Mobility in Retail

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Economy Down; Consumer More Demanding

Economic Downturn
- Income
- Uncertainties
- Higher food prices
- Tightening credit

Consumer Behavior
- Fewer trips
- Price sensitive
- Better experience
- Quality of service

Every Riyal Counts
Every Customer Counts; Every Riyal Counts
Every Customer Counts
Agenda

Introducing Mobility in Retail

Mobility Services For Retailers

Why Cisco?
Agenda

Introducing Mobility in Retail

Mobility Services For Retailers

Why Cisco?
What is Mobility?

- Anyone
- Anywhere
- Any Device
- Any Content or Application
Why is Mobility Popular?

For Consumers it comes down to easier access to information and communication.

For Organisations it’s about customer experience and employee productivity.
Mobile Phone Evolution: From Brick to Slick

They’ve come a long way: ’80s “Brick” Phone and 2004 Samsung flip phone

Blackberry made change in the mobile email experience

Apple’s 3G iPhone enables mobile Web, email, music, video…
Even Faster Data Rates and Enhanced Mobility On the Way

Data Rates and Mobile Range for Current and Future Wireless Technologies

Sources: WiSOA, Siemens, ABI, Intel, Maravedis, Samsung, UMTS Forum, Nokia
Mobile Lines in The Region

Mobile penetration in the region, 2007:

- Number of mobile lines is 26.3 mil in 2008
- By 2009, 3G+ users are expected to reach 60%

Source: BAH Report
Cisco’s study of nearly 50 large retailers in the U.S. and Europe showed that:

- 36 percent of retailers provide the ability to view product information on a mobile device
- Only 6 percent have Web pages and a URL specifically designed for mobile use
- 15 percent offer the ability to conduct transactions
- 10 percent are using SMS to provide information or answers to customers' frequent questions

Source: Cisco IBSG
...And So Are Consumers

- **9.2 million (3.6%)** U.S. mobile users have bought goods and services with their mobile phones
- Young adults **25-34** are the fastest adopters
- **49%** of regular mobile data users plan to use mobile to shop

**However**

- **Security**: For **41%** of data users consider security as the top issue
- **Did it go through?** 21% fear the transaction won’t be properly completed
- **What’s the bill?** 23% concerned about high mobile data costs

Mobile devices are becoming the “fourth” retail channel, joining physical stores, websites and catalogs

Source: Cisco IBSG
Specific Customer Expectations Accompany Each Stage of the Shopping Lifecycle...

Develop Need
Where and how I learn what your brand offers.
Where and how I learn if my needs will be met by your brand.

Research Decide
Where and how I choose what to buy.

Transact
Where and how do I pay for what I want.

Service Support
Delivery, returns, Installation, repair

Mobility Enriches and Extends the Customer Experience

Source: Cisco IBSG
Achieved Benefits

- **Transform Your Retail Environment through:**
  - Improve the shopping experience
  - Reduce store walk outs associated to lack of help
  - New revenue stream
  - Improve sales associate productivity
  - Increase customer loyalty
  - Competitive edge

- **Wireless networks help retailers:**
  - Improve store staff flexibility and efficiency
  - Check out customers faster
  - Give customers access to relevant promotions, product information and online ordering

Source: Cisco IBSG
Technology Drives Retail Transformation

Without investment in technology, the customer experience suffers and competition will dominate.

Retail winners invest in technology to improve the customer experience.

- Better Educated Employees
- Customer Self-Service Technologies
- New Product Mix
- More Convenient Customer Service
- Improved Security
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In The Store Mobility

Mobility in Stores provides Competitive Differentiation and Customer Satisfaction

- Give Employees Information They Need
- Get Store Managers to the Store Floor to Quicken Reaction Times
- Meet Customer Needs Through Self-Service and High-Touch Technology

Customer Gets What They Need, When They Need It
Hot Spots/Guest Services

- Retailers are looking at ways of deploying hot spots at different levels of service for:
  - Employees & suppliers to provide timely data
  - Provide product information
  - Ease of Pay to customers
  - Customer entertainment, i.e. games for kids, Internet, etc…

Keeps the customer connected while shopping
Mobile Concierge Service

- Reach customers on their own mobile device
- Provide consistent messaging, product information, promotions, Ads, …
- Improve customer satisfaction and reduce store walk outs associated to lack of help
- Generate new revenue stream by delivering relevant and timely promotions and Ads
- Improve sales associate productivity by reducing time spent answering frequently asked questions

Source: Cisco IBSG
Mobile voice

- Wi-Fi phones provide full phone service
- Push To Talk capability to provide walkie-talkie capabilities
- Run applications that can record Time, Attendance and find critical information over the employees Wi-Fi phone
- Couple a Wi-Fi phone with a scanner can create a Super Sales Assistant for associates on the store floor
kiosks

- Retail self service and sales assisting kiosks provide data, voice and video services to customers and associates
Personal Shopping Assistant (Mediacart)

- Ads are directed to a shopping cart screen based upon where the cart is in the store
- Ads are automatically updated
- Items can be scanned in at the cart to show the total price
- Shopping lists can be stored and a map appears on the cart screen with the most efficient route through the store
- Mediacart can be traced and detected
Location Services

- Enable more effective inventory management

- RFID helps measure and manage the movement of packages, cages and trucks in the yard and into the stockroom increases efficient flow of the merchandise to the store floor
Video Surveillance

- IP cameras can be deployed wirelessly and provide valuable information for loss prevention

- When coupled with video analytics, video can provide a whole new dimension of information on buyer behavior in the stores
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Retailers Transformation

Be the Platform for Transforming Retail Experiences
The Intelligent Retail Network (IRN)

- ATMS & Third Party Devices
- Security
- Video Advertising & Surveillance
- Mobile Customer Devices
- Mobile Employee Devices
- Back Office Servers & LAN
- Building Automation
- POS
- Kiosks

Connected Store
Secure Store
Store Mobility
Unified Comm. for Retail
In-Store Media

Intelligent Retail Network
Security, Resiliency, Availability, Flexibility, Manageability
Compatibility....

- The Cisco CCX program for wireless compatibility includes most major suppliers of:
  - PCs and laptops
  - PDAs
  - Wi-Fi phones
  - Wireless handheld devices

- With the most comprehensive security coverage available
Cisco Compatible Wireless Devices (besides major laptop vendors)

- ASCOM Wireless Solutions
  Voice over WiFi handset

- Dell
  PDA

- LXE
  Ultra-Rugged Mobile Handheld Computer

- IBM
  Self Service Kiosk

- Intermec
  Rugged handheld mobile data collection computer & RFID Reader

- Nokia
  Integrated phone/PDA & Converged cellular phone

- Psion Teklogix
  Rugged Mobile computer

- Summit Data Communications
  Embedded PCMCIA Radio Module

- Trilink
  Wireless Presentation System
Video About Cisco Success Story With:

- One of the largest Retailers in Germany
- 280k employees
- 2,200 stores
- Operates in 31 countries
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Back-up
The Network Changes How People, Companies, Countries Experience Life

Network Is the Platform

Work

Live

Learn

Play
CIO Priorities & The Org Strategy

- Increase sales productivity
- Increase customer satisfaction
- Mining of customer shopping habits in the store
- Reduce Operational Costs
  - Reduce the amount of maintenance
  - Lower the costs of cabling
  ...
- Boost productivity by connecting people, places and information
- Improve customer satisfaction by enhancing the shopping experience
- Increase revenue by improving decision making through the best utilization of data
- Protect brand image and assets