



Global Retail Newsletter

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Keep Your Finger on the Pulse!

Thank you for reading the Cisco Retail Newsletter. In each issue we provide news and analysis of business and technology issues facing retail industry leaders. This newsletter is published quarterly and available for download. Please visit www.cisco.com/go/retail for the latest issue and more news about Cisco in the retail industry

Retail and Social Media

Fourth Annual Cisco IBSG E-Commerce Survey (July 2009) found major retail trends in social networking, mobile commerce and the introduction of 'clicks' into 'bricks'.

The last year has been tough for most retailers. However, those customers that master the alternate channels of e-commerce, m-commerce and the upcoming 'sofa' commerce are better able to moderate the ups and downs of traditional retail. The Fourth Annual E-Commerce Survey by Cisco Internet Business Solutions Group (IBSG) tested 65 websites across North America, Europe and Emerging Markets and found major retail trends in social networking and online within brick and mortar as well as continued growth in mobile. How can you use these trends to conduct thought-provoking conversations with your customers?

Fourth Annual Cisco IBSG E-Commerce Survey (PDF - 695 KB)
Social-Network-Driven Retail Transformation [View here >>](#)

PowerPoint of Survey also available. [View here >>](#)

IBSG Thought Leadership Catalog:
(Retail, Global, Presentation, July 2009) [View here >>](#)

Leveraging Social Networking Tools

Retailers are creating strong social networking presence to drive customer activities, including in-store promotions and openings. Who is doing it, and what's the right approach?

"Several retailers are cultivating a strong presence on social networks to communicate and engage with their customers. With its 820,900 followers, Whole Foods Market ranks number 36 overall in number of followers as of June 7,

according to Twitter tracker Twitterholic.” [Read more >>](#)

Retailers understand that Facebook’s 250 Million + members present a powerful and inexpensive alternative means for reaching their customers. Learn the “Six Strategies Retailers Are Using to Expand Their Facebook Networks”. [Read more >>](#)

Check out Cisco’s presence on social media:

Twitter: www.twitter.com/ciscoretail

YouTube: www.youtube.com/user/ciscoretail

Facebook: www.cisco.com/go/retailcommunity/

The Connected Shopper: Improving and Securing the Customer Experience

Faster Check-Outs and Credit Card Security

The desire to speed up the check-out experience is driving the industry to look for new solutions with existing technologies. Mobile payment systems are growing in popularity. [Read more >>](#)

In-Store Solutions for Improving the Shopping Experience

Cisco demonstrates the “Retail Customer Service Connection Solution”. With Cisco wired and wireless IP Phones and Unified Communications, employees can cover multiple departments and quickly address both incoming calls and live personal assistance needs. [Watch video >>](#)

Spotlight: Top and Bottom Line Impact of IT

“Retail winners’ ... share some defining characteristics in regard to how the “business” works with IT (or, is it vice versa?). The best-performing retailers foster collaboration among line-of-business, IT, and C-level stakeholders. [Read more >>](#)

A new study, “IT and Business Alignment in Retail Benchmark Study 2009”, explores the challenges retailers face in overcoming their legacy of homegrown, outdated application portfolios and shifting to drive real business value. The study finds most retailers have abandoned the practice of internally developing their systems. Retail Winners especially, have moved more aggressively towards commercially available solutions. (Free registration required) [Read more >>](#)

How IT can help reduce a retailer’s energy management costs. A Cisco technologist suggests that savings of 20-30% is reasonable. [Read more >>](#)

Automotive Retailer Increases Efficiency (PDF - 90 KB)

Unified Communications reduces cost of telecom and improves employee productivity. [Read more >>](#)

Hungarian Retailer Manages Growth (PDF - 97 KB)

Rossmann drugstore chain supports business expansion and controls costs with secure Cisco wired and wireless network. [Read more >>](#)

Engaging the Retail Customer

Money Magazine reports from the Retail Asia Expo, July 2009, on how Retailers can leverage technologies, such as Cisco TelePresence™ solutions, to attract and keep customers in the store, longer. It is currently estimated that the average customer spends a mere 7 minutes in a store per visit. [Watch video >>](#)

Integrating Mobile Devices into the Retail Environment

Potential customers are using their mobile phones for more than just phone calls and messaging these days. Learn how many retailers are starting to leverage mobile technologies to create loyalty programs, offer e-coupons and replace PCI payments.

“...Many shoppers do already use mobile technology as part of their shopping, and the sooner retailers begin looking for ways to incorporate this medium into their broader marketing communication plans, the sooner they will begin capturing those shoppers and reaping the benefits.” [Read more >>](#)

[K-VA-T](#), [Lowe's Food](#) and [A&P](#) all roll out clip-less coupons, directly to customers' mobile devices.

Retail and Technology: Use Cases

Cisco Retail Store Workforce Management Solution with partner Kronos

Increasing employee productivity via the incorporation of workforce management applications directly into the wired and wireless IP Phones. [Watch video >>](#)

Cisco Retail Store Workforce Management Solution with partner Infor

Increasing employee productivity via the incorporation of workforce management directly into the wired and wireless IP Phones. [Watch video >>](#)

Cisco Retail Store Floor Task Management Solution with Reflexis

Optimizing employee performance via real-time notification of actionable tasks via Cisco IP Phones directly on the retail floor. [Watch video >>](#)

Upcoming Retail Events

[KronosWorks 2009](#)

2009 November 8-11, Las Vegas, NV
Cisco is exhibiting and attending

[National Retail Federation Annual Conference](#)

2010, January 10-13, 2010, New York, NY
Cisco is exhibiting