



Cisco Connected Store Solutions Streamlining Operations

Network connectivity has become a vital component of today's store environments. Retailers increasingly rely on business-critical, interconnected applications to realize a stable and healthy return on investment. Independent studies show that persistent store networks are no longer a luxury; they are essential to a successful business operation.

Cisco® Connected Store solutions operate over a Cisco Intelligent Retail Network—a powerful, single IP network that unites all company and store functions. Built on the Cisco Service-Oriented Network Architecture (SONA) framework, Cisco Intelligent Retail Networks enable retailers to combine data, voice, and video services over one network and accelerate applications, business processes, and profitability. At the same time, the network enables retailers to evolve their IT infrastructures with new Cisco Connected Store solutions that:

- Offer rapid information-sharing with every store site.
- Provide an up-to-the minute view of data from any device, in any location, at any time.
- Help streamline operations to reduce operating costs.
- Support innovative new applications that increase sales.
- Improve productivity throughout the enterprise.

Unifying Stores over the Network

One of the most pressing issues facing retailers today is the need to upgrade basic infrastructures. The cost of supporting and managing outdated dialup systems, traditional point-of-sale (POS) platforms, and disparate store networks continues to increase. Cisco Connected Store solutions help unify organizations into a powerful single entity, offering access to systems, applications, and information throughout the company. From radio frequency identification (RFID) based inventory management and vendor/partner engagements to in-store broadcasting and customer relationship management (CRM) systems, Cisco supports the functionality needed to help businesses thrive.

Reducing Operating Costs

Cisco Connected Store solutions link multiple store sites through a secure VPN to speed business processes and streamline operations. On the operations side, information about pricing and policies, human resources, and management services; POS batch updates; and other data are quickly and easily distributed. On the IT side, network and application upgrades, reconfigurations, and policy changes are consistently disseminated to every location, to help ensure optimal performance throughout the system. Coupled with the ability to centrally manage a simpler infrastructure and retail applications provided by Cisco partners, Cisco Connected Store solutions help reduce network oversight and increase information security.

Maximizing Data Access to Improve Sales

Prompt, improved service leads to increased sales. A persistent network to the stores enables faster credit card authorizations and quicker access to information across multiple stores. Rapid product availability checks, up-to-date pricing, delivery dates, and other services improve customers' shopping experiences. Point-of-sale transactions and stock levels are immediately accessible, leading to more accurate inventory forecasts and helping to prevent out-of-stock inventory. Stores benefit from greater productivity of sales personnel as well as increased customer satisfaction.

Reducing Human Resources and Training Costs

The single greatest expense for any retailer is personnel, including training, salaries, and human resources functions. Cisco solutions enable more cost-effective employee training and management by connecting store sites over a WAN. With the network in place, retailers can initiate new staff in companywide online training sessions and quickly update more experienced personnel on products, promotions, and policies. These solutions also support employee communication through e-mail, voice mail, web access, and video conferencing to improve productivity. The result is a consistent level of knowledge and service throughout the company, better-aligned objectives from store to store, and improved management processes.

Building a Foundation for Network Services

Standards-based, open-platform Cisco Connected Store solutions form the foundation of business-critical offerings that allow retailers to capitalize on converged IP communications, mobility, and interactive customer services. Built on this foundation, retail organizations are equipped to adapt easily and grow well into the future.

Accelerating Applications, Business Processes, and Profitability

Cisco SONA is an architectural framework that provides guidelines to help retailers evolve their IT infrastructures and transform business processes. Building on a Cisco SONA framework creates an intelligent network that accelerates applications, business processes, and profitability.

Partnering with the Networking Leader

By selecting Cisco, retailers reap all the advantages of working with the leader of the networking industry. An ever-growing base of Cisco stores, application partnerships, comprehensive offerings, and world-class service and support are transforming today's stores into empowered selling environments.

A Cisco Intelligent Retail Network helps retailers gain the flexibility to meet constantly changing business and technology demands. Based on this powerful foundation, organizations can develop a roadmap for operations, merchandising, human resources, training, customer services, and the supply chain that will support their corporate vision for years to come.

For More Information

To learn more about Cisco retail solutions, call a Cisco representative or reseller today, or visit <http://www.cisco.com/go/retailsolutions>.



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

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