



Cisco Tech in Action

Through the lens of the Cisco Store

April 2026

**To transform how
customers experience
Cisco through real-
world, integrated
environments.**

Cisco Tech in Action 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.



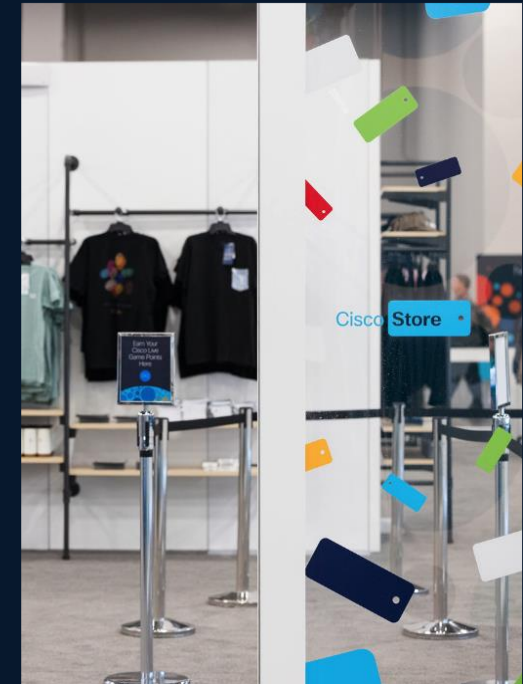
Physical Stores

San Jose, CA | Raleigh, NC



Online Stores

US, EMEA, APJC, and India



Travel Stores

Cisco Lives, Partner Summit, NRF, and GSX

Sales

FY22 \$1.4 million

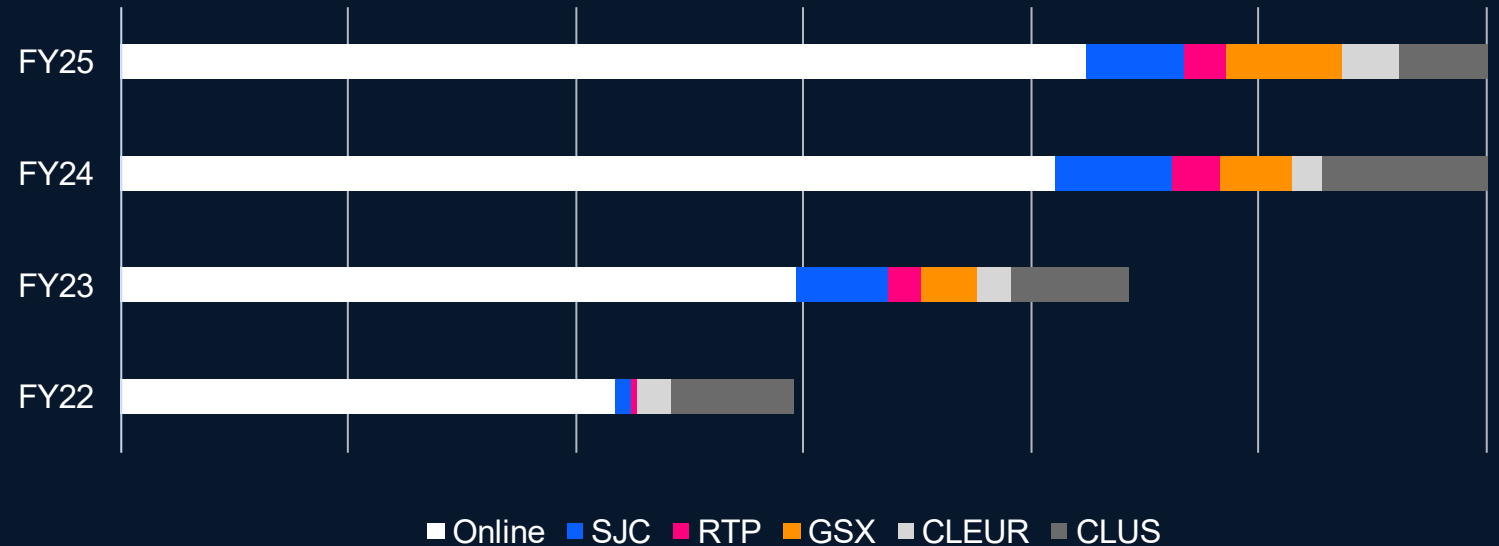
FY23 \$2.15 million +50% YoY

FY24 \$3.0 million +40% YoY

FY25 \$3.3 million +10% YoY

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

Growth by channel



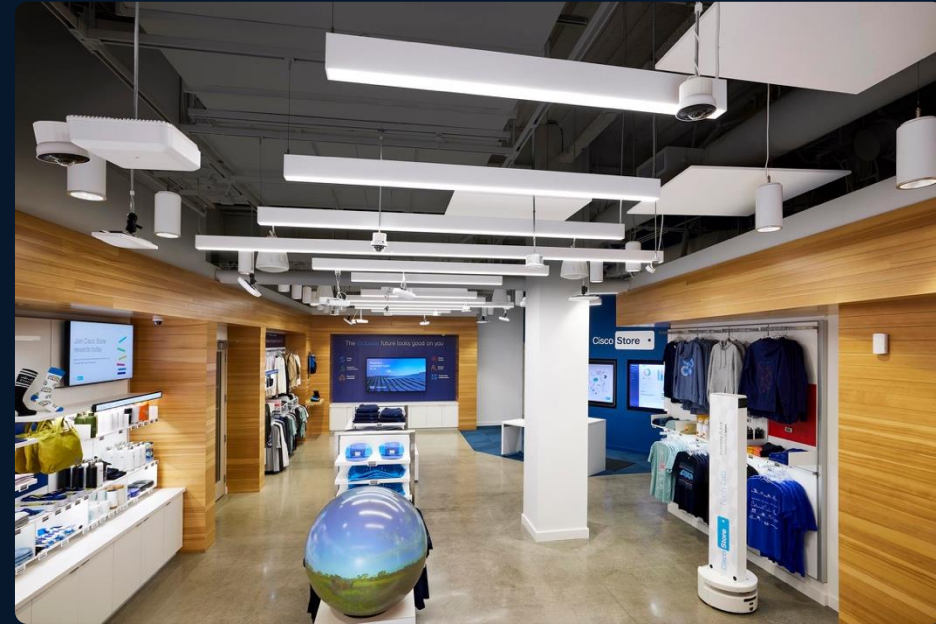
What is Cisco Tech in Action?

The Cisco Store is a fully operational retail business. Cisco Tech in Action is what makes it more than that.

It's the technology layer running beneath every customer interaction in the store – cameras analyzing foot traffic, sensors tracking product engagement, Wi-Fi and location intelligence mapping movement in real time, Splunk surfacing live insights, and Webex Connect enabling seamless engagement flows. Cisco and partner technologies don't sit on a shelf here. They run the business.

That's the point. **By operating a real retail environment, Cisco can prove something that a traditional demo never could: that this technology works, together, in production.** And the model doesn't stop at retail.

Cisco Tech in Action is designed to translate into any industry – sports and entertainment, smart spaces, security, and beyond – wherever there's a real environment and a business outcome to drive.



Customer Journey

Intelligent Operations

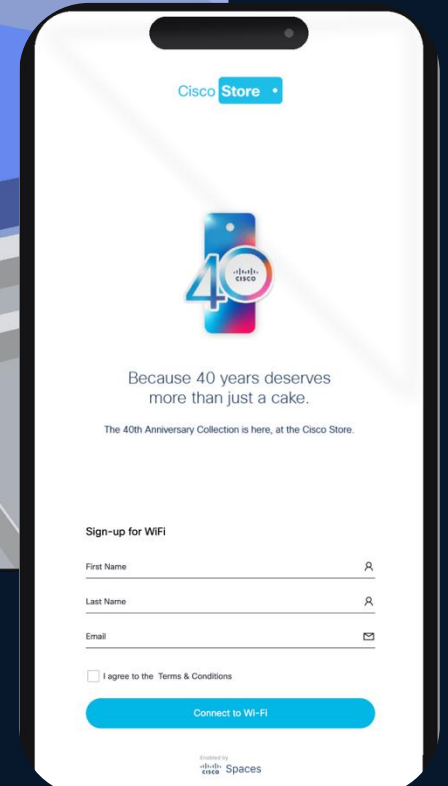
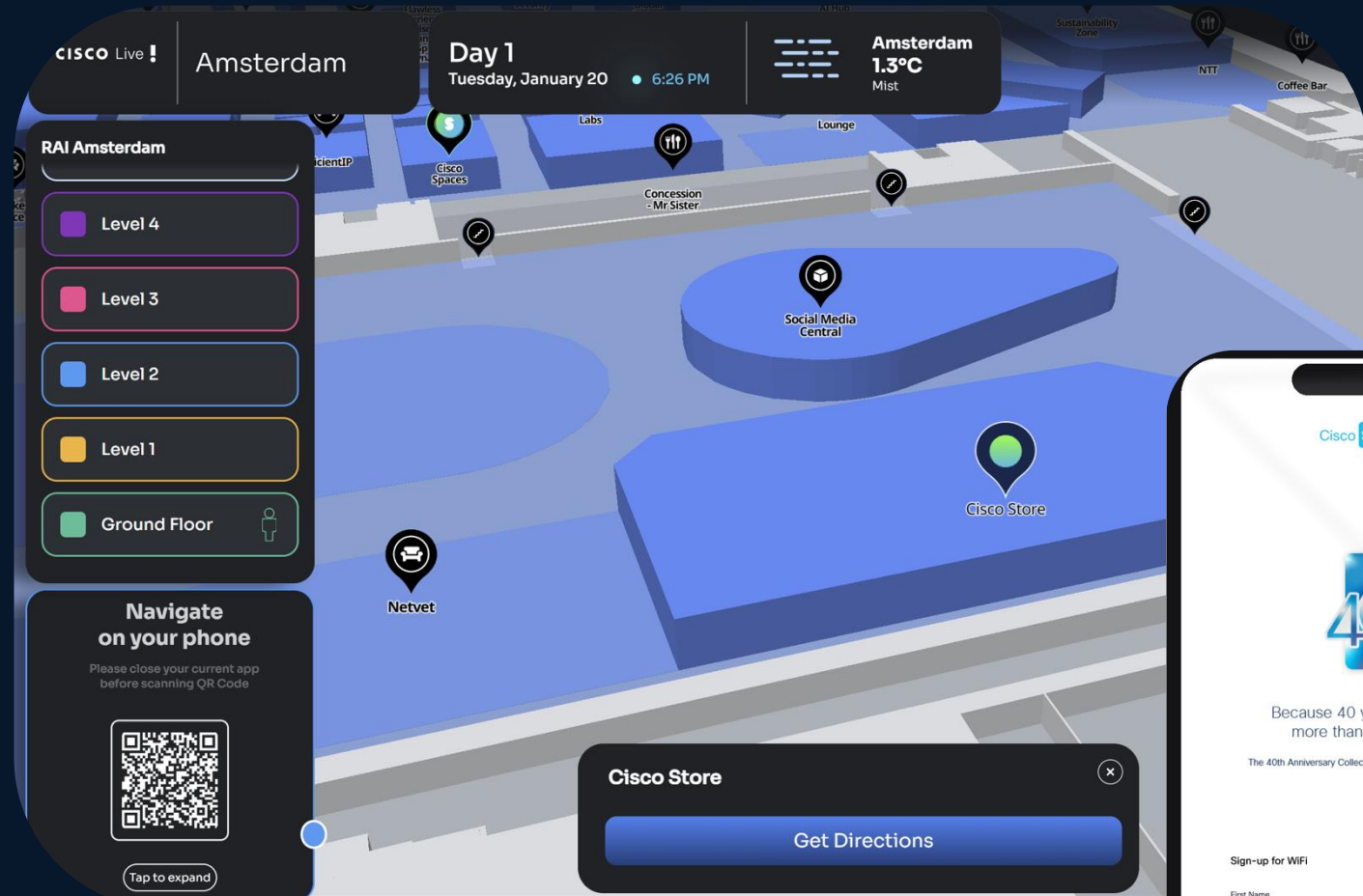
Cisco Spaces

Connected shopper journeys, powered by location

At the Cisco Store, Cisco Spaces serves as the foundation for our digital-in-store experience. With a branded captive portal, customers easily connect to Wi-Fi – unlocking access to store services and enabling us to understand traffic patterns and shopper flow.

Wayfinding features help guide visitors to products and key experiences throughout the store, enhancing convenience and reducing friction. With real-time visibility into the full customer journey – where they go, what captures attention, and how long they stay – we can optimize layouts, adjust staffing, and refine experiences that drive engagement and sales.

Cisco Spaces turns the physical store into a smarter, more intuitive environment for both shoppers and operators.



Cisco Meraki | Wireless Access Points

Next gen wireless connectivity

The Cisco Store leverages Wi-Fi 7 (CW9178i) access points to deliver faster, more reliable, and more efficient wireless performance throughout the retail environment.

With greater capacity and lower latency, Wi-Fi 7 ensures seamless connectivity for POS systems, digital signage, and IoT devices – while also enhancing the shopper experience through high-speed guest Wi-Fi.

This next-generation technology provides the foundation for a smarter, more responsive, and future-ready retail store.



- Intelligent Operations
- Physical and Cyber Security

Cisco Meraki | Smart Cameras

Advanced safety, security and analytics

Meraki smart cameras help retailers protect their stores and run smoother operations with high-resolution, cloud-managed video and built-in analytics. Teams can monitor activity in real time, quickly review footage from anywhere, and use tools like Quick Walls to instantly generate incident-specific video walls that surface only the most relevant camera feeds. Retail insights such as heat maps, motion alerts, and people counting highlight traffic patterns and engagement zones, supporting smarter staffing, merchandising, and layout decisions.

Advanced capabilities like attribute-based search and cross-camera tracking make it easy to locate a person or event across multiple cameras without relying on facial recognition, preserving privacy while enabling fast, effective investigations. Altogether, Meraki transforms video from a passive security system into a practical tool for safety, efficiency, and better customer experiences.



- Associate Enablement
- Intelligent Operations

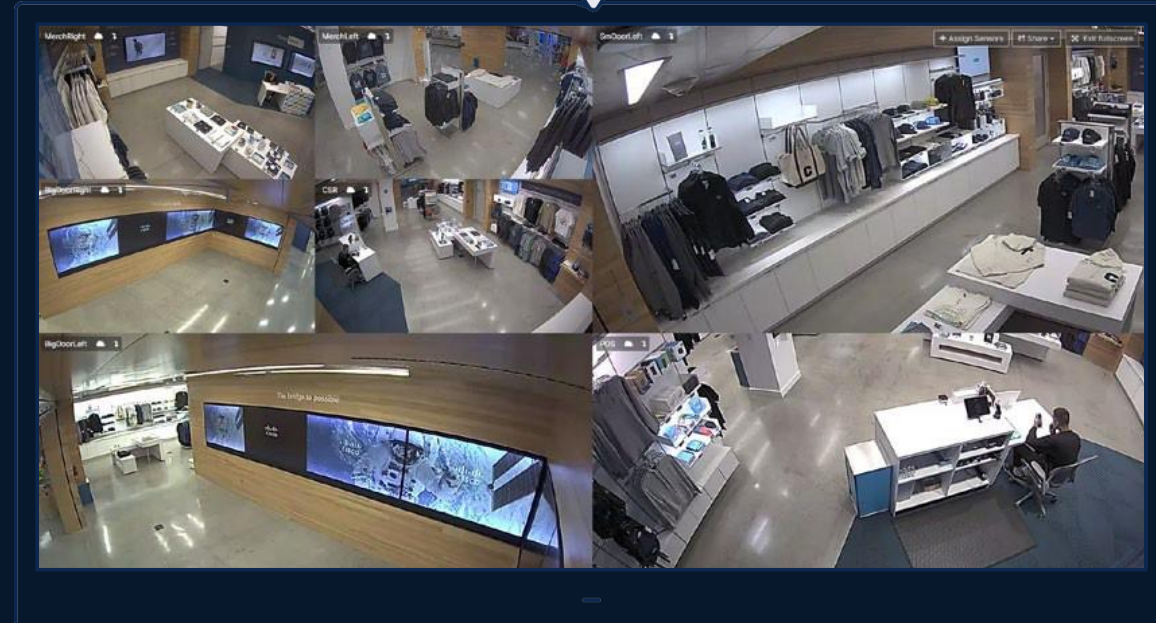


Cisco Meraki | Meraki Display

Dedicated video wall monitoring

In the back of house, store associates use a streamlined Apple TV application to monitor activity across the floor in real time. The system supports live streaming of up to 16 Meraki cameras on a single display – enabling quick visibility into high-traffic areas, fitting rooms, checkout queues, and security-sensitive zones.

This centralized view helps teams respond faster to customer needs, maintain a secure environment, and ensure smooth operations throughout the store.



- Intelligent Operations
- Physical and Cyber Security

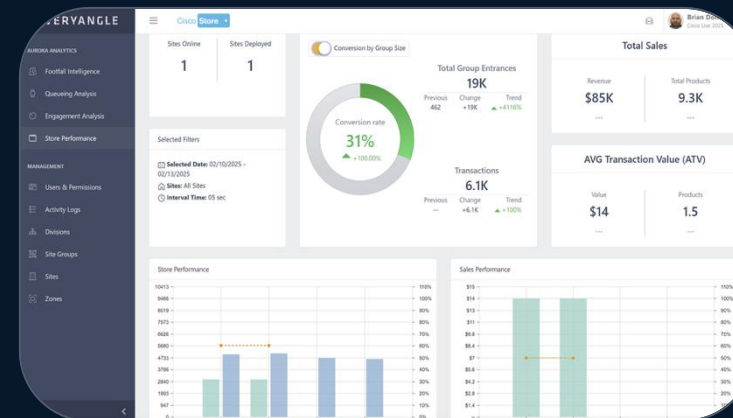
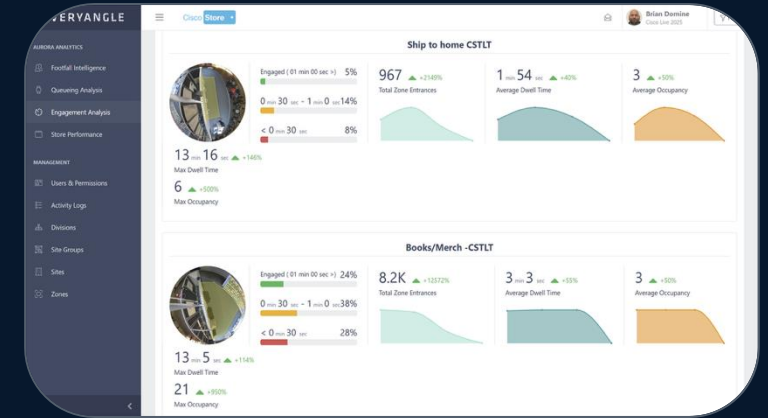
Everyangle + Cisco Meraki | Smart Cameras

Rich, real-time customer analytics

Everyangle, paired with Cisco Meraki smart cameras, provides deeper visibility into how customers shop – analyzing anonymized attributes like age range, sentiment, and engagement levels throughout the store.

Retailers can track queue lengths, dwell time at key displays, and overall customer flow to better match staffing to demand, fine-tune merchandising, and improve conversion opportunities.

This powerful integration – built exclusively for Meraki – turns real-time behavioral insights into actionable decisions that elevate both store performance and the customer experience.

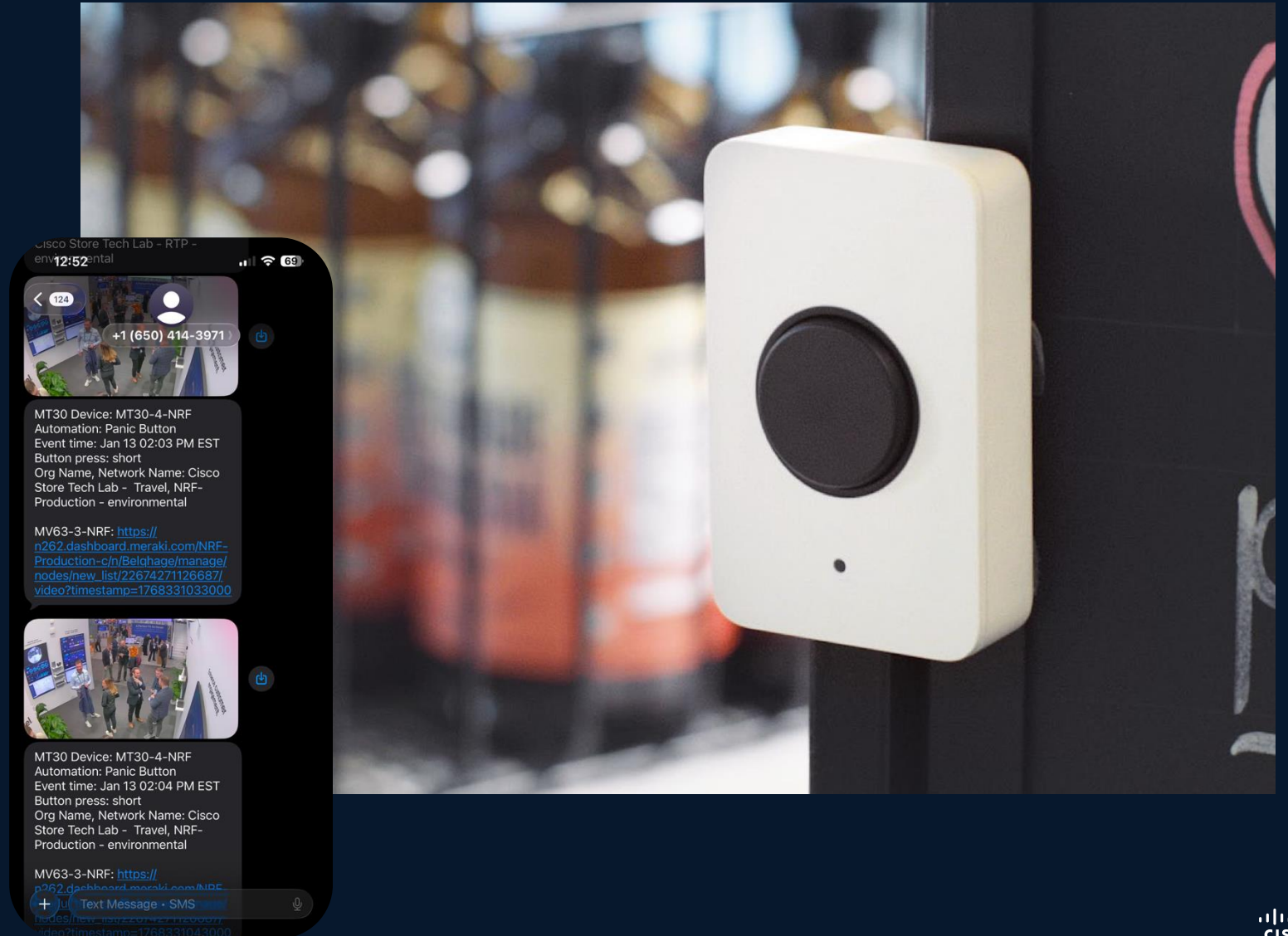


Cisco Meraki | Smart Automation Button (MT30)

Smart, simple security alerts

At the Cisco Store, a smart button provides associates with instant access to support when needed. With one press, security personnel receive a real-time alert along with an image from the overhead Meraki camera – helping them quickly assess and respond to the situation.

The same button can also be configured to automate common retail tasks or trigger operational workflows – ensuring teams stay efficient and protected on even the busiest shopping days.



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

Integrated digital signage solution

Our digital signage platform allows us to manage every screen in the store from a single interface – enabling cohesive storytelling, quick content changes, and dynamic cross-screen experiences that enhance product discovery and brand engagement.

Integrated with Meraki MT30 smart buttons and sensors, signage can instantly update based on real-time store needs. For example, one press can shift all displays to a “Store Closed” state or trigger promotions tied to time-of-day or inventory levels.

This seamless integration ensures that shoppers always see relevant, timely, and engaging content throughout their journey.



- Associate Enablement

- Intelligent Operations

Cogniac + Wipro + Cisco Meraki | Smart Cameras

AI-assisted retail

By combining Cisco Meraki smart cameras with AI technologies like Cogniac and Wipro VisionEDGE, retailers can turn everyday interactions into intelligent retail moments.

Meraki cameras detect when products are picked up or shelves need restocking. Cogniac analyzes the visual data to identify stock levels, merchandising issues, and engagement signals – triggering operational tasks or alerts before they affect sales.

For customer-facing experiences, Wipro VisionEDGE connects these insights to digital signage. When a shopper interacts with a product, the display responds instantly – surfacing relevant brand storytelling, promotions, or recommendations in real time.

Together, these technologies automate retail operations and create more personalized, compelling shopper journeys.



Proto | Arcee | Cisco Unified Edge

Interactive store assistant

The Cisco Store hologram is fully powered by Cisco Unified Edge, delivering AI-driven interaction right where customers shop. As a shopper approaches or picks up an item, Meraki cameras and sensors trigger the hologram to respond instantly – greeting the customer, surfacing product storytelling, or guiding them through features.

A Small Language Model (SLM), running locally on Unified Edge, generates contextual responses and tailored messaging in real time. This ensures the hologram always feels current and relevant – explaining details, offering recommendations, or even simplifying technical concepts based on what the shopper is viewing.

And while the hologram is a standout example, it's just the beginning. The same platform can support adaptive signage, guided assistance, and automated operational workflows – all processed locally and all reacting the moment something happens in-store.



- Associate Enablement

- Intelligent Operations

Cisco Unified Edge

AI-ready foundation at the edge

Why the Retail Edge Matters

AI training happens in data centers, but the real workload happens in stores.

Customer questions trigger generative AI, product lookups, video analysis, and inventory checks – all at once. Legacy edge systems can't keep up, causing latency, bottlenecks, and inconsistent experiences. Security gaps and store-by-store fragmentation make it even harder.

Cisco Unified Edge brings compute, networking, storage, security, and cloud management together into one AI-ready platform designed specifically for retail environments.

Future-Ready Performance

Modular compute with Intel Xeon 6

GPU-ready for advanced AI

Built to scale without constant rip-and-replace

Simplified, Scalable Operations

Zero-touch deployment

Unified management via Cisco Intersight

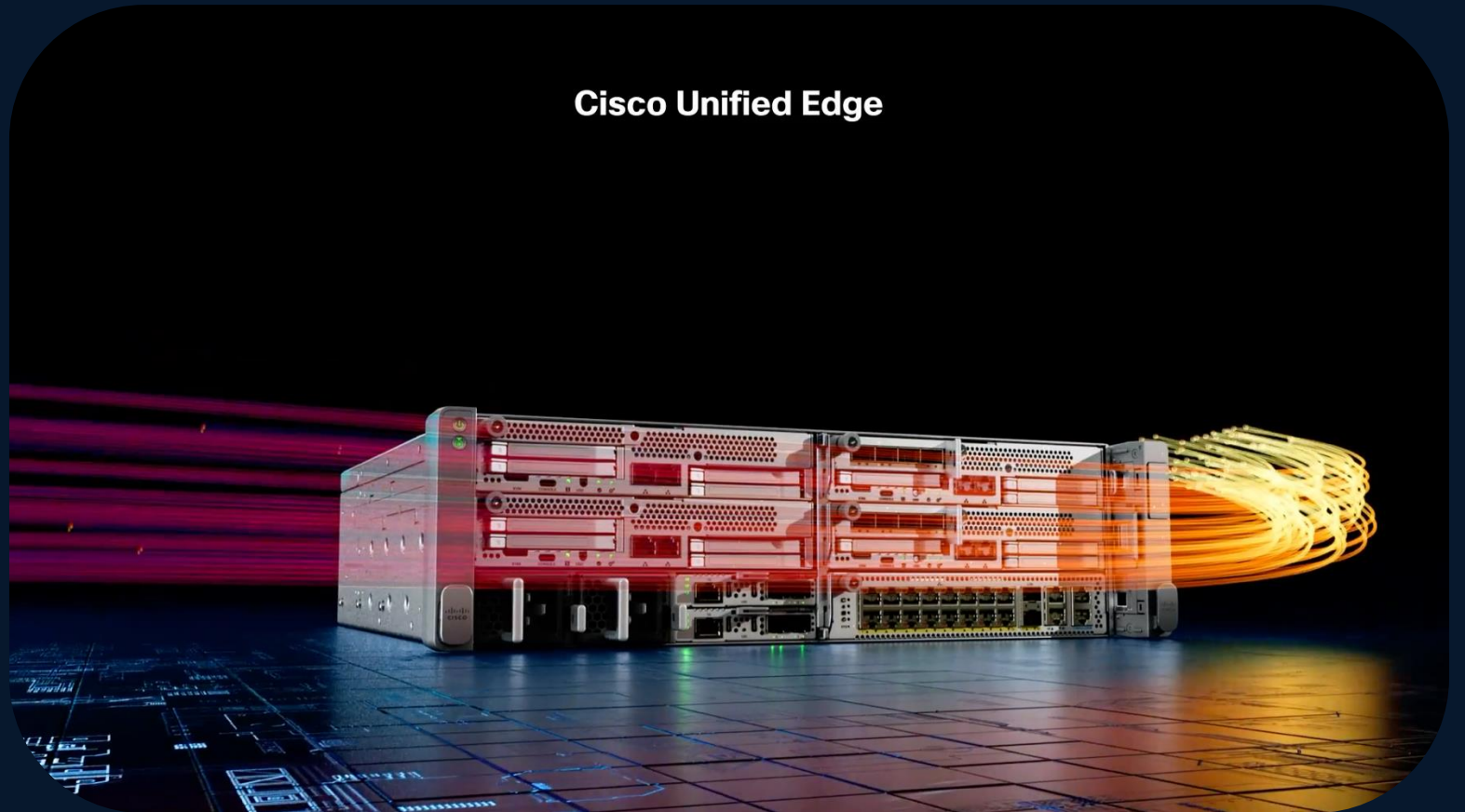
Automated updates across every store

Security Built In

Multi-layer zero-trust architecture

Consistent policies across all locations

Cisco Unified Edge



- Intelligent Operations

- Physical and Cyber Security

Cisco Meraki | Door Sensors (MT20)

Cloud-managed open/close sensor

Cloud-managed door sensors help retailers secure key entry points while providing valuable insights into store activity. With real-time alerts, teams can detect unauthorized access or after-hours intrusions immediately – reducing risk and preventing operational disruptions.

Beyond security, usage data helps retailers understand customer traffic peaks, back-of-house workflow, and staff movement – informing smarter scheduling and layout decisions.

Centrally managed through the Meraki dashboard, these sensors make it simple to monitor and optimize store operations across locations.

layouts.



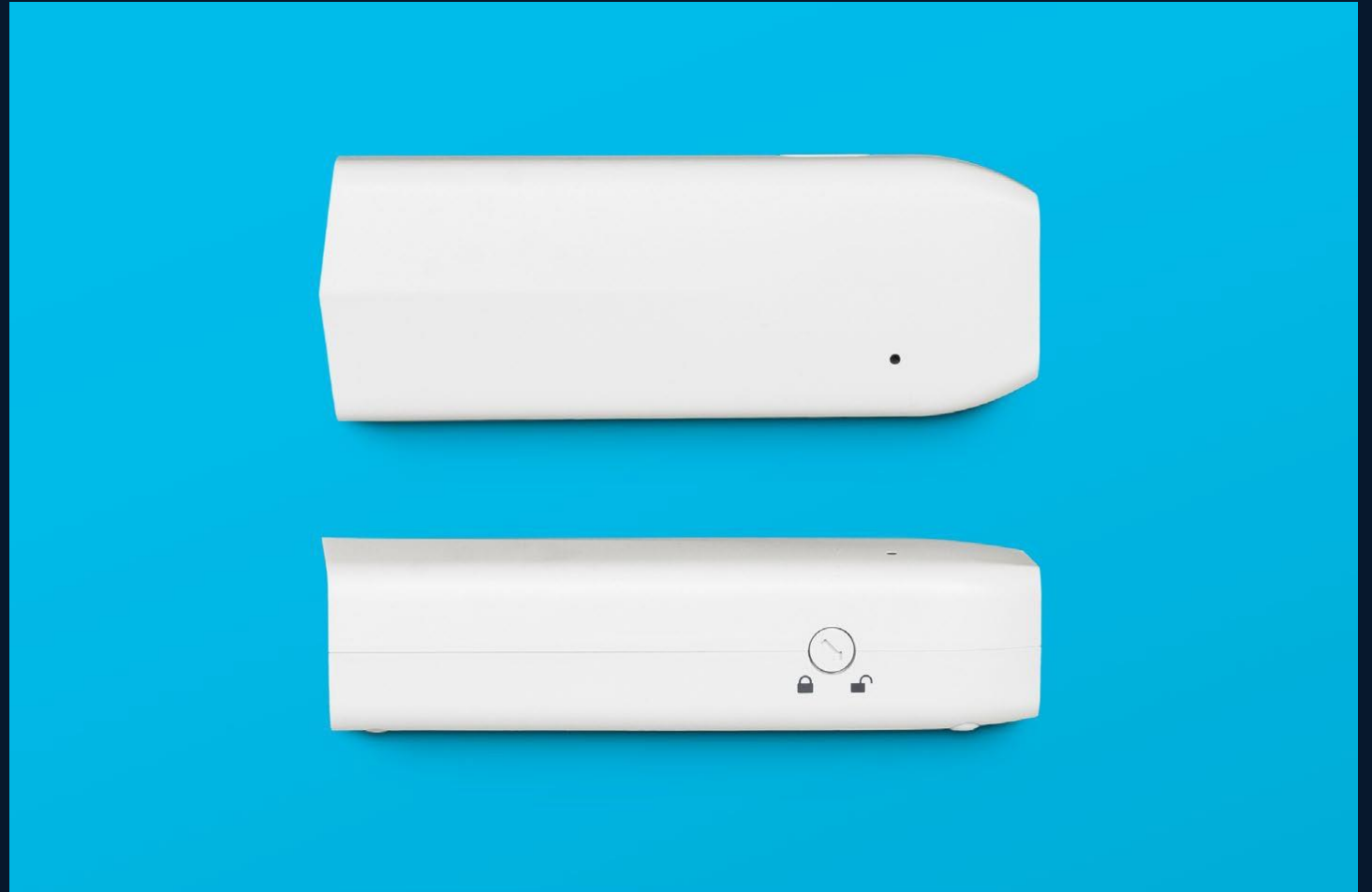
Cisco Meraki | Smart Power Controller (MT40)

Cloud-managed smart power monitoring

The Meraki MT40 provides real-time visibility into the power consumption of critical retail equipment – such as POS systems, digital signage, and networking devices. Its plug-and-play design and Meraki dashboard integration make deployment simple, with no additional wiring required.

By monitoring voltage and energy usage, the MT40 can flag power anomalies or unexpected behavior that may indicate an issue – helping store teams act before checkout or display systems are disrupted.

Centralized energy insights also support cost-saving initiatives and more sustainable operations across retail locations.



Cisco Meraki | Indoor Air Quality Sensor (MT15)

Health and comfort monitoring

Creating a comfortable, healthy environment is essential to delivering an exceptional retail experience. The Meraki MT15 continuously tracks CO₂ levels, temperature, humidity, noise, and overall air quality to help maintain optimal in-store conditions for both shoppers and staff.

A built-in LED indicator changes color when any of these metrics exceed defined thresholds, providing instant, visual feedback to store associates. Integrated with the Meraki dashboard, the MT15 offers centralized monitoring and real-time alerts – enabling teams to respond quickly, maintain consistent comfort, and promote well-being across every retail space.



- Customer Journey

- Associate Enablement

Cisco Meraki | Security & SD-WAN

Secure, intelligent store connectivity

The Cisco MX95 serves as the backbone of the Cisco Store's network, delivering simple, secure, and reliable SD-WAN connectivity. It intelligently prioritizes traffic across POS, IoT, and guest networks to ensure critical retail systems stay fast and resilient – even during peak hours.

With centralized, cloud-based management through the Meraki dashboard, the MX95 provides full visibility into network performance, strengthens security with built-in threat protection, and keeps every connected experience – from checkout to digital signage – running flawlessly.



- Intelligent Operations
- Physical and Cyber Security

ThousandEyes

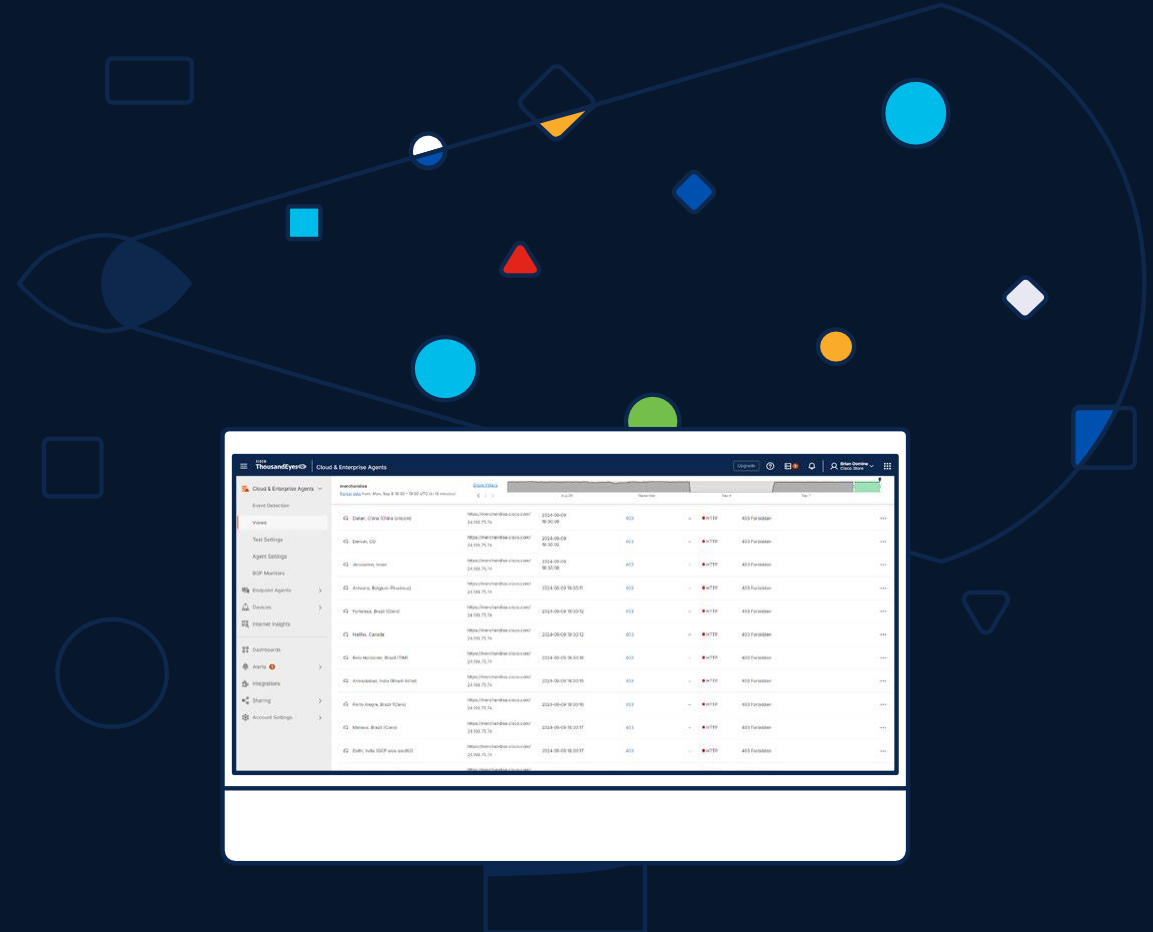
Deep network visibility

Intelligent Operations

ThousandEyes provides end-to-end visibility into the Cisco Store's digital ecosystem – monitoring network performance across applications, devices, and cloud services. By quickly identifying outages or performance degradation, it helps ensure every in-store and online experience remains fast, reliable, and seamless.

Physical and Cybersecurity

ThousandEyes strengthens our retail security posture by offering deep insight into network paths and dependencies. This visibility enables proactive detection of vulnerabilities and potential threats across cloud, internet, and enterprise networks – protecting both customer interactions and store operations from disruption.



Cisco Meraki | Switch

Future-ready switching

The Cisco MS150 provides scalable, stackable access switching built to support the next generation of retail connectivity. Designed for Wi-Fi 7 and expanding IoT ecosystems, it ensures reliable performance for everything from POS systems and digital displays to sensors and smart devices.

With cloud-managed visibility and simplified configuration, the MS150 helps retailers easily scale their infrastructure while staying ready for future innovations.



Cisco Meraki | Cellular Gateway

Seamless cellular backup

The Meraki MG52 provides dependable 5G connectivity to keep retail operations running – even if the primary network goes down. Acting as a secure cellular backup, it ensures continuous POS transactions, inventory management, and customer Wi-Fi access.

Its easy, cloud-managed setup also makes it ideal for pop-ups, event stores, and temporary retail activations, delivering enterprise-grade reliability anywhere the Cisco Store connects.



Intelligent Operations

Physical and Cyber Security

Splunk A Cisco Company

Business Metrics

Splunk integrates point-of-sale (POS) data and Meraki network insights into a single, real-time dashboard – giving the Cisco Store a unified view of both sales performance and operational health.

Key Capabilities:

POS Analytics: Track transaction volumes, product trends, and customer behavior to guide merchandising and staffing.

Network Intelligence: Monitor connectivity and device performance to ensure seamless store operations.

Unified Dashboard: Combine sales and network data for instant visibility and faster issue resolution.

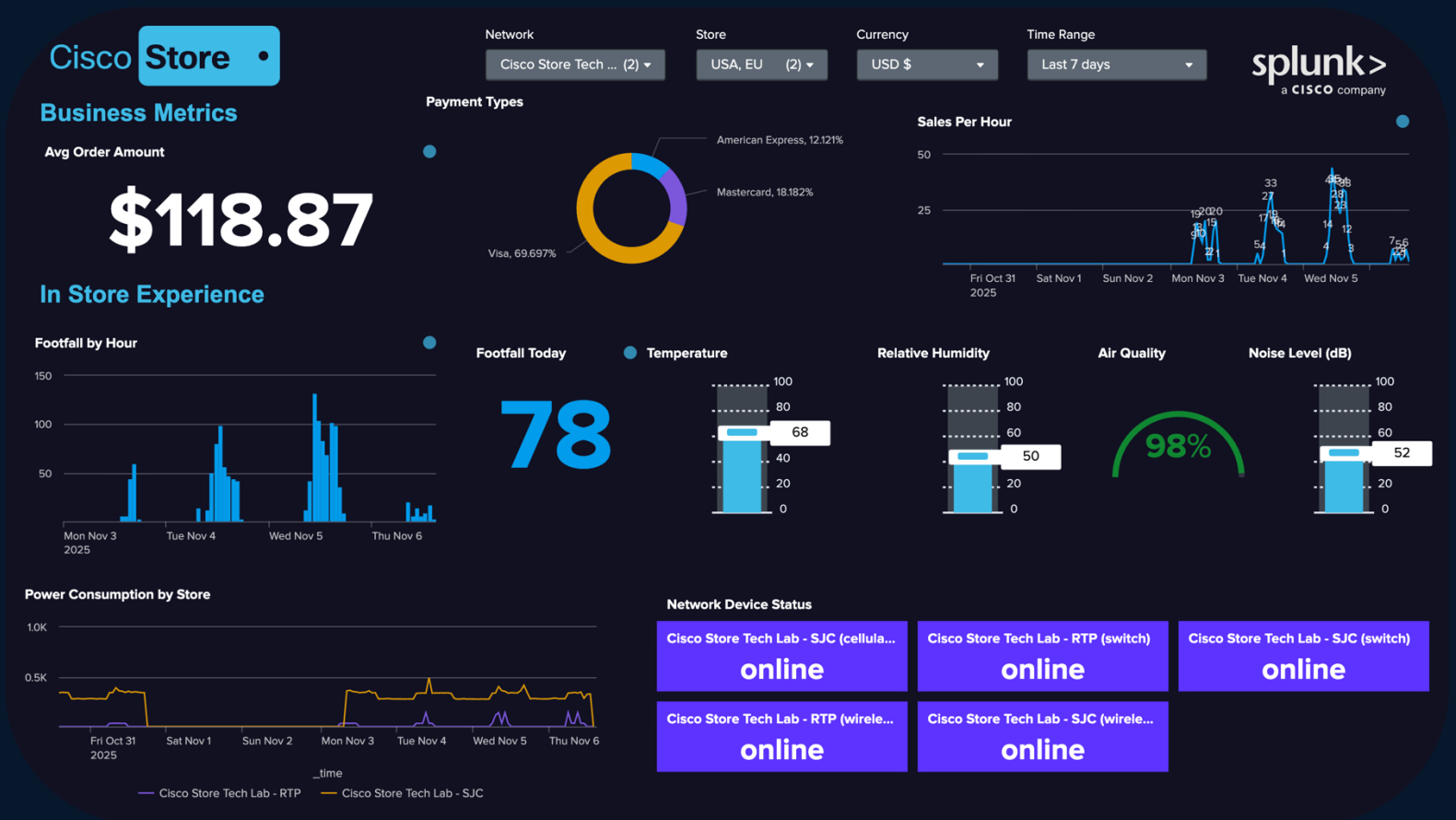
Custom Visuals: Build tailored dashboards that highlight what matters most to each retail team.

Benefits:

Smarter Decisions: Use integrated data to optimize store strategy and performance.

Proactive Management: Resolve network issues before they impact customers.

Increased Efficiency: Streamline monitoring and reporting with a single, easy-to-use view.



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.

Cisco **Store**

Store

USA

(1)

Currency

\$

Time Range

Jun 7 - 12, 2025

Business Metrics

PAYMENT TYPES

54.4%

VISA

DECLINE RATE 1%

24.5%



AVERAGE SETTLEMENT TIME 16.56^{sec}

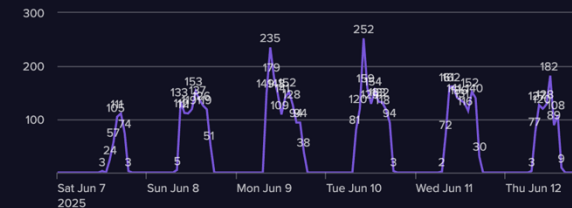
18.8%



TOTAL ORDERS

6,371

ORDERS PER HOUR



AVERAGE ORDER AMOUNT



\$76.53

splunk >
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Intelligent Operations

Physical and Cyber Security

Splunk A Cisco Company | Cisco Meraki

Meraki Insights

Splunk integrates with Cisco Meraki to bring network, device, and energy data together into a single, actionable view – helping retailers monitor performance, reduce costs, and keep every connected experience running smoothly.

Key Capabilities:

Device Monitoring: Analyze data from Meraki access points, switches, and sensors to ensure strong, reliable connectivity across the store.

Energy Insights: Use MT40 power monitoring data to track energy usage, identify inefficiencies, and support sustainability goals.

Unified Dashboard: View network and energy performance together in one intuitive interface for faster, smarter management.

Retail Benefits:

Operational Uptime: Maintain seamless Wi-Fi, POS, and IoT performance during peak shopping hours.

Energy Optimization: Uncover patterns to reduce power consumption without disrupting operations.

Holistic Visibility: Connect IT and facilities data to drive more efficient, cost-effective retail environments.

Cisco Store

Network

Cisco Store Tech ... (4)

Time Range

Last 7 days

splunk
a CISCO company

69

Total Devices



Sensors



Cameras



Switches



Wireless



Security

Unified Edge Health

CPU Utilization %

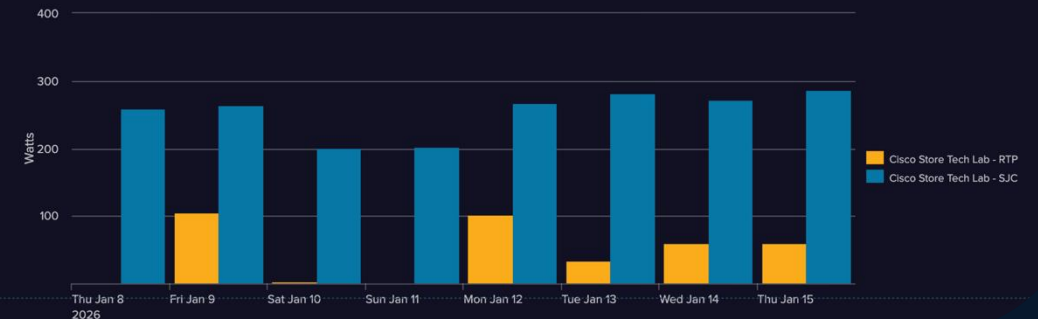


Latency (ms)

15

Average Power Use (Hourly) 382Wh

Power Utilization by Store



- Intelligent Operations
- Physical and Cyber Security

Splunk A Cisco Company | ThousandEyes

ThousandEyes

Splunk integrates with Cisco ThousandEyes to connect network performance with retail outcomes – helping the Cisco Store quantify the business impact of outages and maintain consistent customer experiences.

Key Capabilities:

Network Visibility: Monitor application and network health in real time to detect and diagnose outages.

Revenue Correlation: Link POS data with network events to measure lost sales and identify areas for improvement.

Unified Dashboard: Combine operational and financial data for a clear view of how network reliability affects the bottom line.

Retail Benefits:

Financial Insight: Quantify the cost of downtime to guide smarter infrastructure investments.

Faster Response: Detect and resolve issues before they affect transactions or customer experiences.

Data-Driven Strategy: Align IT performance with business goals to protect revenue and brand trust management.

Cisco Store •

Network Status

15.39 ↑ 14.08



JITTER

0.06 ↑ 0.05



LATENCY

0.00 0.00



LOSS

splunk >
a CISCO COMPANY

Splunk A Cisco Company | Cogniac | Cisco Meraki

Inventory Counting

Cogniac, integrated with Cisco Meraki cameras and the Splunk Edge Hub, transforms how retailers manage inventory – automating counting, tracking, and replenishment in real time.

Key Capabilities:

Automated Counting: Cogniac’s AI uses Meraki camera feeds to identify and count inventory automatically, reducing manual audits.

Replenishment Alerts: Splunk generates instant notifications when stock runs low, enabling associates to restock shelves before items sell out.

Unified Dashboard: View inventory trends, alerts, and product movement in one Splunk dashboard for complete visibility.

Edge Processing: The Splunk Edge Hub processes data locally for faster, more efficient analysis and decision-making.

Retail Benefits:

Improved Accuracy: Eliminate manual errors and ensure real-time visibility of stock levels.

Faster Turnaround: Keep products available and displays full, improving the customer experience.

Operational Efficiency: Free up staff time while optimizing replenishment cycles and reducing lost sales.

This AI-powered integration streamlines retail operations, helping teams make smarter, faster decisions on the sales floor.

Cisco Store

Current Inventory

 cogniac

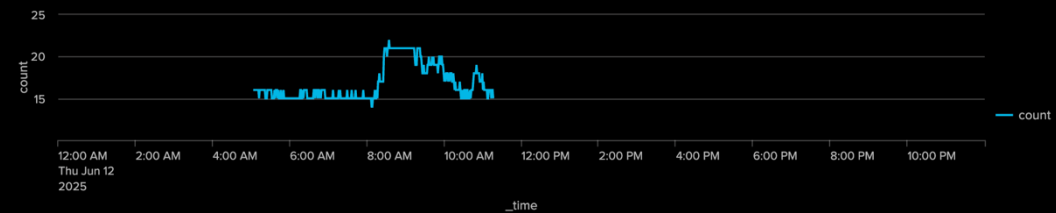


15

Items In Stock



Avg Confidence Score: **93.60%**



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Select Store

Live

Time Range Input Title

Jun 12, 2025

Splunk A Cisco Company | Omnichannel

Inventory

Splunk unifies online and in-store data to deliver real-time visibility into inventory performance – empowering retailers to make faster, smarter replenishment and fulfillment decisions.

How It Works:

Unified Data Pipeline: Combines POS and eCommerce data into a single Splunk dashboard for a complete, channel-agnostic view.

Real-Time Tracking: Monitors stock levels across all locations to prevent oversells and stockouts.

Automated Alerts: Notifies teams when items approach reorder thresholds for proactive replenishment.

Performance Analytics: Surfaces pricing, margin, and sell-through insights to guide inventory and merchandising strategies.

Key Features:

- Cross-channel inventory dashboards
- SKU-level visibility by store and fulfillment center
- Forecasting powered by real-time demand signals

Retail Benefits:

Reduce Stockouts: Keep high-velocity items available across all channels.

Increase Sales: Align replenishment with customer demand.

Boost Efficiency: Streamline planning, fulfillment, and reporting with a single source of truth for inventory performance.

Cisco Store

INVENTORY TRACKING

Store

Cisco Store Travel (S... ▾

OUT OF STOCK

LOW

IN STOCK



OUT OF STOCK - ITEMS

Name	Variant	Size	Quantity
Cisco Live Contrast Hoodie	Navy (Unisex)	Large	0
Cisco Live Contrast Hoodie	Navy (Unisex)	Small	0
Cisco Live Contrast Hoodie	Navy (Unisex)	XLarge	0
Cisco Live Contrast Hoodie	Navy (Unisex)	XXLarge	0
Cisco Live North Face 1/4 Zip	Blue (Men's)	Medium	0
Cisco Live North Face 1/4 Zip	Blue (Men's)	Small	0
Cisco Live North Face 1/4 Zip	Blue (Men's)	XXLarge	0
Cisco and NFL Cutter & Buck Roam Crew Neck	Black (Men's)	Large	0
Cisco and NFL Cutter & Buck Roam Crew Neck	Black (Men's)	Medium	0
Cisco and NFL Cutter & Buck Roam Crew Neck	Black (Men's)	Small	0
Cisco x NFL Nike Pullover Hoodie	Navy (Unisex)	Large	0
Cisco x NFL Nike Pullover Hoodie	Navy (Unisex)	Medium	0

< Prev 1 2 3 4 5 ... Next >

LOW STOCK - ITEMS

Name	Variant	Size	Quantity
Cisco GSX Linear 1/4 Zip	Navy (Unisex)	Medium	1
Cisco GSX Linear 1/4 Zip	Navy (Unisex)	Small	1
Cisco Live Contrast Hoodie	Navy (Unisex)	Medium	1
Cisco Live Grande Tumbler	White		1
Cisco Live North Face 1/4 Zip	Blue (Men's)	XLarge	1
Cisco Live North Face 1/4 Zip	Blue (Men's)	XXLarge	1
Cisco Live OGIO Envision Polo	Navy (Men's)	XXLarge	1
Cisco Live OGIO Envision Polo	Navy (Men's)	XXXLarge	1
Core Aviana Bottle	Taupe		1
Core Callaway Micro Texture Polo	Black (Men's)	Large	1
Core Chad Polo	Black (Unisex)	XXLarge	1
Core Cuddle Soft Fleece Joggers	Heather Black (Women's)	Medium	1
Core Cuddle Soft Hoodie	Heather Black (Women's)	Small	1

< Prev 1 2 3 4 5 Next >

Splunk A Cisco Company | Security Essentials

Security

Splunk Security Essentials helps retailers strengthen their security posture by turning Meraki network telemetry, authentication data, and device logs into actionable insights. By centralizing and analyzing this information, teams can detect threats faster, simplify investigations, and proactively protect store operations.

Key Capabilities:

Threat Detection: Identify unauthorized access, abnormal traffic, or policy violations using prebuilt detections and frameworks aligned with retail use cases.

Guided Investigation: Built-in playbooks help security teams investigate and resolve incidents quickly and consistently.

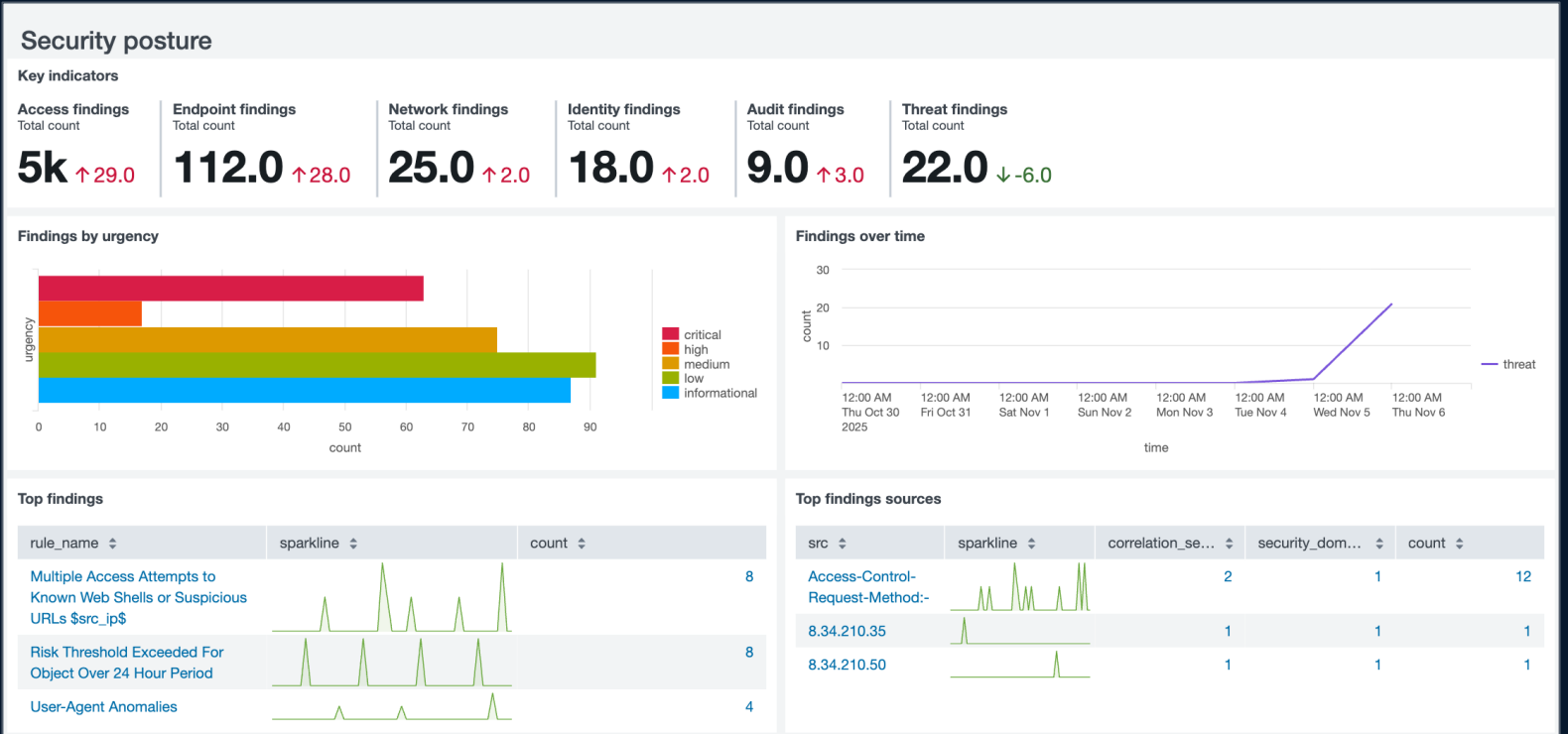
Compliance Reporting: Automate and streamline audit documentation to meet corporate and regulatory standards.

Retail Benefits:

Reduced Risk: Detect and respond to anomalies before they disrupt sales or customer experiences.

Operational Resilience: Maintain continuous protection for people, assets, and infrastructure across every store.

Improved Confidence: Strengthen security posture with curated detections, best practices, and real-time visibility.



- Intelligent Operations
- Physical and Cyber Security

Splunk A Cisco Company | ITSI

Store Overall Health

Splunk IT Service Intelligence (ITSI) delivers a unified dashboard that gives retailers complete visibility into the health of store systems – from POS to network. By correlating performance data across all technologies, ITSI enables faster detection, diagnosis, and resolution of issues before they impact customers.

Key Capabilities:

Unified Monitoring: Track overall store health, performance, and uptime from a single, easy-to-read view.

Anomaly Detection: Automatically identify irregular patterns to prevent failures and minimize disruptions.

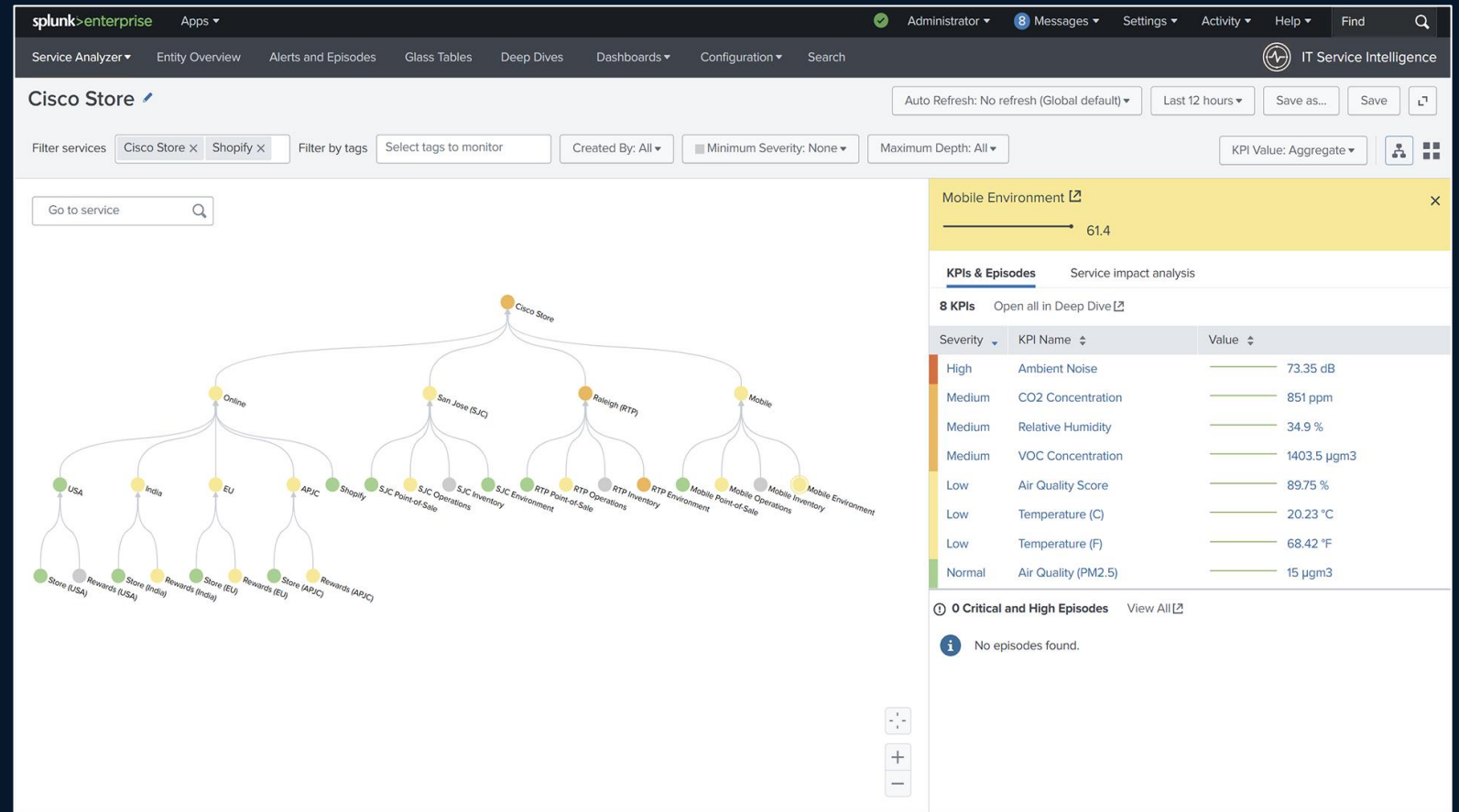
Root Cause Analysis: Correlate events across systems to pinpoint and resolve issues quickly.

Retail Benefits:

Faster Recovery: Reduce downtime by identifying and addressing issues before they affect sales or shopper experience.

Smarter Troubleshooting: Gain context-rich insights that simplify operational decision-making.

Continuous Reliability: Maintain consistent, high-performing technology across every retail location.



Splunk A Cisco Company

Edge intelligence for retail

The Splunk Edge Hub brings data processing closer to the store floor, managing diverse inputs – including sensor, camera, and IoT data – to deliver real-time insights without straining the network.

Key Capabilities:

Local Data Processing: Analyzes and filters data on-site, keeping critical insights within the store while minimizing cloud dependency.

Real-Time Insights: Detects and reports on in-store events instantly, from temperature changes to traffic patterns.

Optimized Bandwidth: Processes high-volume data locally to prevent congestion and ensure consistent system performance.

Retail Benefits:

Reliable Connectivity: Keeps POS, digital signage, and smart devices running smoothly, even in data-heavy environments.

Faster Decision-Making: Enables immediate responses to operational events and anomalies.

Operational Efficiency: Streamlines data flow across multiple technologies, improving store agility and performance.

The Splunk Edge Hub transforms how retail environments manage data – turning local processing into a strategic advantage for smarter, faster in-store operations.

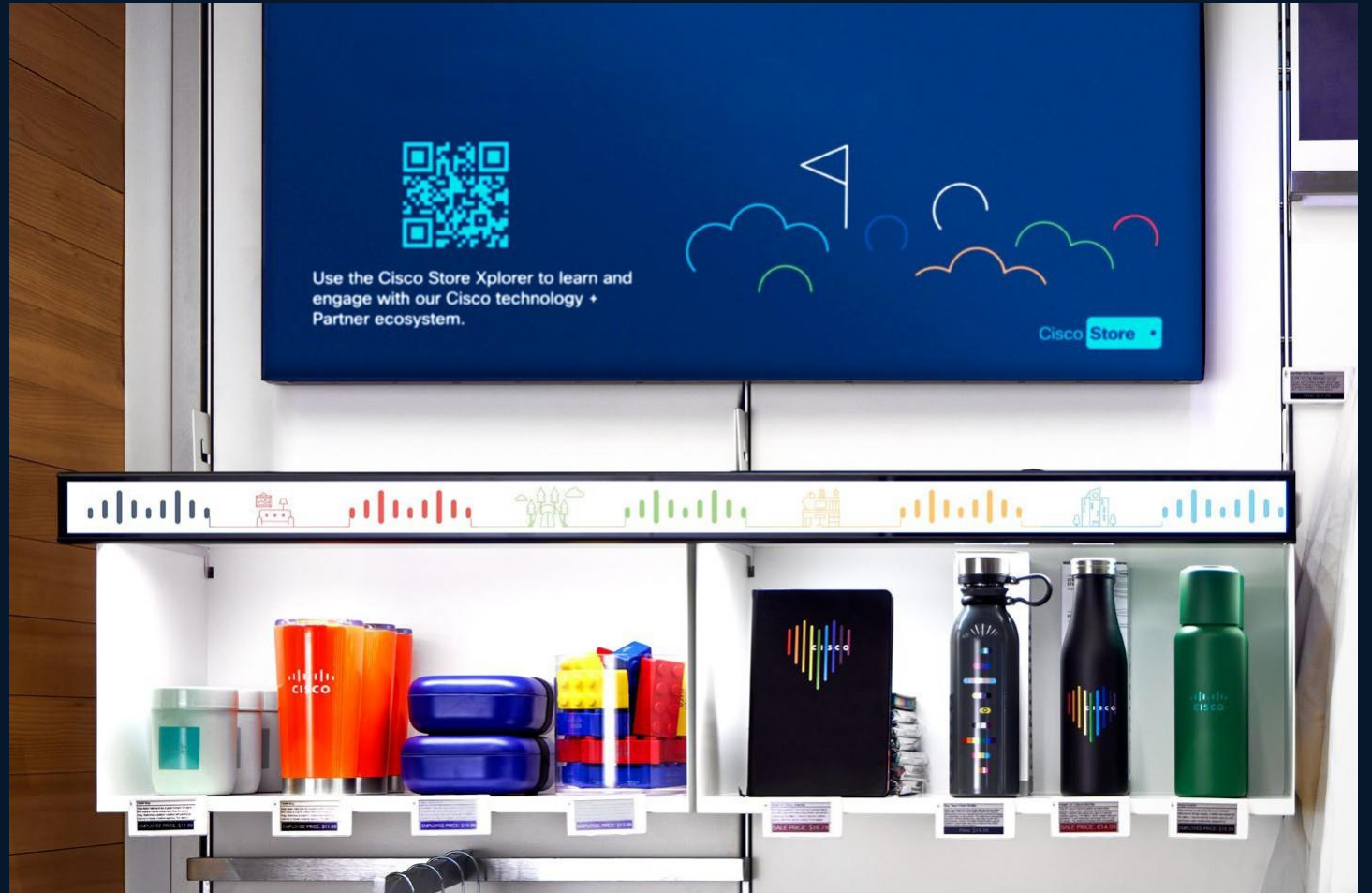


Vusion | Vrails + Cisco Meraki | Wireless Access Points

Dynamic shelf displays

These digital screens showcase product details, promotions, and brand storytelling to engage shoppers in real time.

Seamlessly integrated with Meraki access points, they connect automatically – requiring no additional infrastructure – making it simple to deploy dynamic, connected content anywhere in the store.



- Customer Journey
- Associate Enablement
- Intelligent Operations

Vusion | ESLs + Cisco Meraki | Wireless Access Points

Adaptive shelf displays and monitoring

Electronic shelf labels (ESLs) bring real-time pricing accuracy and agility to the retail floor. They enable instant updates for promotions, stock-based pricing, and dynamic strategies that reflect demand, inventory levels, or competitor activity – all without manual effort.

These labels automatically connect to Meraki access points, requiring no additional infrastructure. The result is a smarter, more efficient pricing system that improves accuracy, reduces labor, and enhances the customer experience through always up-to-date product information.



- Customer Journey
- Associate Enablement

Webex | Boards and Desk Mini

Rich, in-store video collaboration

Webex Boards enable immersive, real-time collaboration right from the sales floor – allowing customers to connect with a remote stylist, expert, or another store location for personalized service.

For traveling or pop-up stores, the Webex Desk Mini delivers the same powerful experience in a compact, portable form – bringing seamless communication and elevated customer engagement to any retail environment.



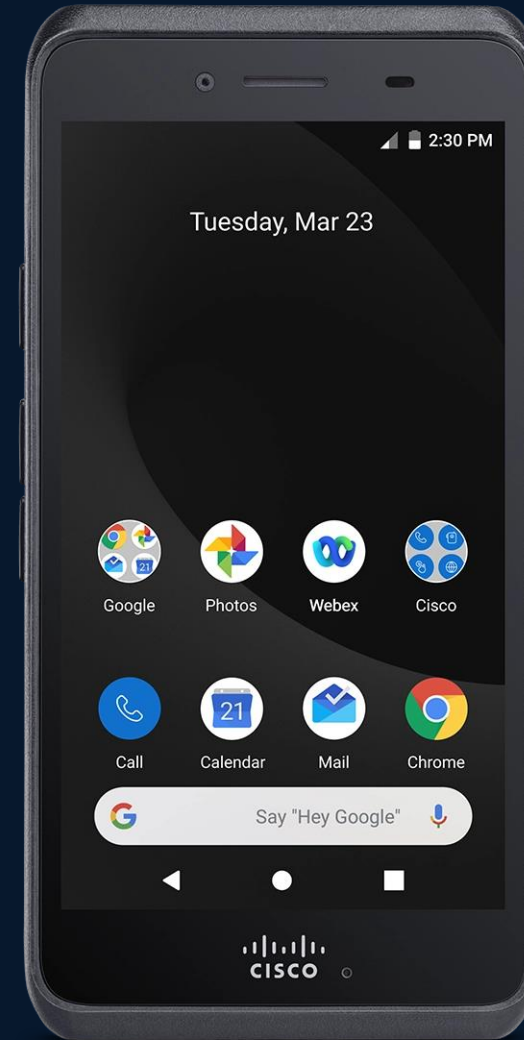
- Customer Journey

- Associate Enablement

Webex | Devices

Reliable, mobile associate communication

Cisco Wireless Phones keep store associates connected anywhere, enabling fast coordination with operations, security, and customer support teams. Push-to-talk capabilities streamline communication on the floor, while durable, retail-ready design ensures performance during high-traffic events and travel deployments.

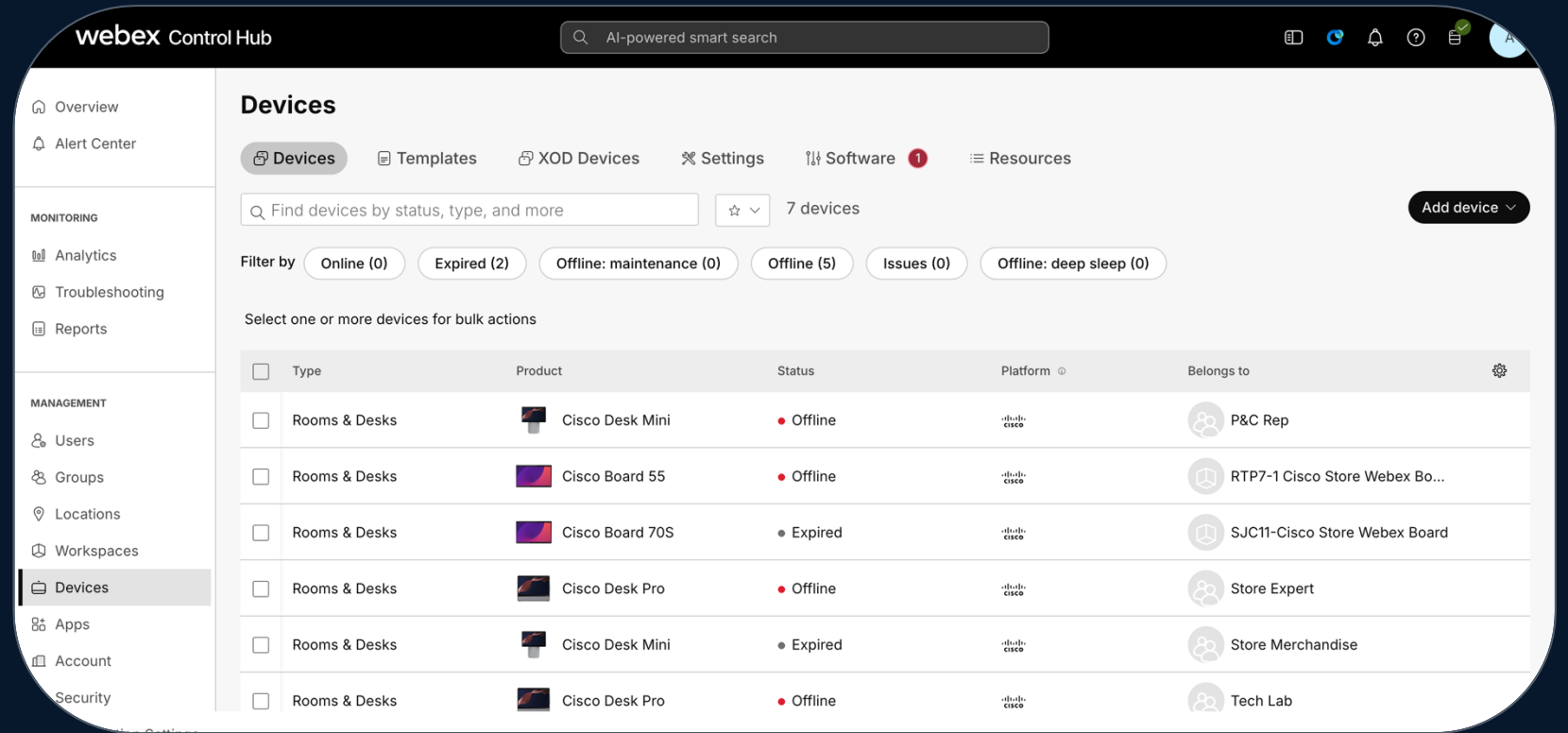


Webex | Control Hub

Centralized collaboration management

Webex Control Hub provides a single platform to manage all collaboration devices across retail locations – from in-store Webex Boards to Desk Minis in traveling or pop-up stores.

It enables IT teams to monitor usage, optimize performance, and ensure a consistent, high-quality customer experience. With centralized visibility and real-time analytics, retailers can easily support remote styling sessions, virtual consultations, and store-to-store collaboration – all through a secure, cloud-managed interface.



- Customer Journey
- Associate Enablement
- Intelligent Operations

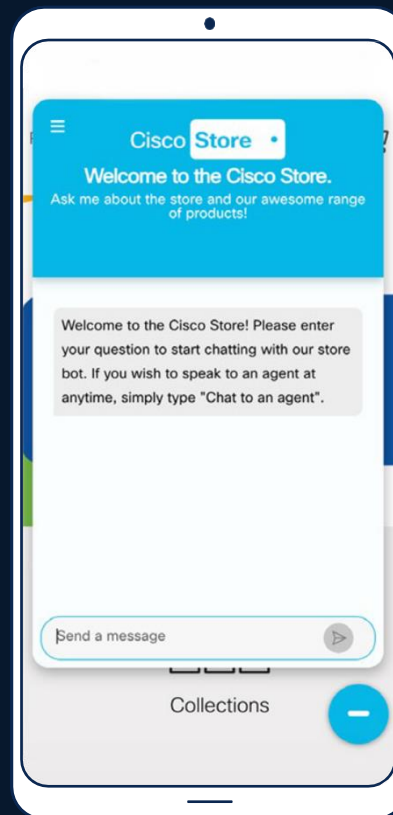
Webex Connect | AI agent

AI powered customer support

Our Webex Connect chatbot delivers instant, personalized assistance – answering customer questions whether they're shopping in-store or online.

If additional help is needed, conversations seamlessly transition to a live agent through a dedicated Webex space, ensuring real-time collaboration and tailored support from our team.

Experience it yourself at merchandise.cisco.com – where AI and human expertise come together to create a smarter, more connected shopping experience.



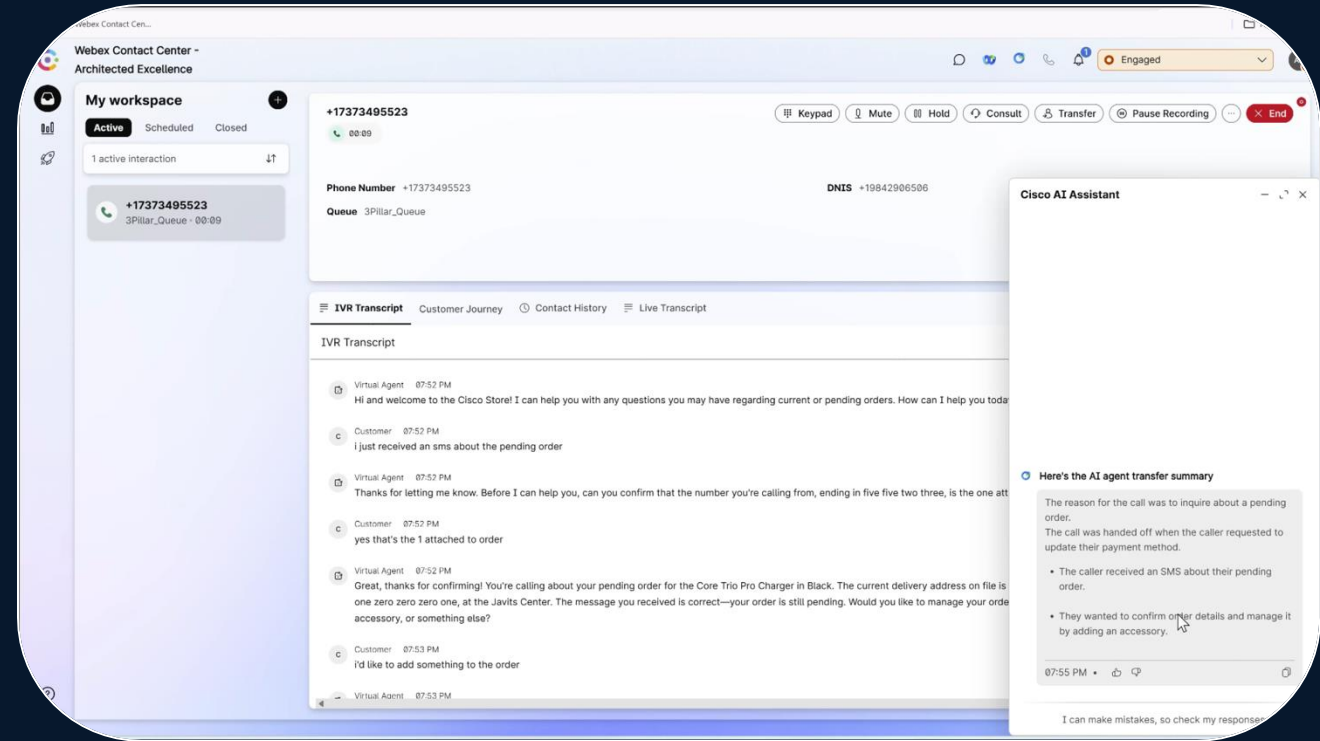
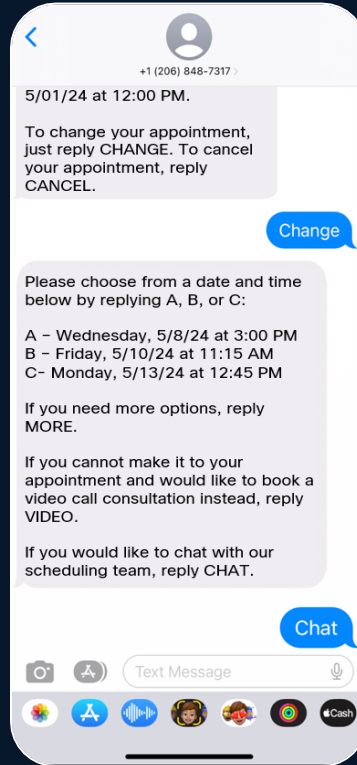
- Customer Journey
- Associate Enablement
- Intelligent Operations

Webex Connect | AI agent | Contact Center

Agentic AI for customer support

Our Webex Connect experience starts the moment a customer receives their order confirmation by text. From that message, they can immediately reach support—either to ask a quick question or request changes to their order. When they engage with our AI agent, they can request something like adding an item. Using Agentic AI, the assistant can execute that action: updating the commerce platform, checking the fulfillment system in real time, and confirming whether the change can still be made. No manual intervention. No delays.

And if the customer needs additional support, we escalate seamlessly to a live agent through Webex Contact Center. The agent receives a full AI-generated summary of the conversation, giving them complete context so they can jump in instantly and assist without the customer repeating themselves.

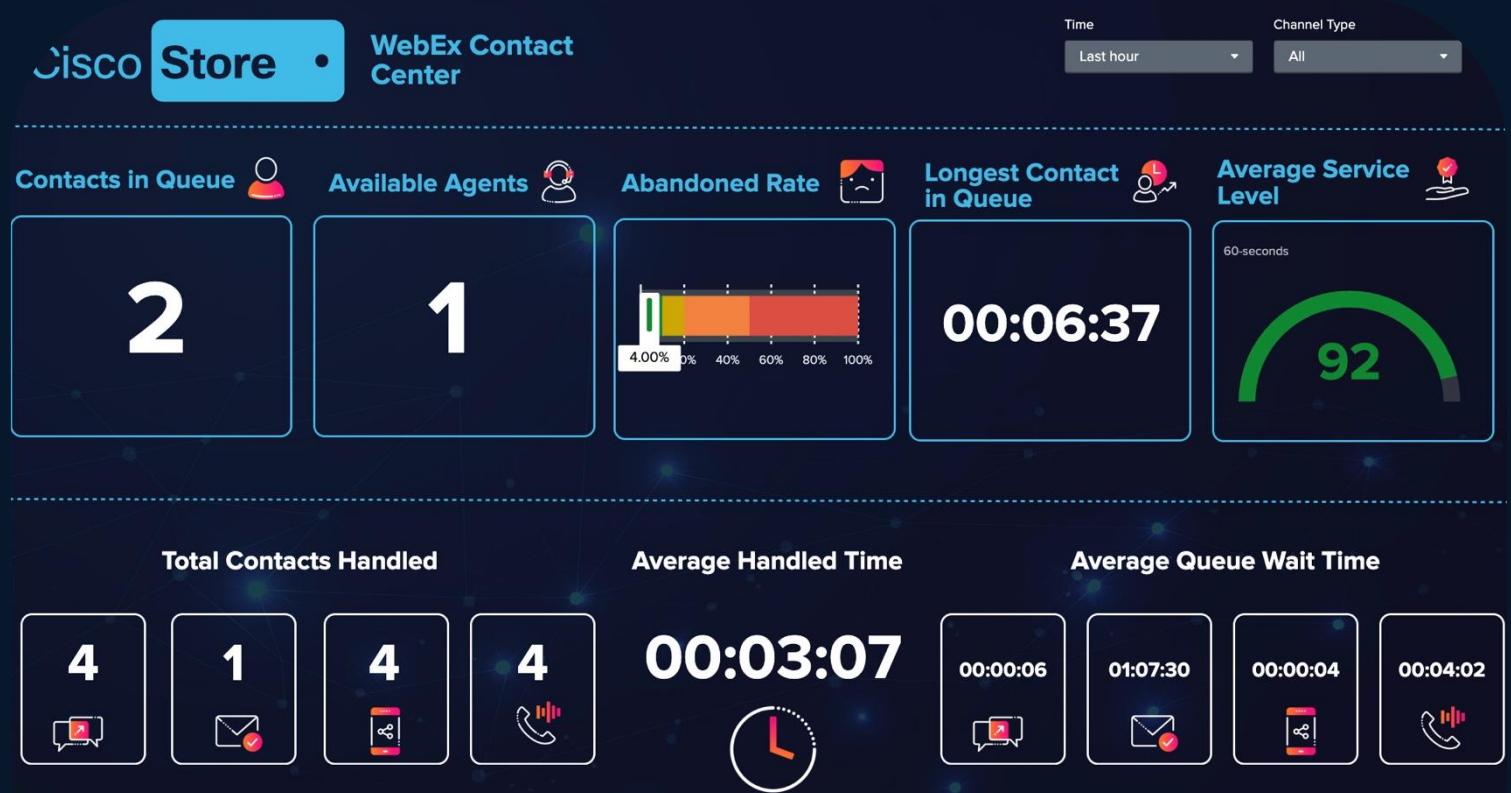


- Associate Enablement
- Intelligent Operations

Webex | Splunk

Real-time insights for customer support

All interaction data from Webex Connect and Webex Contact Center flows directly into a real-time Splunk dashboard. You can see AI engagement, escalation volume, response times, customer sentiment, and resolution outcomes all in one place. This gives teams a unified view of the entire support experience, helping them spot trends, identify friction points, and optimize operations with data-driven decisions.



Keonn RFID | Smart Fitting Room

Futuristic fitting rooms

The Keonn Smart Fitting Room transforms the in-store shopping experience through RFID technology that automatically recognizes the items a shopper brings inside. An interactive display provides real-time product details, styling suggestions, and available sizes or colors – all without needing to leave the room.

Customers can request assistance or alternative items directly from the screen, instantly alerting store associates. For retailers, the system integrates seamlessly with inventory management to deliver valuable insights into shopper behavior, product interest, and conversion trends – driving both operational efficiency and enhanced customer satisfaction.

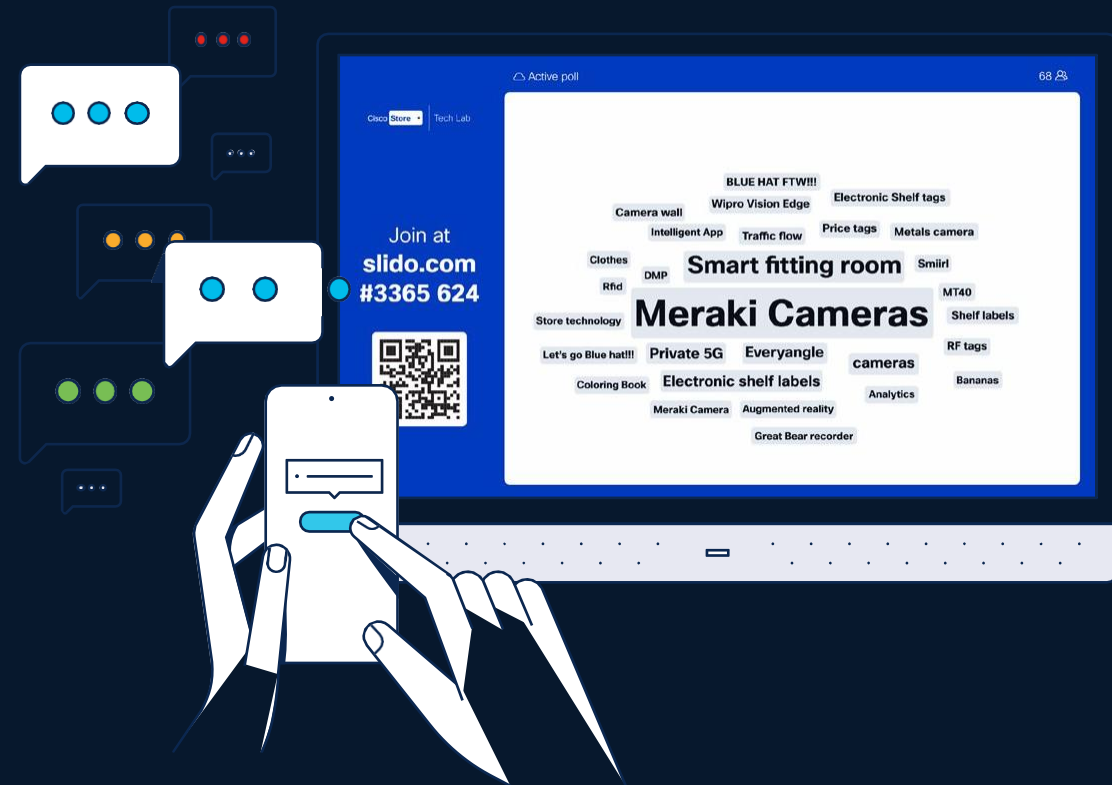


Slido

Real-time customer feedback

Slido enables retailers to capture shopper feedback instantly – right at the point of experience. Whether it's gauging reactions to new product displays, in-store events, or service interactions, real-time polling provides immediate insight into customer sentiment.

These live insights help retail teams refine layouts, improve engagement, and continuously enhance the overall shopping experience.



Meraki Product Overview



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.

[Learn more >](#)

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 >](#)

