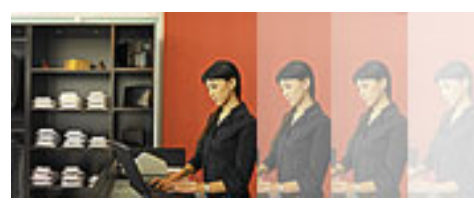


What's New



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

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Industry Issue: Data Security

Perspectives on current industry issues

Consumer data security, particularly within the retail sector, remains a contentious issue as merchants and card issuers grapple with security breaches. While the PCI security standards originated in late 2004, it is in 2008 that the majority of retailers will become proactive in their customer-data security initiatives. That is the conclusion of the Cisco-sponsored 2008 Benchmark Whitepaper "Customer Data Security: PCI and Beyond" by Retail Systems Research. You can access the [full report here](#).

Furthering the strategic alliance on offering holistic data security, Cisco and RSA (the Security Division of EMC) are collaborating on data loss prevention, data center security, data encryption, and key management. To address the June 2008 PCI application firewall requirements, Cisco's Lean Retail solution that incorporates five RSA PCI solutions will be enhanced with the release of the Cisco Application Control Engine (ACE) Web Application Firewall. [Read more](#).

To learn more about Cisco's PCI compliance solutions for retailers, [visit here](#).

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Retail Technology News

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

A day does not go by without the media highlighting how the global economy and the consumer-spending outlook is causing ripples throughout the retail industry. In light of disappointing returns, or at worst, bankruptcies, some retailers are bucking the trend. U. K. retailer Tesco recently reported double-digit earnings growth and indicated it has had a strong start in this current year. Tesco says technology is a key growth mechanism for the retailer. [Read more](#).

Other retailers are utilizing innovative technologies to gain efficiencies and retain existing customers. The following article highlights how a grocer is utilizing kiosks to service their deli customers. For this grocer, technology provides the platform to enhance customer satisfaction and gain efficiencies in deli operations. [Read more](#).

Cisco has developed the Lean Retail Architecture to help retailers implement new innovative technologies, like those mentioned above, more quickly and efficiently. Also, the Lean Retail Architecture enables retailers to have a consistent, lower cost computing environment in the stores and to have the secure network needed for both PCI compliance and the upcoming LEED (green building) compliance initiatives. [Read more](#).

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Hot Topic: Mobile Shopping Services

New technology solutions and services

Merchants, service providers, and card issuers are utilizing mobile phones to enhance the shopping experience. This Business Week article discusses new and innovative developments in the mobile shopping and payments industry. [Read more](#).

Cisco's Talk About Retail Innovation provides our take on how mobile shopping services are increasing competition. [Read more](#).

Cisco is focusing on mobility with a number of retail solutions. An interesting use of mobility solutions is highlighted in the case study video "Context-Aware Mobile Networks Find Customers," which describes numerous mobile services provided by Cisco and partner Appear Networks in Europe. [Learn more](#).

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Bonus Feature: Cisco TelePresence Featured on CSI: New York

A recent episode of *CSI: New York* featured Cisco TelePresence, a high-definition video technology with life-size images that creates an immersive face-to-face meeting experience, to collaborate with other law enforcement agencies around the country. Advanced technologies, such as TelePresence, are being adopted by various industries to enhance collaboration, reduce travel costs, and accelerate time-to-market. [Read more](#).

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Upcoming Retail Events

Join Cisco at the following upcoming events

Virtual Seminar on Data Security - April 30th, 2008

Join Cisco PCI compliance experts to gain expert knowledge and insight in a live, interactive environment! [Register here](#).

Store 2008: Canada's Retail Conference - June 2-3, 2008 - Toronto, Canada

Join more than 1,000 retail executives, suppliers and vendors at STORE 2008 for a day of networking and learning. [Learn more and register here](#).

Retail TouchPoints: The 2008 Customer Engagement Conference - June 4, 2008 - Virtual Event

This online forum for marketing, operations and corporate strategy executives within retail will offer a cost-effective way to share new retail innovations. [Learn more and register here](#).

Cisco Live! June 22-26, 2008 - Orlando, Florida

The Cisco Live Conference in Orlando, Florida is this year's premiere event for IT and communications professionals. For 2008, your Cisco Live registration gives you access to three separate programs for one price including: Networkers, IT Insights, and Cisco Developer Services Programs. [Learn more and register here](#).

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