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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 for the latest issue and more news about Cisco in the retail industry.

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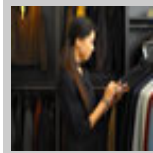
Cisco Spotlight: Lean Retail Architecture
Learn more about Cisco's innovative solutions in retail



At this year's NRF "Big Show," Cisco introduced new solutions for retailers to help them reduce IT complexity in the store and further enhance data security. Cisco's new Lean Retail Architecture allows stores to save on operating and capital expenses by reducing IT complexity in the store environment through data center consolidation. It also enables business agility that extends beyond the rollout of new applications and upgrades. It includes integrated security, mobility, and voice capabilities that improve the customer experience, enable innovation, and help draw more customers. [View the Lean Retail Architecture demo.](#)

Another hot topic at NRF was data security and the Payment Card Industry (PCI) standards issued by major credit card providers. With PCI deadlines past and approaching, PCI solutions are a major issue for retailers. Centralizing and securely transmitting customer and store data is another benefit of a Lean Retail Architecture. Additionally, the strategic alliance between RSA and Cisco announced at NRF demonstrates Cisco's commitment to data security in the retail environment. [Learn more about Cisco's PCI solutions.](#)

Retail Industry Technology News
Updates, reports and articles on interesting uses of technology in retail from leading news publications



Traditional retailers are deploying innovative technology and new policies to take advantage of more tech-savvy customers. This article from Business Week discusses how retailers such as Nordstrom and Best Buy are embracing multi-channel retailing and how it is changing their store operations. [Read the story.](#)

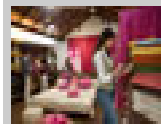
PCI compliance is the top priority for retailers this year, according to the new "Store Systems Study 2008" by RIS News. After last year's highly reported breach at TJX to the more recent loss of up to 650,000 customer files on a backup tape at GE Money, which handles credit card operations for JC Penney and many other retailers, it is obvious why retail CIOs are concerned. [Download the study.](#)

Hot Topic: Beyond PCI Compliance
Perspectives on current industry issues



Data security threats, new regulations, and increasingly sophisticated criminals are heightening dangers to retailers globally. The Cisco and SAP partnership demonstrates how comprehensive data security support will benefit retailers beyond compliance. In a recent whitepaper, Cisco and SAP outline key principles and best practices that retailers should adhere to, and presents a set of recommendations on ways to combine network-level and application-level security in a coherent, trustworthy fashion. [Download the whitepaper.](#)

Customer Focus: Cabela's
Highlighting Cisco customer success stories



Cabela's, the world's largest direct marketer and specialty retailer of hunting, fishing, camping and related outdoor merchandise, is utilizing Cisco's Lean Retail Architecture and PCI solution to operate more efficiently and protect customer data. The benefits from the Lean Retail Architecture alone are expected to produce efficiency gains of 30 percent and as much as 70 percent greater data storage efficiency through server and storage virtualization. [Read the story.](#)

Please visit <http://www.cisco.com/web/strategy/retail/> for more information on how Cisco is helping the global retail industry.