



Global Retail Newsletter

Issue #11

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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

2010 National Retail Federation Convention

National Retail Federation 99th Annual Convention and Expo (January 2010)
According to www.stores.org, "overall attendance at the [2010 NRF Convention] matched the 2008 record of 18,500, and the number of retailers in attendance rose 20 percent from 2009."

As retailers are increasingly seeing light at the end of the proverbial tunnel, key industries leaders discussed high-level strategies and thoughts on how to stay ahead of the curve. [Read more >>](#)

Cisco at the 2010 NRF

Cisco was front-and-center at this year's show, featuring Cisco's Smart+Connected Retail solutions. These solutions target areas such as physical and PCI security, information and energy management, marketing and merchandising, and the total in-store experience. Watch videos from the show and retail solution demonstrations [here >>](#)

You can continue to track Cisco's Retail-related activities via the Social Media links below.

Twitter: www.twitter.com/ciscoretail

YouTube: www.youtube.com/user/ciscoretail

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

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

The Intelligent Retailer: Key trends driving increased productivity and efficiencies

Video Analytics

Counting store traffic isn't a new concept. What has been less common, however, is merging shopper traffic information with data like sales results to gain better insight into customers' purchasing habits. [Read more >>](#)

Energy Management

Energy prices can fluctuate significantly, eating into your profits if they are not controlled. Lowering energy use is based on the principle that you can only manage what you can measure.

Energy Management for Retail solutions take full advantage of the network to improve energy measurement and access. They help you lower energy use and maintenance costs, and they can help enable alternate energy options. They provide you with the tools to respond to energy demands efficiently and cost-effectively. [Learn more >>](#)

Digital Signage

A recent Nielsen study discusses how digital signage increases revenues at point of sale. Four out of five product brands experienced significant increases of up to 33 percent in additional sales through the use of DOOH (Digital Out-of-Home media.) [Read more >>](#)

Digital signage: The top 10 trends for 2010. [Part 1.](#) [Part 2.](#)

The next generation of electronic billboards — interactive displays fueled by customer movements — could enable chains to promote new category destinations in-store, deliver information that educates shoppers and, ultimately, drive sales. [Read more >>](#)

Spotlight: Industry White Papers

Video Analytics: Enabling Retailers and Casinos To Build Brand Loyalty, Increase Competitive Advantage, and Improve Customer Service

Learn how Video Analytics can positively impact the bottom line. [Read more >>](#)

Weathering the Storm: Preparing for the “New Normal” in Retail

This recession-based change in consumption, as long-lasting as it may be, is not the only market transition that will change the rules for North American retailers. [Read more >>](#)

The Future of Retail Touchpoints: Extending Your Reach in the Consumer Shopping Journey

More and more, new media touchpoints such as social networking, blogs, communities, video, and location-based services are becoming an integral part of the consumer shopping journey. [Read more >>](#)

Retail and Technology: Use Cases

Cisco Retail Case Study: Department Store Chain

A large department store chain upgrades legacy network equipment, gains flexible scalability for growth, and achieves PCI compliance with Cisco Connected Retail solution. [Watch video >>](#)

Cisco Retail Case Study: Supermarket Chain

This supermarket retailer turned to a Cisco Connected Retail solution as it grew. The chain consolidated to one distribution center and built an infrastructure that is highly available, efficient, secure, and scalable. Including mobility, Unified Communications and PCI Compliance. [Watch video >>](#)

Cisco Announces Interactive Digital Signage Pilot With Harrah's Operating Company

Harrah's focuses on innovation and offers a next-generation guest experience with Cisco. Read the press release [here >>](#)

Tesco Uses Collaboration Tools To Support Rapid International Growth

A success story on how Tesco used Cisco Collaboration solutions to achieve higher productivity, faster decision making, more scalable and effective training and knowledge sharing across long distances and different time zones. These same solutions enabled Tesco to gain faster time to market and reduced operating costs. [Read more >>](#)

Cisco Introduces the Store Operations Analytics with Scopix Solution

Retailers can now increase revenue and enhance the customer experience by utilizing existing video surveillance investments. [Learn more>>](#)

Upcoming Cisco Retail Events

[MURTEC Multi Unit Restaurant Technology Conference \(Partnering with Sagenet\)](#)
2010 March 10-12, Las Vegas, NV

[Edison Electric Key Account Workshop](#)
2010 March 21-24, Boston, MA
Cisco is exhibiting and attending

[Retail Digital Signage: Seizing Today's Opportunities Virtual Seminar](#)
2010, April 14
Cisco Web cast

[NACSTech \(Partner: Sagenet\)](#)
National Association of Convenience Stores
2010 May 5-7, New Orleans, LA

[Retail Asia Expo](#)
2010 June 22-24, Hong Kong