

Optimizing IT and store operations



Real-world experiences from four retail organizations



Introduction

Scalability is the name of your game.

Optimized IT and store operations allow retailers to work smarter, not harder. Despite legacy systems or a simplified IT department, an optimized network with in-store capabilities is the key to reaching scalability and business agility. Even if e-commerce is the backbone of your organization, getting real-time insight into your network, data center, and retail channels can unlock business-critical efficiencies.

The right data at the right time is invaluable.

Enabling the right experiences and outcomes for the customer, associate, and the brand is made possible when all the data is collected and interpreted. This includes the hidden activities only the store networks can collect, illuminating the benefits of an automated network that can consolidate the data to help make sense of it all.

For IT and business operations, it all comes down to the bottom line.

IT and store operations are the foundation of enabling the right business outcomes—while keeping costs down and boosting associate productivity. It's what turns up the heat for your retail organization.

Read on to learn what is possible and how Cisco is helping five retailers today.



AS ONE

AS ONE Corporation is a general trading company that sells scientific instruments. Their immense product catalog of 1.4 million products called for servers and storage—which was becoming increasingly difficult to scale. AS ONE was hoping to build a single-packaged solution leveraging virtual desktop infrastructure (VDI) technology to accommodate and protect their mobile workforce and save on operations expense in the process.



Osaka, Japan



485 employees

Challenge

- Create a virtual desktop infrastructure (VDI) for all employees using high performance, easy-to-manage products
- Reduce worker hours, costs of construction, and the operational management burden

Solution

- Cisco HyperFlex system

Results

- The ability to grasp the status of every component at once with a central management console, therefore simplifying operation and management
- The company has strengthened their VDI environment and now supports all employee terminals



We have deployed the Cisco HyperFlex system and experienced firsthand the benefits, such as performance and operation manageability, that could not be achieved through combinations of individual products.”

“I really did not believe I would be able to use it in just 30 minutes.”

Shinichi Hakoda, IT Promotion Department Manager
AS ONE Corporation

Mall of America

With 400 stores, over 40 million annual visits, and around 12,000 shoppers at a time, Mall of America is the largest mall in the United States. Covering 5.6 million square feet, the true tourist destination called for wireless connectivity for its guests and a network solution that could deliver insights to IT staff about the behaviors of their visitors—all while saving on time required to maintain the solution.

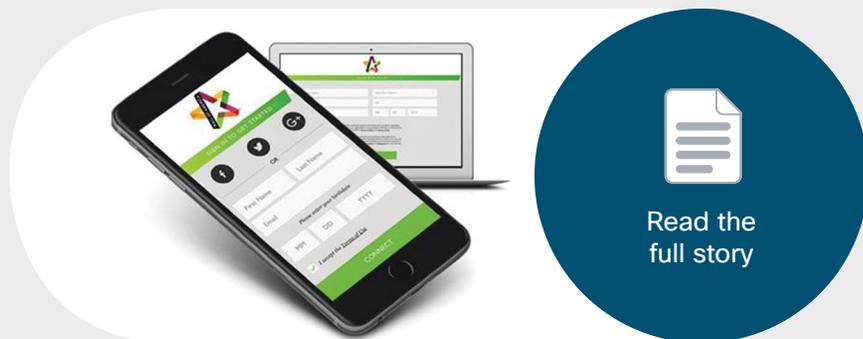


Bloomington, Minnesota, U.S.



11,000 employees
(includes store associates)

Challenge	Solution	Results
<ul style="list-style-type: none"> Understand mall visitors' traffic patterns holistically Save time setting up and maintaining beacons 	<ul style="list-style-type: none"> Cisco Aironet 3700 Series Access Points Cisco Hyperlocation Solution Cisco DNA Spaces (formerly CMX) Cisco Catalyst 3850 Series Switches Cisco Identity Services Engine (ISE) Cisco Prime Infrastructure 	<ul style="list-style-type: none"> Gained insight about the preferences and activities of guests based on AP groupings, and can therefore better engage and assist them Central management of beacons allows for real-time adjustments remotely



“Battery-based beacons are time-consuming to set up and maintain individually. We don't have to worry about that with this system. We can quickly and dynamically adjust all our beacons remotely with Cisco's centralized management.”

Janette Smrcka, IT Director
Mall of America

Cdiscount

Cdiscount is the second largest online retailer in Europe, serving 8.6 million active customers via its state-of-the-art online marketplace, which offers products from more than 10,000 partner merchants. Looking to expand their ecommerce market while staying customer-relevant, Cdiscount needed a way to facilitate faster deployment and reduce the workload of IT staff to maintain their constantly evolving matrix of products, images, events, and transactions.



Bordeaux, France



1,800 employees

Challenge	Solution	Results
<ul style="list-style-type: none"> Compete with the world's most dominant retailers Increase business agility and scalability Centralize and modernize data center operations Deliver open source platforms and self-service tools for internal developers 	<ul style="list-style-type: none"> Cisco Application Centric Infrastructure (ACI) Cisco Nexus 9000 Series Switches 	<ul style="list-style-type: none"> Achieved cloud-like capabilities to support the increasingly high traffic and transaction volumes of their online platform Increased the efficiency and agility of the retailer's IT operations with software-defined automation and centralized policy control Initiated transition to a DevOps culture of continuous service delivery and improvement



"We must deploy new products and services every day, we must facilitate the company's expansion into new markets, and we must deliver the same level of service as a cloud provider, but at a lower cost. The combination of Cisco ACI and Nexus 9000 is helping us on all of those fronts."

Romain Broussard, IT director
Cdiscount

"Cisco ACI is a much simpler architecture. We can define network, application, and security policies from a central console and then push them to both of our data centers with an API request. As a result, our configurations are more standardized and secure, and making changes to the environment is much faster and easier."

Pierre Erraud, Head of platforms
Cdiscount

PGA TOUR Superstore

PGA TOUR Superstores immerse golfers in an interactive training experience so that enthusiasts of all levels can shop—and swing—like the pros. With 20 locations across the United States and a diverse and evolving target demographic, there was an opportunity for the in-store technology experience to meet the needs of device-carrying visitors, while reducing the operational requirements for setting up new store networks.



Roswell, Georgia, U.S.



1,000+ employees

Challenge	Solution	Results
<ul style="list-style-type: none">Supporting BYOD and remaining PCI compliant across 20 rising nationwide locationsGain visibility into and control of network usage in stores	<ul style="list-style-type: none">Cisco Meraki MR wireless access pointCisco Meraki MS switch	<ul style="list-style-type: none">Efficiently allocated bandwidth between guests, employees, and vendors by segmenting the network, and by creating and hiding SSIDs as necessary for user groupsPlug and play hardware allowed even non-IT employees to quickly set up networks and clone network configurations for seamless onboarding to each new store networkLimited IT staff can leverage an intuitive cloud management platform with built-in analytics



“In-store Wi-Fi has definitely become an expectation by consumers. We were able to limit sports-related downloads and uploads via the dashboard to ensure that bandwidth was reserved for critical applications.”

Michael Anderson, IT Manager
PGA TOUR Superstore

Why Cisco?



Simplify your network, your data, and your workload.

An intelligent network that simplifies real-time data enables Meraki to deliver collected data on a cloud-managed platform, and DNA Spaces to display all your location services in a single view—thereby helping to derive the business insights you need.



Cybersecurity is critical for survival. We've built it into all of our solutions.

Cisco's security solutions help increase visibility, identify vulnerabilities, and stop threats in their tracks—fast.



We know privacy and compliance is serious business.

With our deep understanding of the complex relationships between the technical and the retail business, we can give you the tools to help keep your customers' data private and can help reveal your unique requirements for responsible information management.



Enabling your network to scale your business and support innovation is our specialty.

We can provide a pragmatic evaluation, to help you leverage existing legacy systems where possible to drive value out of your prior investments.



Together with our global ecosystem of partners, we make industry-leading retail solutions possible.

We partner with industry solution organizations that layer in experiences such as mobile payment, inventory management, associate productivity, and customer experience—all to provide the solutions you need to securely drive better business operations and retail KPIs.



Our global experience in retail is unmatched.

We have worked with 45 of the top 50 global retailers. For over 30 years, we've been making innovation possible for thousands of retailers across five continents, in 116 countries.

Learn more

See how Cisco can help you get started today.

Retail Innovation Rises or Falls on IT Infrastructure

Digital retail starts at the store

Cisco DNA for Retail

Why Cisco for Retail





Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

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