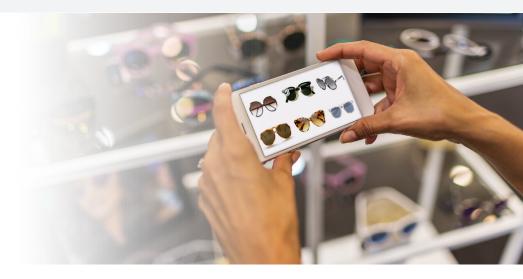# Reimagine Retail
Cisco Connected Retail Solutions

Benefits

- **Get there faster:** Reach your business goals quickly

- **Delight your customers** with efficient and personalized next-generation shopping experiences

- **Capture unique insights** from network and shopper analytics to improve operations and experiences

- **Improve the security** of business and customer information to protect your brand

Deliver the Connected Experiences That Shoppers Demand

The future of retail is increasingly mobile and personalized, and it takes advantage of digital technologies to provide an engaging, entertaining experience for customers. Digital puts customers in control and requires retailers to meet customers where they are—online, in-store, or on mobile. At Cisco, digital is in our DNA, and we understand how retail is being disrupted. Our solutions are designed to help you unlock new opportunities, create differentiation, and build a platform for experimentation, innovation, and growth.

Harness the Power of Mobile
With **Cisco® Customer Mobile Experiences**, you can use your Wi-Fi network to automatically connect and engage with your customers through an app download or a captive portal to deliver relevant and convenient shopping experiences while gaining insights into their shopping behavior. It provides a platform for shoppers to look for product, location, and inventory information. The system also integrates with your customer relationship management (CRM) and loyalty systems to help build profiles so you personalize each shopping experience and maintain a long-lasting relationship with your customers.

Almost three-fourths (73%) of consumers prefer to do business with brands that personalize their shopping experiences.

Source: Retail Data: "100 Stats About Retail, eCommerce & Digital Marketing," 2015

Increase Associate Productivity

A recent survey uncovered that 65 percent of consumers have cut ties with a brand over a single poor customer service experience.[1] Having knowledgeable and empowered associates is crucial to providing the great customer service that today's shoppers expect. Use Cisco Associate Productivity to deliver on-demand training to onboard associates faster. Empower them with the mobile tools and resources they need to assist customers wherever they are in their shopping journey. Even provide customers real-time access to your experts with click to chat and click to video capabilities to help close high-value sales.

Support Unified Retail In-Store

A recent Retail Systems Research[2] study found that 60 percent of retailers believe their technology infrastructure is a barrier to moving forward. The **Cisco Unified Retail Platform** meets this challenge head-on. It consolidates your critical store systems into a single, flexible platform and delivers a foundation for innovative shopping experiences and business growth. Its modular approach will grow with your business so you can enable new services, open new stores and add new functionality quickly.

"With Cisco's new platform for innovation, IT will be able to meet any need of the business, flexibly and easily."

– VP of IT, Global Apparel Retailer

Protect Your Brand

As threats and risks persist, security is necessary for providing business continuity, protecting customer information, and maintaining your brand reputation. And no other company understands network security like Cisco. You can count on our market leadership to provide the end-to-end security solution necessary for a digital business: one highly secure platform for customers, associates, stores, online, distribution, and back office. Our retail solutions are designed around proven architectures and components to help ensure both PCI compliance and data protection.

Next Steps

Cisco's Connected Retail solutions allow you to harness the power of the network to understand your customers better, provide differentiated experiences, deliver unified commerce, and empower your associates to serve customers better—all on a single, highly secure platform.

Let our retail experts guide you in creating and implementing a roadmap for your digital transformation.

For additional information, contact your local sales representation or visit www.cisco.com/go/retail.

[1] Retail Data: "100 Stats About Retail, eCommerce & Digital Marketing," 2015

[2] "Retail Systems Research" 2015