

Cisco Unified Branch for Retail: Transforming the Connected Store Experience



Benefits

- **Strengthen security and compliance:** Maintain a consistent security posture across all locations to improve governance and accelerate response times for critical systems like checkout, payment processing, and guest access.
- **Deliver seamless, omnichannel experiences:** Provide consistent, reliable connectivity for guests and associates across all retail locations, from e-commerce to physical storefronts.
- **Reduce shrinkage and fraud:** Leverage AI-powered video analytics and IoT sensors to secure your stores, warehouses, and high-value assets against theft and safety risks.
- **Scale with confidence:** Deploy a standardized, AI-ready retail blueprint that simplifies management and reduces truck rolls, whether you have 10 or 10,000+ stores.
- **Minimize costs and downtime:** Streamline deployments, simplify troubleshooting, and proactively avoid disruptions, helping ensure continuous operations.
- **Improve foot traffic and customer loyalty:** Leverage intelligent call routing, real-time shopper insights, and reliable in-store comms to convert inquiries, strengthen brand trust, and drive repeat business.

Turn every store into an intelligent edge

Cisco® Unified Branch for Retail delivers an AI-ready, full-stack platform that converges networking, security, and observability into a single, scalable solution tailored for retail environments. It transforms stores into connected, resilient locations by integrating modular, high-performance compute and networking optimized for AI workloads such as real-time analytics and personalized customer experiences.

The platform simplifies operations with centralized cloud management, zero-touch provisioning, and AI-driven insights, enabling

rapid, consistent deployments across diverse retail formats, from quick-service restaurants to big-box and dark stores. Built-in multilayered security with zero-trust segmentation and hardware-based protections safeguards data and infrastructure against evolving threats.

This unified approach reduces operational complexity, mitigates security risks, and empowers retailers to act on real-time data from transactions, sensors, and customer interactions, delivering seamless, secure, and hyper-personalized experiences that drive business success.

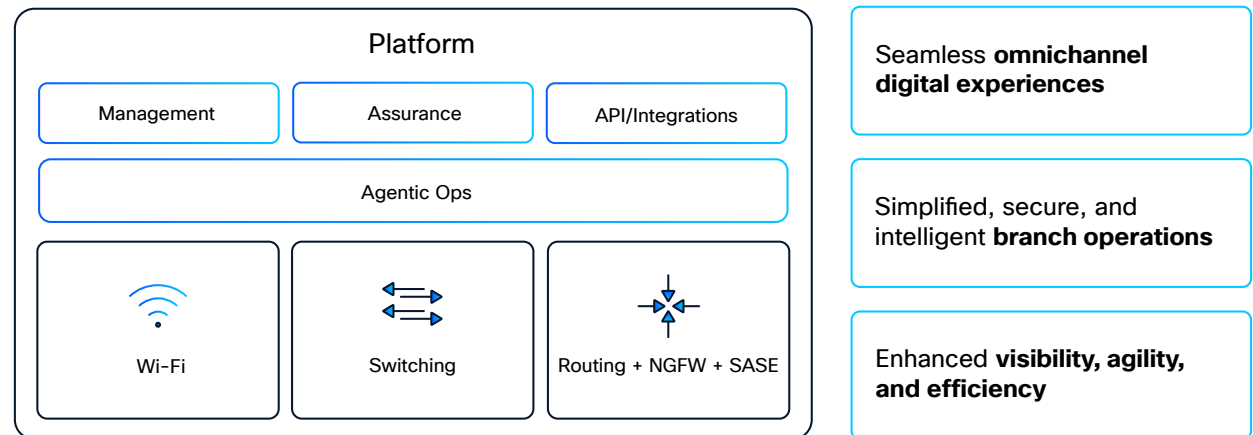


Figure 1. Cisco Unified Branch: Empowering modern retail with faster rollouts, simpler management, and consistent security

What it does

Cisco Unified Branch for Retail streamlines your infrastructure, enabling you to move beyond legacy limitations.

It allows you to:

- **Enhance network-level security intelligence:** Gain deep visibility by correlating security posture, compliance, and alerts with operational impact, providing actionable insights and next-best steps to safeguard store uptime and protect critical systems.
- **Simplify deployments and reduce risk** using Cisco Validated Designs (CVDs), which provide tested, prescriptive blueprints that require less expertise, help ensure reliable and secure branch setups, and standardize configurations.
- **Manage your entire Cisco technology stack from a unified, cloud-managed dashboard** that expands beyond Meraki-only environments to full-stack support.
- **Accelerate automation and scalability with the automation toolkit**, which uses CVDs to build AI-driven dashboard workflows and enables branch-as-code deployments through Terraform for fast, repeatable branch provisioning.

Unlike fragmented solutions, the Cisco Unified Branch provides a single dashboard to manage networking and security, making it easier for your IT team to scale and operate efficiently.

Learn more

Ready to transform your retail environment for the AI era?

Explore how Cisco Unified Branch can simplify your operations, secure your assets, and elevate your customer experience. Visit [Cisco Unified Branch solution page](#) to learn more.

