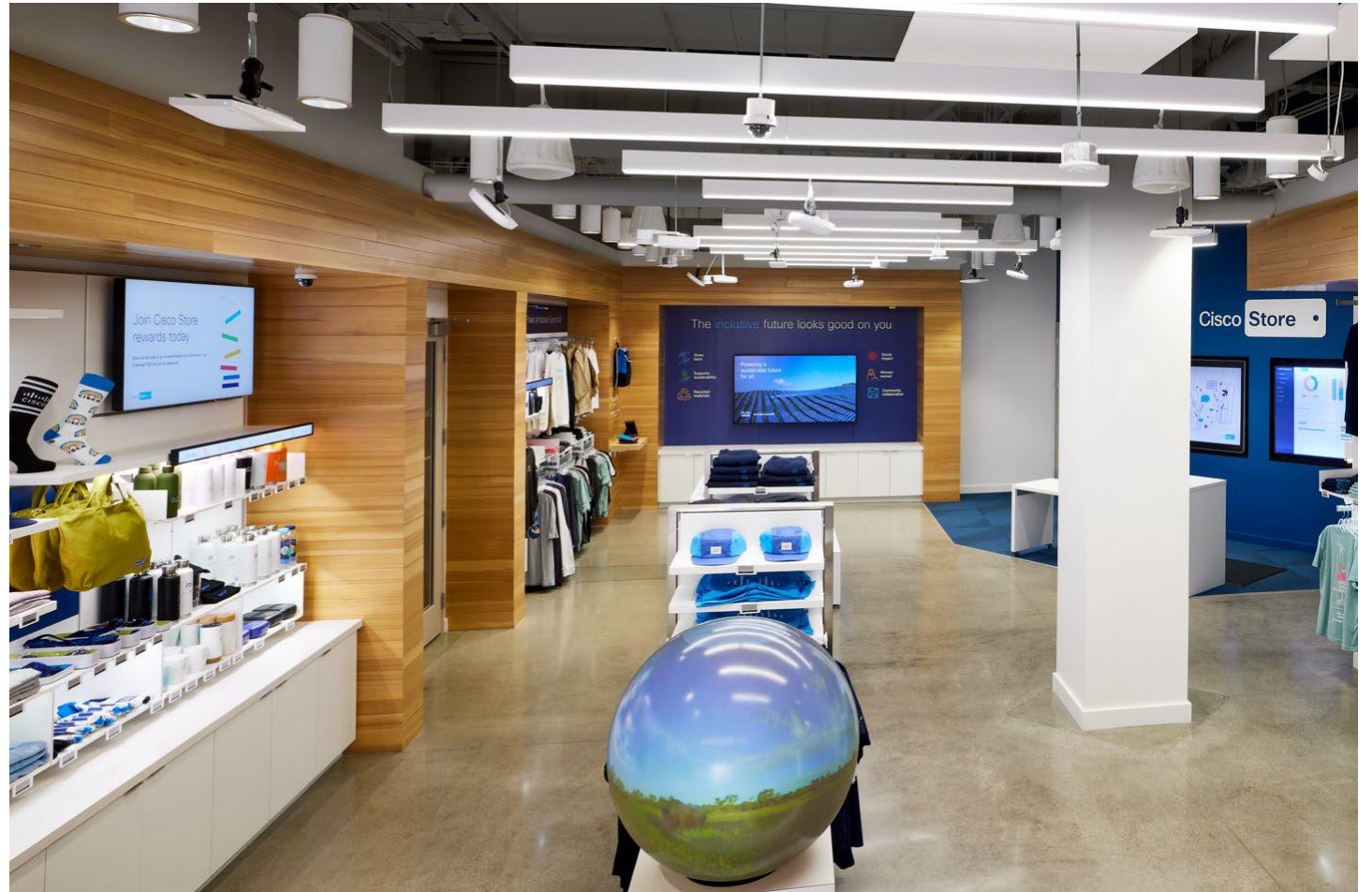
- Customer Journey
- Intelligent Operations

Cisco Spaces

Secure, personalized retail experience

At the Cisco Store, we leverage Cisco Spaces for powerful location-based services and analytics. This technology allows us to gather real-time data on customer behaviors, such as foot traffic patterns and dwell times. We use this data to optimize our store layout and improve customer engagement based on data insights.

With Cisco Spaces, we can send personalized promotions and notifications to customers' mobile devices. This ensures a tailored shopping experience based on customers' location within the store.



- Intelligent Operations
- Physical and Cyber Security

Cisco Meraki | Smart Cameras

Advanced safety, security and analytics

The store uses the following models: MV13, MV2, MV33, MV72, MV63, and MV93.

Our use of smart cameras is integral to enhancing both security and operational efficiency. These high-resolution, cloud-managed cameras provide real-time monitoring, ensuring a safe shopping environment for our customers and staff. Moreover, with features like motion detection, heat mapping, and people counting, we gain valuable insights into customer behavior, enabling us to optimize store layouts and improve the overall shopping experience. The seamless integration with the Meraki dashboard allows us to centrally manage and access video data, helping us make informed decisions and drive business growth effectively.

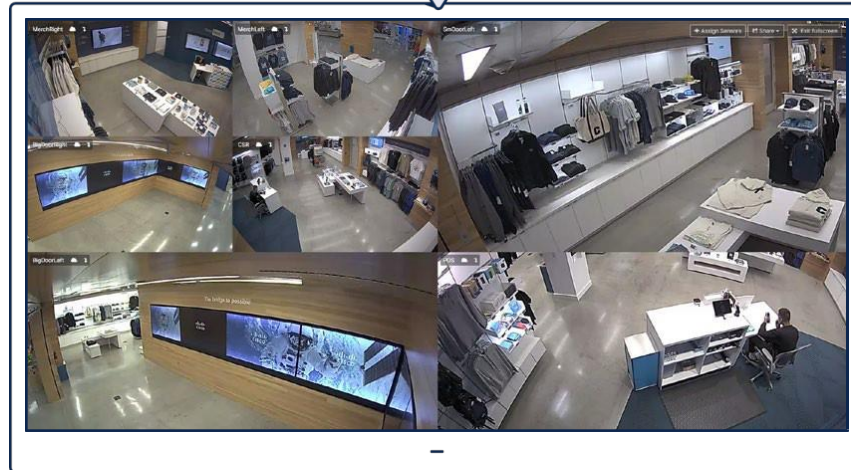


- Associate Enablement
- Intelligent Operations

Cisco Meraki | Meraki Display

Dedicated video wall monitoring

In our back of house, our store associates monitor store activity through this Apple TV app capable of live streaming up to 16 cameras on a single display for video wall monitoring.



- Intelligent Operations
- Physical and Cyber Security

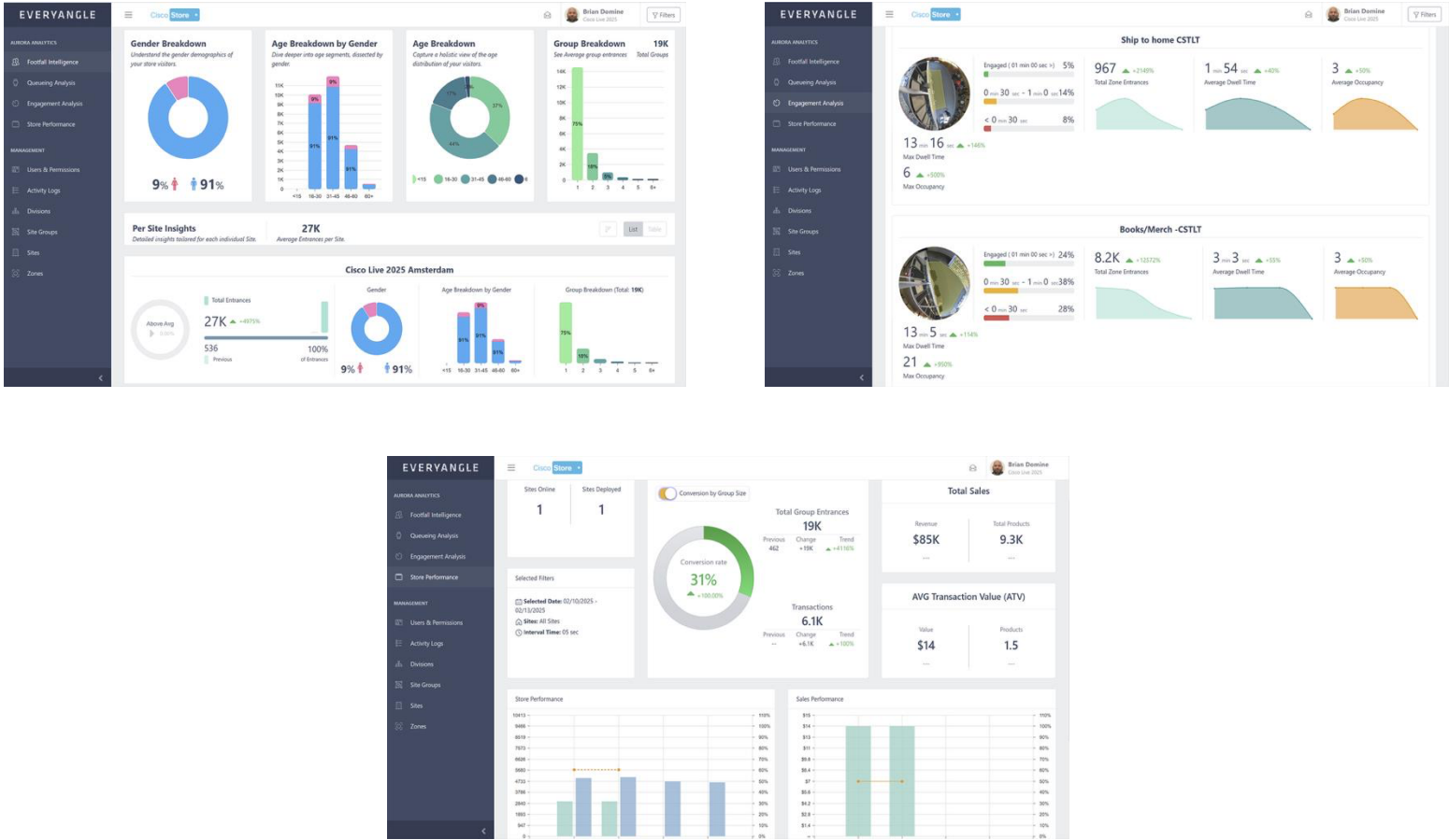
Everyangle + Cisco Meraki | Smart Cameras

Rich, real-time customer analytics

In conjunction with Meraki cameras, we use Everyangle to analyze customer data such as gender and age breakdown, customer sentiment, and more.

Everyangle's analytics combined with Cisco Meraki cameras enable detailed analysis of queue lengths, customer engagement, and dwell times. This integration helps businesses optimize staff allocation, refine store layouts, and enhance marketing strategies by providing actionable insights on customer behavior and operational efficiency.

Works exclusively with Meraki.



- Customer Journey
- Associate Enablement

Cisco Meraki | Smart Automation Button (MT30)

Smart, simple security alerts

We have configured our smart button to send an alert to our security staff, including a picture from the overhead Meraki camera, whenever the sales associates press it.

Want to automate common tasks and trigger actions? No Problem – just press the button.



- Customer Journey
- Intelligent Operations

Wipro VisionEDGE + Cisco Meraki | Smart Automation Button (MT30)

Integrated digital signage solution

We use this tool to manage all the store's digital signage from one place, create cross-screen experiences, change screens quickly, and display personalized experiences for customers.

By integrating MT30 sensors, we enable instant updates to digital signage with the push of a button, allowing for real-time content management and streamlined control; for example, a single press can change all screens to a "Store Closed" state.



Cogniac + Wipro + Cisco Meraki | Smart Cameras

AI-assisted retail

In conjunction with Meraki cameras, this platform leverages artificial intelligence to optimize operations. Use this technology to detect stock levels and abnormalities in merchandising.

We integrated Cogniac, Cisco Meraki Smart Cameras, and Wipro VisionEDGE to enhance customer engagement. When a customer picks up a product, Smart Cameras detect this action, Cogniac processes the data, and Wipro's digital signage displays corresponding marketing content, ensuring a timely and relevant shopping experience.



- Intelligent Operations
- Physical and Cyber Security

Cisco Meraki | Door Sensors (MT20)

Cloud-managed open/close sensor

Monitor door access to detect intrusions, understand usage trends, and prevent business disruptions.

This device provides centralized management and instant alerts, helping retailers secure entry points, analyze customer traffic, and



Cisco Meraki | Smart Power Controller (MT40)

Remote power monitoring and control

Cloud-managed Smart In-line power monitoring sensor that is exceptionally simple to deploy and configure due to its integration into the Meraki dashboard and the use of BLE technology.

This device provides real-time insights, helps quickly address power anomalies, and integrates with the Meraki dashboard for centralized monitoring. The MT40 supports our goals of reliability, cost reduction, and sustainability through effective energy management.



Cisco Meraki | Indoor Air Quality Sensor (MT15)

Cloud-managed indoor air-quality sensor

Health and comfort are major priorities. Make them happen by keeping a close eye on indoor air quality.

This device monitors CO2 levels, temperature, and humidity in retail environments, ensuring optimal conditions for customers and staff. Featuring a configurable light that changes color based on specific metrics, it provides immediate visual feedback and integrates with the Meraki dashboard for centralized management and instant alerts, enhancing the shopping experience and promoting well-being



- Customer Journey
- Associate Enablement

Cisco Meraki | Wireless Access Points

Simple, secure connectivity

The store uses the following models: Wifi 7 CW9178i, MR56 (Wireless), MX95 (SD-WAN), MS350 (Switching).



- Intelligent Operations
- Physical and Cyber Security

Splunk A Cisco Company

Business Metrics

Splunk enables the Cisco Store to integrate POS metrics and Meraki device insights into a single, comprehensive dashboard. This setup allows for real-time analysis of sales data and network performance.

- Key Features:
- POS Metrics:** Tracks transaction volumes, sales trends, and customer behavior for informed decision-making.
 - Meraki Insights:** Monitors network performance and device usage to ensure IT infrastructure health.
 - Unified View:** Combines sales and network data into an easy-to-use dashboard for quick issue identification.
 - Custom Visuals:** Offers customizable charts and graphs to highlight relevant metrics.

- Benefits:
- Informed Decisions:** Enhances decision-making with integrated data insights.
 - Proactive Network Management:** Quickly addresses network issues for minimal disruption.
 - Improved Efficiency:** Streamlines monitoring for better store performance.



- Intelligent Operations
- Physical and Cyber Security

Splunk A Cisco Company

Transaction Data

Splunk transforms Cisco Store's POS data into valuable insights, focusing on payment types, transaction times, and decline rates.

Key Features:

Payment Analysis: Understand customer payment preferences and optimize processes.

Transaction Time: Track and improve checkout efficiency.

Decline Rate: Monitor and address payment decline trends.

Benefits:

Enhanced Customer Experience: Improve checkout times and satisfaction.

Operational Efficiency: Streamline processes and reduce bottlenecks.

Informed Decision-Making: Use insights for strategic business improvements.

This integration turns POS data into actionable insights, boosting customer experience and operational effectiveness.



- Intelligent Operations
- Physical and Cyber Security

Splunk A Cisco Company | Cisco Meraki

Meraki Insights

Splunk integrates with Meraki to analyze data from various devices, including sensors, access points, switches, and MT40 power monitoring sensors.

Key Features:

Device Monitoring: Analyze data from Meraki devices for network performance and status.

Energy Insights: Track energy use with data from MT40 sensors for efficiency gains.

Unified Dashboard: View network and energy metrics in one place for easy management.

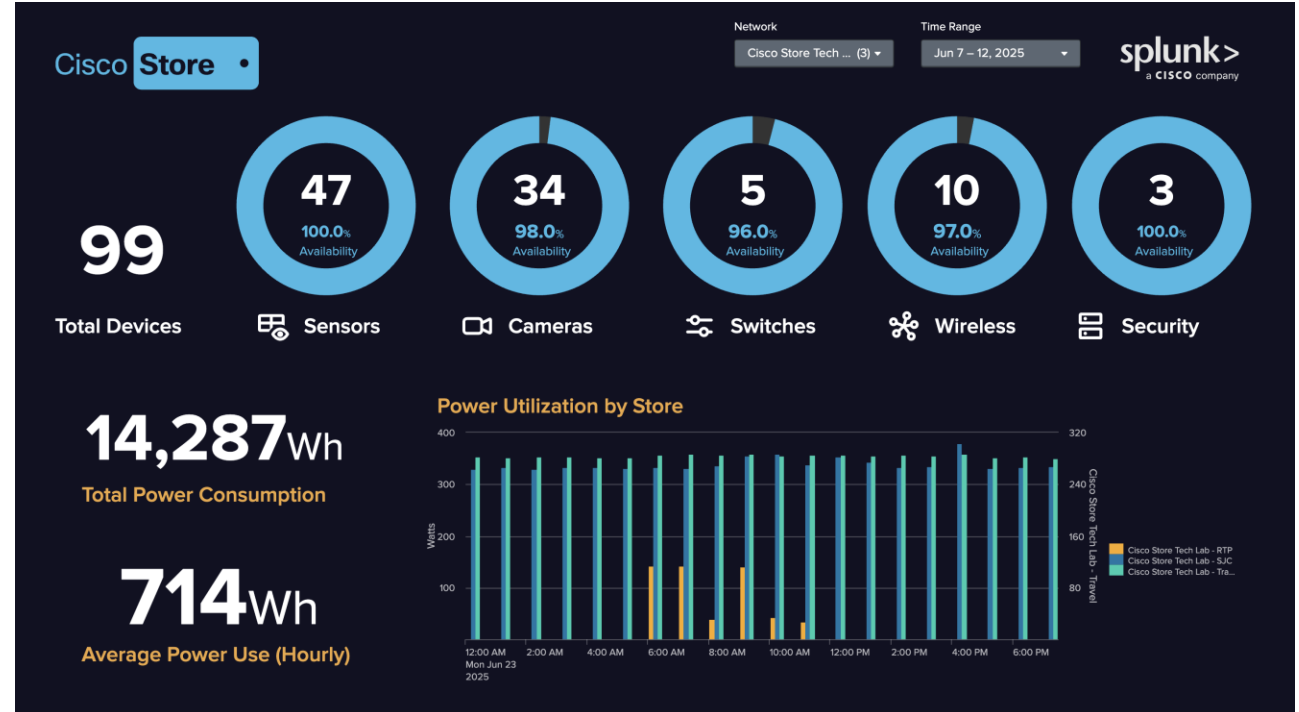
Benefits:

Enhanced Operations: Optimize network performance and connectivity.

Energy Savings: Identify opportunities to reduce energy consumption.

Comprehensive Insights: Support strategic decisions with a holistic view of network and energy data.

This integration helps improve network management and energy efficiency, driving operational and cost benefits.



- Intelligent Operations
- Physical and Cyber Security

Splunk A Cisco Company | ThousandEyes

ThousandEyes

Splunk integrates with ThousandEyes to analyze POS and network data, assessing the financial impact of network outages.

Key Features:

Network Monitoring: Track network health and detect outages with ThousandEyes data.

Revenue Impact: Calculate lost sales due to network issues by correlating POS data.

Unified Dashboard: Visualize POS and network data to quickly assess revenue impact.

Benefits:

Financial Insight: Understand the cost of outages to support network investment.

Operational Response: Address network issues swiftly to protect sales.

Strategic Decisions: Use data insights to enhance network reliability and business strategy.

This integration links network performance to revenue, facilitating informed ne



Splunk A Cisco Company | Cogniac | Cisco Meraki

Inventory Counting

Integrating Cogniac with Splunk uses Meraki cameras and the Splunk Edge Hub to enhance inventory management by automating inventory counting and offering insights for replenishment.

Key Features:

Automated Counting: Cogniac's AI trains Meraki cameras to count inventory in real-time.

Replenishment Alerts: Notify sales associates when stock is low for timely restocking.

Unified Dashboard: View inventory data and alerts in a single Splunk dashboard.

Edge Hub Integration: Ensures efficient data processing and real-time analysis.

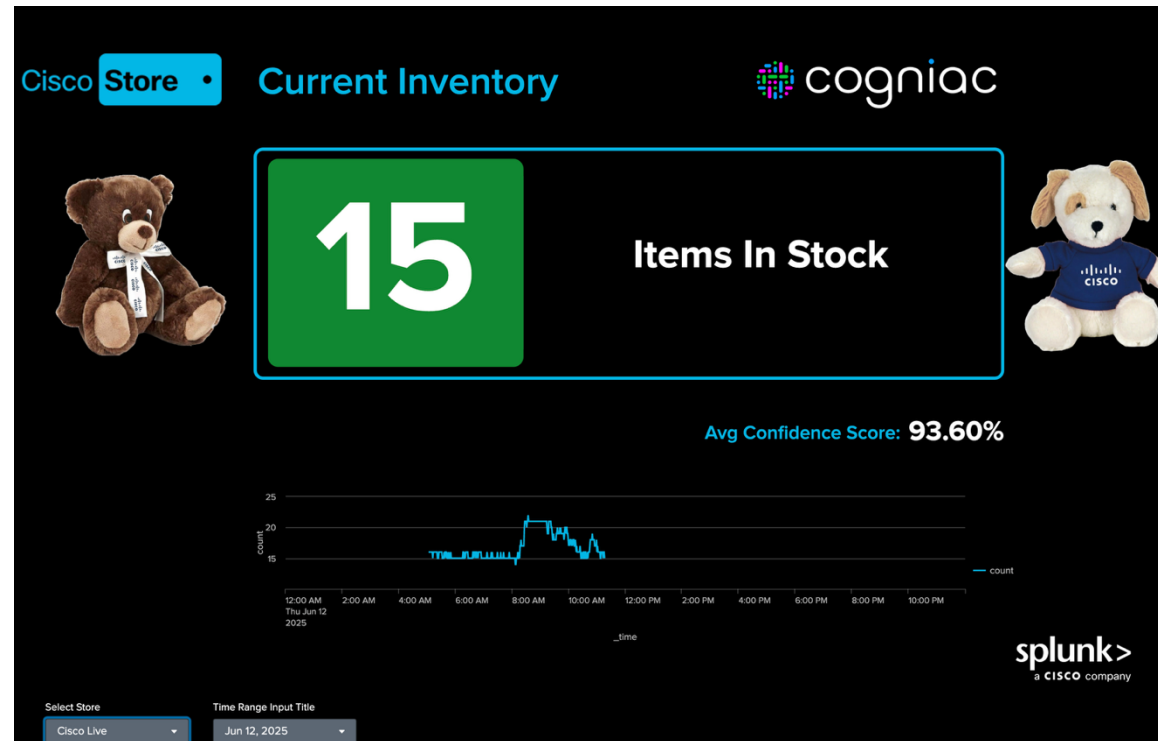
Benefits:

Efficiency Gains: Reduce manual labor and errors with automation.

Timely Restocking: Improve satisfaction and sales with prompt notifications.

Data-Driven Optimization: Use insights to streamline inventory processes.

This integration optimizes inventory levels and enhances operational efficiency through



- Intelligent Operations
- Physical and Cyber Security

Splunk A Cisco Company

Store Overall Health

Splunk IT Service Intelligence (ITSI) provides a singular dashboard for comprehensive visibility into the Cisco Store's operations, enabling quick identification of issues and root causes.

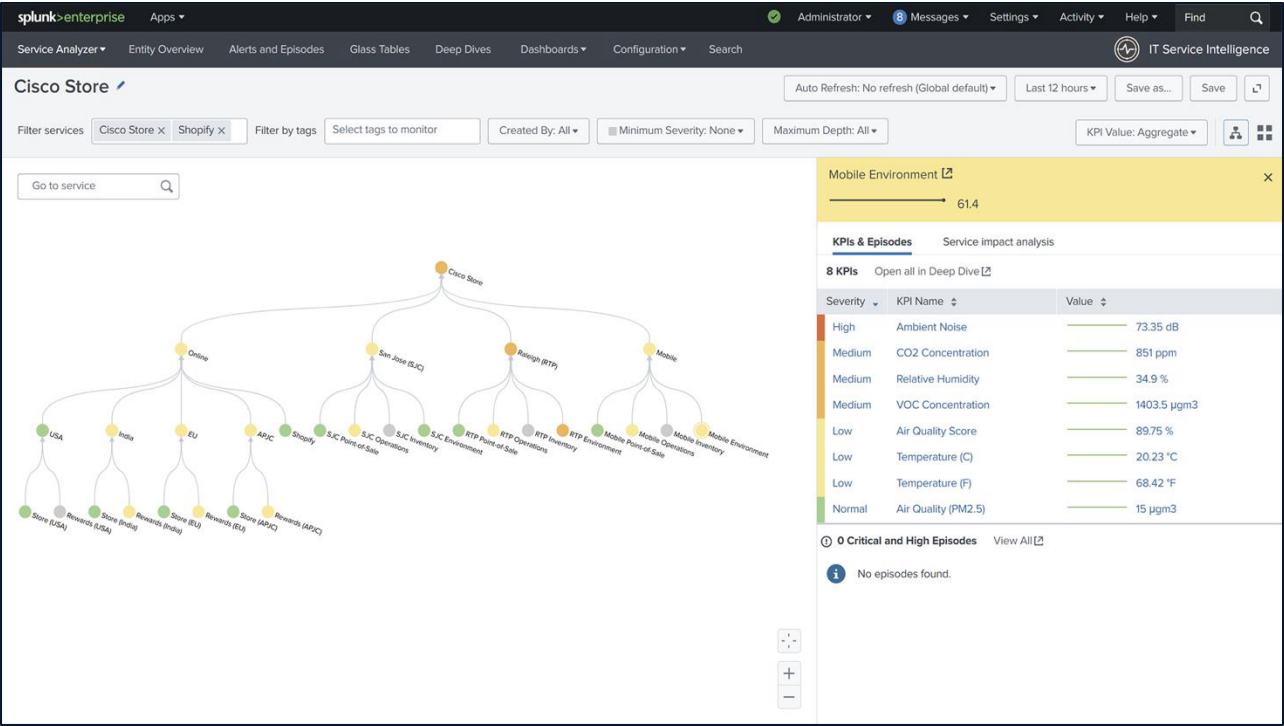
Key Features:

- Unified Monitoring:** View overall store health in a single dashboard.
- Anomaly Detection:** Spot potential failures early for proactive management.
- Root Cause Analysis:** Dive into issues to find and resolve sources efficiently.

Benefits:

- Quick Issue Resolution:** Minimize downtime by addressing problems promptly.
- Efficient Troubleshooting:** Resolve issues effectively with detailed insights.
- Strategic Management:** Support informed decisions with a full operational view.

Splunk ITSI enhances operational health and reliability for the Cisco Store.



- Intelligent Operations
- Physical and Cyber Security

Splunk A Cisco Company

Splunk Edge Hub

The Splunk Edge Hub is an adaptable edge device that manages various data types, including camera event data, to prevent network overload in stores.

Key Features:

Local Data Processing: Processes diverse data types on-site, reducing the need for extensive network transmission.

Real-Time Insights: Delivers immediate analysis of data, facilitating rapid responses to in-store events.

Reduced Network Load: Minimizes bandwidth usage by handling data locally, across multiple data sources.

Benefits:

Enhanced Network Performance: Prevents congestion and maintains seamless operation of critical systems.

Faster Responses: Supports quick decision-making with real-time insights.

Operational Efficiency: Optimizes data flow for improved store efficiency and flexibility.

The Splunk Edge Hub effectively balances data management and network performance, supporting efficient store operations with its ability to handle various data types.



VusionGroup | Vrails + Cisco Meraki | Wireless Access Points

Dynamic shelf displays

These digital screens show product information or engaging marketing.

These automatically connect to Meraki access points so there is no additional infrastructure needed.



- Customer Journey
- Associate Enablement
- Intelligent Operations

VusionGroup| ESLs + Cisco Meraki | Wireless Access Points

Adaptive shelf displays and monitoring

Electronic shelf labels enable real-time, accurate pricing updates and dynamic pricing strategies, including promotional pricing and stock-based pricing, improving operational efficiency and enhancing the customer experience by allowing quick adjustments based on demand, inventory levels, and competitor pricing.

These automatically connect to Meraki access points so there is no additional infrastructure



- Customer Journey
- Associate Enablement

Webex | Boards and Desk Mini

Rich, in-store video collaboration

We can use Webex Boards to connect customers to a remote stylist or contact another store to collaborate. For traveling stores, we use the Desk Mini.



- Customer Journey
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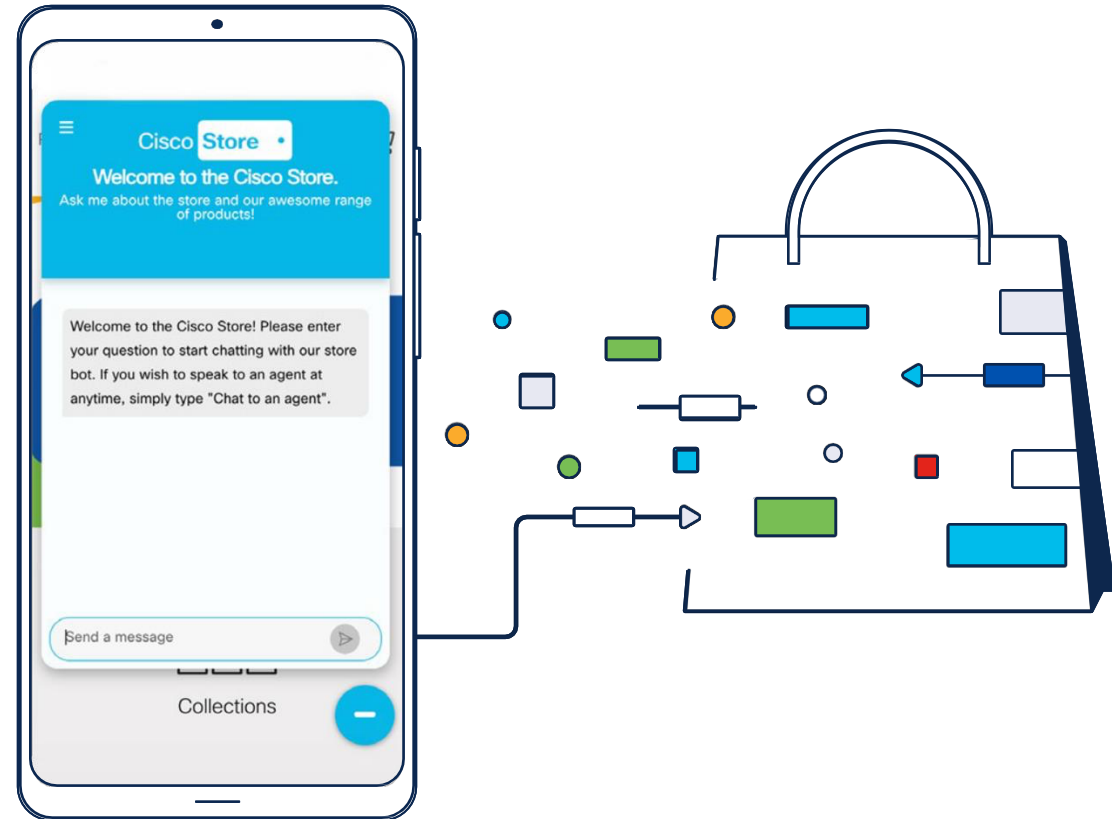
Webex Connect | AI agent

AI powered customer support

Whether in-store or online, our chatbot can answer customer questions. Or customers can choose to be connected with a live agent.

Live agent works by seamlessly escalating customer interactions to a dedicated Webex space, enabling real-time collaboration and personalized support from the support team.

Try it out at <https://merchandise.cisco.com/>



- Intelligent Operations
- Physical and Cyber Security

ThousandEyes

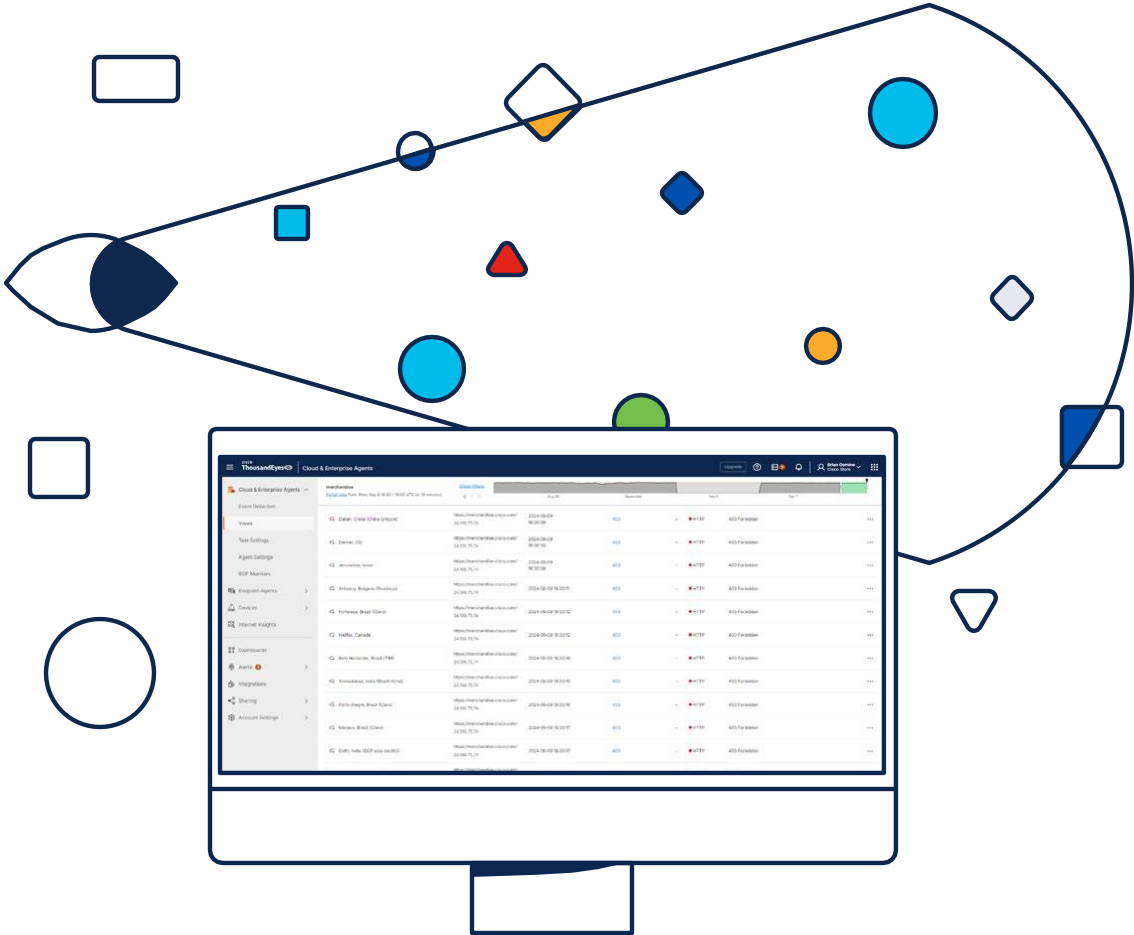
Deep network visibility

Intelligent Operations

We use ThousandEyes to gain visibility and insights into digital experiences by monitoring network performance, identifying outages, and diagnosing issues to ensure optimal connectivity and reliability.

Physical and Cyber Security

ThousandEyes enhances our security by providing deep visibility into network performance to enable proactive detection of vulnerabilities and potential threats across cloud, internet, and enterprise networks.

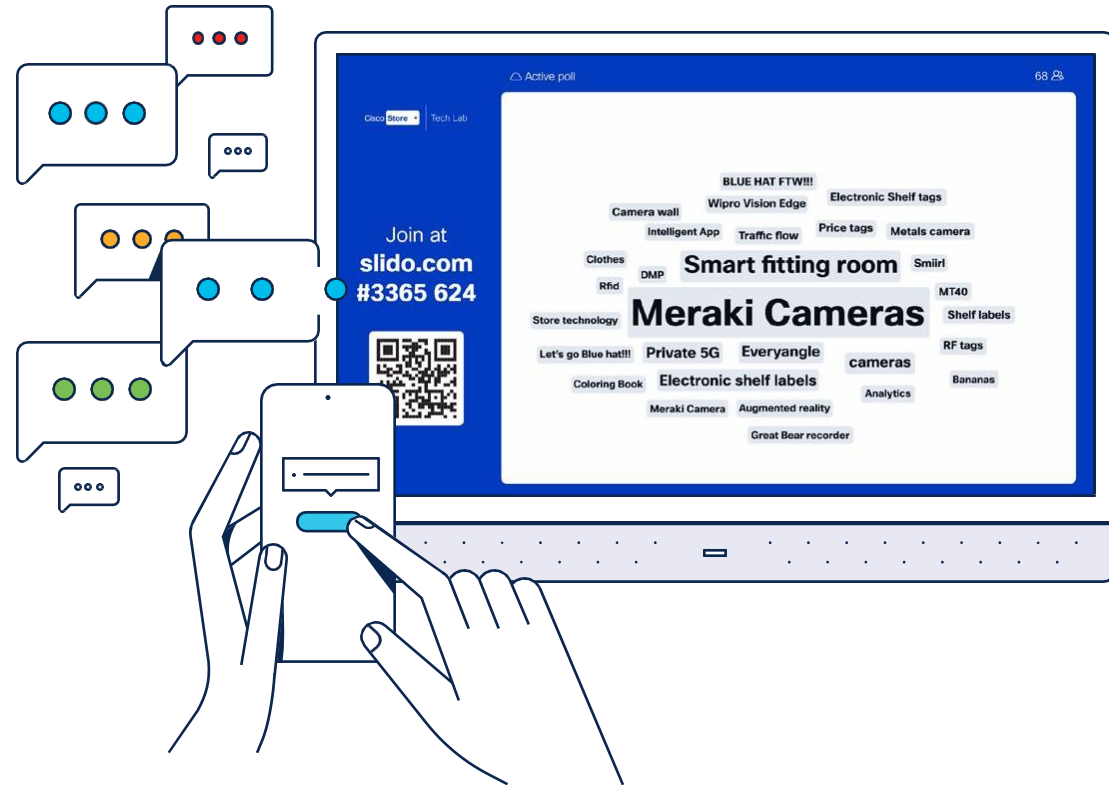


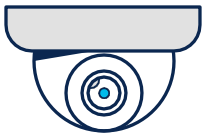
- Customer Journey
- Intelligent Operations

Slido

Real-time customer polling

We use Slido to get feedback in real time about the Cisco Store Tech Lab experience.





MV93
Outdoor fisheye camera with 256GB onboard storage with 2112x2112 resolution and 360° views, MV93 is ideal for situational awareness and wide coverage of an area.
[Learn more >](#)

MV72
Outdoor varifocal dome camera with 256GB of storage. Up to 3x optical zoom and IP67 and IK10+ ratings. Designed to endure outdoor and demanding environments.
[Learn more >](#)

MV63
The Meraki MV63, part of the third generation of MV smart cameras, combines physical security and advanced analytics in a powerful, yet compact fixed-lens mini dome form factor.
[Learn more >](#)

MV33
Immersive 360° field of view. See everything with digital pan, tilt, and zoom.
[Learn more >](#)

MV22
Indoor varifocal dome camera with 256GB storage. With up to 3X optical zoom, provides flexibility for your indoor environments.
[Learn more >](#)

MV13
The Meraki MV13 series, part of the MV smart camera family, brings physical security and advanced analytics together in a compact form factor.
[Learn more >](#)

MV2
Indoor fixed-lens flex camera. Physical security and advanced analytics together in a flexible compact form factor.
[Learn more >](#)



Meraki Display
An Apple TV app capable of live streaming up to 16 cameras on a single display for video wall monitoring.
[Learn more >](#)



MT40
Cloud-managed Smart In-line power monitoring sensor that is exceptionally simple to deploy and configure due to its integration with the Meraki dashboard and the use of BLE technology.
[Learn more >](#)

MT30
Cloud-managed smart automation button. Want to automate common tasks and trigger actions? No Problem – just press the button.
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MT20
Cloud-managed open/close sensor. Monitor door access to detect intrusions, understand usage trends, and prevent business disruptions.
[Learn more >](#)

MT15
Tamper-resistant, indoor air-quality and CO2 sensor. Manage visibly healthy environments for places where focus matters: classrooms, offices, and meeting spaces.
[Learn more >](#)

MT14
Cloud-managed indoor air quality sensor. Health and comfort are major priorities. Make them happen by keeping a close eye on indoor air quality.
[Learn more >](#)



MR56
Dual-band 802.11ax compatible access point with separate radios dedicated to security, RF management, and Bluetooth.
[Learn more >](#)



MS350-48
Layer 3 switch with optional PoE+. Automate network-wide health through an elegant, intuitive dashboard.
[Learn more >](#)

MS130-R
Extend reliable connectivity and PoE wherever you need it. Perfect for securely connecting outdoor access points, IoT devices, and users in rugged hot/cold/tight environments.
[Learn more >](#)

MS130-24P
Layer 2 switch with optional PoE+. Configure thousands of ports from a single dashboard.
[Learn more >](#)

MS130-8P
Compact access switch with optional PoE+. Configure thousands of ports from a single dashboard.
[Learn more >](#)

MX95
Enterprise security appliance that serves as a firewall, VPN concentrator, content filter, and more.
[Learn more >](#)

