



Cisco Business Video Solutions

Visual Communications Increase Collaboration Effectiveness and Reduce Cost

Unlock Business Value with Immediacy and Impact

Executive Summary

Video is the fastest-growing traffic on the Internet and on business networks. It delivers communication immediacy and impact and helps retail teams collaborate efficiently. Whether you are delivering training or corporate policies to store associates, navigating multivendor supply negotiations, or freeing executives to meet with industry stakeholders – Cisco business video solutions, including Cisco TelePresence™ and Cisco WebEx™ solutions, make the task as easy as dialing the phone. These solutions enable you to:

- Create the right environment for collaboration
- Increase productivity across operations
- Accelerate time to market
- Help achieve sustainability goals

Overview

The Internet has become an integral component of many retailers' communications infrastructures. As the Internet evolves from a channel for basic email messages and static websites to becoming a medium for interactive media and video, it has the potential to unlock business value in new ways. People are increasingly accustomed to a rich visual experience, video content, and being able to communicate with immediacy and impact. According to the Cisco Visual Networking Index, video communications traffic will increase sevenfold from 2009 to 2014. The Index also predicts that by 2014, video traffic will exceed 91 percent of global consumer traffic.

Interactive media and video are also affecting businesses, especially when it comes to collaboration. The Cisco Visual Networking Index also found that business videoconferencing traffic is expected to grow almost three times as fast as overall business IP traffic, at a CAGR of 57 percent from 2009 to 2014; it is expected to grow ten-fold by 2014. Web-based video conferencing is the fastest growing sub-category, expected to grow 180-fold from 2009 to 2014. Over half of business videoconferencing traffic will travel over the Internet by 2014.

Complexity Necessitates Collaboration

A complex retail environment that includes global operations, interdependent workflows, and distributed or mobile employees demands more than simply emailing text documents. The fast pace of global markets makes it even more critical for teams to collaborate frequently, yet the time required and high travel costs make numerous in-person meetings around the world increasingly impractical.

For example, production managers for Tommy Hilfiger often traveled 15 days per month between Amsterdam, New York, and Hong Kong. Meetings between team members in all three cities would require multiple plane trips. Sending designs and samples between cities also took valuable days from the design cycle and halted productivity while team members waited for parcels to arrive.

Simple audio conferencing is convenient, but research suggests that people remember only 20 percent of what they hear while they remember 70 percent of what they hear and see. (2009 Maximum Advantage).

Video Has Evolved Significantly

Just as Internet and collaboration strategies have evolved, so have video and other visual communications technologies. Video is more powerful than voice-only or text-only interactions, and increasingly, it is regarded as essential when teams need to share more than just documents. Video enables teams to share experiences, a common mission, and a sense of camaraderie – all of which improves productivity and supports innovation.

Using video for collaboration has become as easy as making a telephone call or sending an email message. Cisco is transforming the ease with which you can deliver and manage high-quality video for:

- Improving communication efficiency, effectiveness, and convenience
- Bringing products to market and accelerating time to profit
- Increasing productivity in stores, throughout the supply chain, and for executives
- Encouraging consumer interaction
- Enhancing decision making
- Controlling travel and shipping costs
- Supporting sustainability efforts

Cisco Business Video Solutions for Retail

Today, retailers can choose from a wide range of visual communications environments – from fully immersive experiences to mobile virtual conferencing. Cisco's business video solutions, such as Cisco TelePresence and Cisco WebEx systems, offer the broadest portfolio of services and solutions.

Immersive Experiences for Face-to-Face Impact

Nothing takes the place of face-to-face meetings, and Cisco offers immersive video collaboration solutions that can make lifelike meetings as easy as making a phone call. Cisco TelePresence™ Systems 3010 and 3210, T1, and T3 solutions deliver meetings where it feels like everyone is present in the same room and the technology fades into the background. Cisco TelePresence solutions include all of the necessary elements – such as lighting, cameras, surfaces, and microphones – to make interaction as “in-person” as possible.

Designed for simplicity and ease of use, Cisco TelePresence solutions are ideal for deployment in headquarters and large regional hub locations. Well-appointed telepresence rooms are ideal for executive meetings, negotiations, orienting new employees, and global team conferencing.

Example: Managing Global Operations Challenges

Cisco TelePresence solutions are ideal for global strategy and planning, communications, and easing a merger or acquisition:

- Hold live stakeholder collaboration sessions to review results, share initiatives, and develop strategies.
- Implement collaborative review processes and bring together relevant global expertise to resolve issues.
- Improve effectiveness, increase efficiency, and reduce the time and cost associated with travel.



Cisco TelePresence System 3010



Cisco TelePresence System 3210

Multipurpose Solutions for Enhanced Productivity

Optimize collaboration cost-effectively with multipurpose Cisco TelePresence rooms that adapt to a wide range of conference rooms and environments. Users gain a similar in-person experience while you can tailor a system that fits your needs and space requirements. Cisco TelePresence System 1300 Series and Profile systems are designed to be highly flexible and appropriate for a wide range of uses.

Multipurpose solutions work well for regional and district offices and critical store, manufacturing, and distribution locations. Retailers find these systems to be essential for relationship building, product flow collaboration, consumer interaction, vendor and regional meetings, taking full advantage of scarce expertise, training sessions, employee and vendor reviews, and store operations collaboration.

Example: Product Flow Collaboration

Use Cisco solutions to streamline product flow from merchandise selection to pricing and promotions:

- Meet with key vendors to review new products, create assortments, and negotiate price.
- Work with buyers, vendors, and logistics teams to review market data and product flow.
- Collaborate with marketing agencies to create, review, and assess programs.

Example: Consumer Interaction

Using innovative solutions, such as Cisco Virtual Expert Management, you can use interactive video to encourage consumer interaction in stores and on the web, improving customer service and scaling expertise across store locations. Video is an ideal medium for:

- Providing access to product and service experts
- Creating social networking feedback mechanisms to gather consumer feedback
- Creating “open innovation” capabilities to drive consumer driven product innovation
- Implementing a collaborative design process to develop new products driven by consumer feedback
- Conducting consumer forums



Personal Solutions That Adapt to You

Choose a video collaboration solution that meets individuals' requirements. Personal Cisco TelePresence systems adapt to you. These compact, easy-to-use solutions deliver optimal video and audio quality directly to your desktop or home office. Cisco TelePresence System 1100 and 500 Series, EX90, E20, and Movi solutions, and Cisco Unified IP Phone 8900 Series offer an unmatched range of flexibility for collaboration in any location. For internal company meetings and ad hoc collaboration, Cisco offers the right solution.

Example: Store Operations Collaboration

Visual communications and conferencing can be available at a desktop for:

- Reviewing performance data, plans, and issues with regional management
- Sharing best practices from across a store or region
- Providing employee access to video demonstrations of new products, forums, and training



Cisco TelePresence System 500



EX90



E20



Movi



Cisco Unified IP Phone 8900 Series

Virtual Web Conferencing

You can also securely share business information with coworkers, partners, or customers inside or outside the firewall. The Cisco WebEx Collaboration Cloud delivers the technology that runs Cisco WebEx meeting applications. The Collaboration Cloud's built-in security and redundancy addresses architectural, cryptographic, and authentication requirements of web conferencing. Users connect through a browser with no need for additional setup or implementation. With WebEx® webcams, meeting participants can see each other while sharing documents and presentations. Mobile employees can connect with WebEx meetings over the phone or from a laptop anywhere.

Cisco WebEx Training Center provides a dynamic learning environment for store employees and customers through an online classroom. Promote products and services using Cisco WebEx Event Center to deliver webinars and interactive online events. You can also deliver customer support through the Cisco WebEx Support Center.

WebEx also integrates with Cisco Unified Communications solutions, including Cisco TelePresence solutions to extend visual communications cost-effectively across your organization.

Example: Mobile Collaboration

Enable on-the-go managers and employees to easily collaborate from wherever they are. Cisco WebEx solutions make it easy to share documents for:

- Collaborating on execution plans and metrics
- Holding stakeholder collaboration sessions to develop or share plans for buying, replenishment, promotion, marketing, and flow of product through distribution channels to stores
- Implementing a collaborative review process to respond to in-season changes, store issues, and product flow problems

Increased Productivity

Visual communications help increase associate productivity in stores, throughout the supply chain, and for executives. Training and corporate communications can be delivered immediately and cost-effectively to all store locations, helping employees improve their skills, understand new policies, and become proficient with new products or services. Executives can reclaim hours or days of travel with telepresence-based meetings and negotiations. Video collaboration with vendors and outside agencies also helps save time and eliminate travel. With a telepresence virtual fitting room solution, Tommy Hilfiger employees spend far less time traveling. Instead of engaging in hundreds of emails per day to discuss a head view or fit, teams in New York, Amsterdam, and Hong Kong can see a garment – even down to individual stitches and finish details.

Faster Time to Market

Video communications help increase supply chain efficiency by reducing the amount of time required to travel to meetings and enabling all stakeholders to share information and see product concepts or materials. Collaboration with creative agencies can occur more quickly and can easily show creative concepts to accelerate decision making. Decisions can be made in minutes or hours instead of weeks and days when everyone can see and experience the meeting simultaneously. By taking travel days out of the product development cycle, you can deliver new products to stores faster and more frequently to keep product selections fresh.

Scaling Expertise

With Cisco Business Video solutions, you can now deliver scarce expertise to multiple stores, using Cisco Virtual Expert Management. Product specialists, support teams, and other people with specialized knowledge can be centralized and accessible to multiple stores.

Support Sustainability Goals

Cisco Business Video solutions also help you support corporate sustainability goals by reducing travel.

Why Cisco?

Cisco has provided IP communications services and applications to over 100,000 customers and more than 85 percent of Fortune 500 companies. Today's organizations require the ability to effectively share information among globally dispersed offices and facilities. With Cisco Business Video solutions, the network becomes the platform for robust collaboration and continuous innovation.

Cisco Services

Cisco Services helps make networks, applications, and the people who use them work better together. The Cisco Lifecycle Services approach provides fixed-price planning, design, and optimization services to help increase business value and return on investment. We can address your implementation and deployment needs to maximize business uptime while supporting your solutions on an ongoing basis through technical and remote support options.

Cisco Partners

Cisco collaborates with a wide range of partners, providing solutions and strategic integration with products from global leaders. Our extensive ecosystem of partners provides a wide range of proven video, communications, and collaboration products and services to maximize the value of your Cisco solutions.

Cisco Capital

Cisco CapitalSM offers flexible financing options to help you obtain Cisco equipment and software at highly competitive rates. You can initiate a Cisco Business Video implementation without a large up-front investment and preserve cash without new debt. We can help you match your expenses to technology benefits and revenue, to deliver increased business flexibility. We also provide flexible migration and upgrade options while enabling you to avoid having to dispose of equipment.

Learn More Today

Cisco Business Video solutions connect your employees with relevant information and people exactly when they need them. Call your local Cisco account executive to learn how Cisco solutions can help you, or visit www.cisco.com/go/businessvideo.



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