



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

Spotlight: Digital Signage and Virtual Experts

Cisco Digital Signage Virtual Seminar: Seizing Today's Opportunities – Solutions and Strategies that Ring Up Results

Participate in this virtual seminar and learn how to deliver compelling content that creates better experiences for your customers. Featuring guest speakers from Kroma Makeup, Industry Weapon, and more. [Attend event >>](#)

To learn more about Cisco's offerings around Digital Signage, our unique solutions for retail, customer case studies, our services and more. [Visit here>>](#)

Connecting Customers with Expert Assistance

Consumers today have better access to product information, whether through Internet research, mobile applications used in-store for product comparisons, or social networking recommendations. To better equip both your staff and customers with the right information at the right time, Cisco developed the Retail Virtual Expert Management solution. [Learn more>>](#)

Digital Signage Leading the Next Wave of Retail Customer Engagement

Digital Signage is moving customers from "Self-Service" to "Assisted Service" and improving their retail experience in the process. [Read more >>](#)

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The Intelligent Retailer: Economy and Retail Signals Still Mixed; New Technology Tools

Consumer Confidence is Up, But Spending Slow to Follow

After a positive early spring, the jury is still out on how fast the economic recovery will gain momentum. Recent reports show consumer confidence rising, but retail sales still taking a hit. [Read more>>](#)

Fashion Designer Goes Virtual for Design and Collaboration

Learn how Tommy Hilfiger is using TelePresence and collaboration tools to bring designers, models, manufacturers and advisers, from all over the globe, into the fitting room, allowing them to introduce fashion to the market faster.

[Read more >>](#)

New Tech Tools let Restaurants Know if Potential Business is Around the Corner

This Wall Street Journal article discusses some of the new mobile technologies restaurant franchises are utilizing to build business in the recovering economy.

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Retail and Technology: Customer Examples

Retail Chain Giant

This large retailer upgraded their network infrastructure to add cost-efficient features, improve voice and data communications, and improve storage reliability. A retooled, end-to-end Cisco Retail Connected Solution supports advanced, data, voice, video, and mobile capabilities. [View video>>](#)

Office Supply Store Chain

This global office supply retailer implemented a Cisco Lean Retail Solution to centralize data and reduce their IT footprint. Plus they added VoIP and Unified Communications, and upgraded their outdated wireless infrastructure. They also successfully piloted digital media and application acceleration. [View video>>](#)

Warehouse Club Chain

By deploying the Cisco PCI Solution for Retail with Cisco Integrated Services Routers (ISRs), this retailer has saved management time, reduced costs, and is prepared for future business functionality, including more-personalized member services and enhanced employee productivity. [View video >>](#)

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Upcoming Cisco Retail Events

[Academy of Digital Signage Classes](#)

Cisco's innovative education initiative that teaches media professionals how to create and optimize content for digital signage

Check registration page for a date and location near you

[Retail Asia Expo](#)

2010, June 22-24, Hong Kong, China

Cisco is exhibiting and attending

[Cisco Live!](#)

2010, June 27- July 1, Las Vegas, NV

[Virtual Seminar: Connecting Colleagues, Producing Profits: How Visual Communications Enhance Retail Results](#)

Learn how new visual communication tools are helping retailers to strengthen collaboration, improve productivity, and enable borderless innovation through multimedia connections.

2010, July 21 (10:00 am PT)

[NRF Tech Leadership Summit](#)

2010, August 15- August 17, Half Moon Bay Ritz Carlton, Half Moon Bay, CA

Cisco is sponsoring a session featuring speakers Tim Theriault, Senior Vice President and CIO, Walgreens and Sheila Jordan, Vice President, Communication and Collaboration IT, Cisco Systems

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



LinkedIn: <http://www.linkedin.com/groups?gid=2391291>

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