

# Fact sheet

## Transforming the Store Experience with Cisco® Retail Solutions



A key goal for today's retailer is to become a true Unified Commerce business. Crossing the boundaries of digital and physical retail environments, Retailers are seeking new ways to serve the customer while maximizing profitability and competitiveness.

### Introduction

Shoppers don't think in terms of channels.

They simply want to make a purchase by whatever means is most convenient to them. To do so, they may visit your website, visit your nearest outlet, check online reviews, or talk to friends on social media—or they may do all of the above. It is up to you to unite these channels into a single powerful customer experience, one that builds a long-lasting, trustful and personalized relationship with your shoppers.

Becoming an Unified Commerce retailer requires opening your stores, products and services to shoppers in an immersive, interactive environment that drives customer interaction across any point of access, at any time. It is not just about connecting existing systems—rather, it is a transformational way of looking at how you do business. To succeed, IT and the business must work together to enable the customer experience and brand promises for the organization as a whole.

Cisco Connected Retail solutions help you to achieve the omni-channel retail environment, allowing you to:

- Engage today's mobile, omni-channel consumer to build long-term connections
- Collaborate effectively with employees and store managers to improve productivity
- Gather and assess data to achieve accurate metrics on shopper behavior and operations
- Provide new options for delivery and returns that support how your customers want to shop

- Maintain security and PCI compliance to protect your shoppers
- Lower operating costs by reducing complexity and increasing efficiency

Cisco's solutions build on the power of the Internet of Everything (IoE)—the emerging combination of people, processes, data and devices that is enabling the next generation of interconnectivity. IoE provides a flexible, integrated approach to supporting the customers' journey as well as streamlining operations.

### Challenges facing today's retailer

Retailers face a number of critical challenges in our rapidly changing business environment. Retailers need to deliver the right information at the right time, in the right place, at the right point in the shopper's journey, whether online, through a mobile device or in the store. You also need to provide more ways for consumers to access information on their own, from the initial point of decision-making to checkout as well as after-purchase service and support.

At the same time, retailers need to reduce costs with a greater focus on operational effectiveness. Stores are being required to deliver faster service with lower overhead. This may be accomplished by reducing the complexity of the IT infrastructure, focusing on the maintenance of key SKU stock levels and fast checkout, and leveraging subject matter expertise to increase the value of in-store customer engagements while building basket.

### The omni-channel consumer

Research shows that omni-channel consumers generally spend two to four times more money than single-channel consumers, and typically collapse their spend down to a handful of key retailers. By engaging with this focused shopper population, retailers can create a lasting competitive advantage while increasing loyalty, traffic, sales and margin. However, this requires finding ways to connect intimately with shoppers at every level—spanning mobile devices, computers, brick-and-mortar stores, social media, TV, friends and family.

### Analyzing customer and store information

To support omni-channel strategies, stores are looking for new ways to gather metrics such as customer traffic, behavior, dwell times, social media behavior and other interactions. However, most are still learning how to track and analyze actionable customer and operations data. A powerful approach is to combine multiple data streams to find the right metrics without becoming completely overwhelmed by the sheer amount of information. The merged potential of these metrics makes data a powerful tool to drive efficiencies and support Unified Commerce strategies, also referred to as "Unified Analytics."

### Increasing productivity

By simplifying administrative processes and operational flows, stores can free associates to spend more time with customers, learn about products and improve sales capabilities to drive better service and increase productivity. Today's tech-savvy consumers have already done their

research before they enter the store, and may know even more about the product than the employee. Sales staff must be equipped with the technology that gives them access to the information to support the customer, such as inventory availability, delivery dates, alternative merchandise options, or video-based access to a subject matter expert. As well, especially for today's millennials, employee training needs to include video and other interactive features to be effective and retain top talent.

### **Assuring security and PCI compliance**

Security breaches at major retailers seem to be headlining the news all too regularly. Issues with stolen cardholder data, identity theft, and "sniffing" at the point of sale are all major concerns. Employee use of personal devices at work (bring your own device, or BYOD) presents its own set of security concerns, and requires a proven approach for managing access to the corporate network. Stores also need to assure physical security to prevent theft, enable today's alternative payment methods, minimize product loss, and protect customers and employees. To resolve all these issues, stores need to meet the challenges of the Payment Card Industry Data Security Standard (PCI DSS) compliance. To achieve true confidentiality for customer and transaction data, you need best practice protection measures and a security-conscious culture throughout the store.

### **Overly complex IT infrastructures**

Many retail organizations maintain separate voice, data and wireless networks that have developed over time to meet specific needs. Each network and system is usually managed individually, creating an increasingly complex IT infrastructure. As a result, today's need to support cross-channel functionality, including a dynamic mix of eCommerce, social media, wireless, video, and other applications, makes it difficult—and sometimes impossible—to cost-effectively implement new strategies and applications. The old approach—buy a piece of equipment and use it for 20 years—is now making retailers less competitive against other stores using technologies that are faster and more flexible.

### **Cisco solutions for Retail**

Cisco Connected Retail solutions help you meet all these challenges by using the strength of the network to provide a comprehensive, integrated set of services. They allow you to give your customers the information they need, let your employees access the network with their own devices, make more efficient use of scarce resources, and do it all in a network environment that is secure, robust, and able to expand to meet business need. Today's networks connect across channels to support the consumer, improve employee productivity, maintain security, and improve operational efficiency.

### **Transform the customer experience**

Cisco customer experience solutions are designed to create an interactive environment that provides information and services when and where customers want:

- **Enhancing customer service:** Instant call connection, efficient call routing, mobile voice, and customer contact centers help you provide immediate, consistent response. These solutions intelligently connect the call to the appropriate resource.

- **Providing immediate access to information or remote assistance:** Make it fast and easy for customers to find the answers to questions through the use of interactive kiosks and wireless services, or initiate a face-to-face conversation with a subject matter expert via videoconference.
- **Delivering personalized service:** Contact customers directly, using their mobile phones, to promote special offers, new merchandise or product comparisons. You can also solicit interactive customer feedback to assess satisfaction levels.
- **Reinforcing advertising or promotions:** Display promotional videos, tutorials and other visual information, using interactive features that encourage participation to enhance shopping experience.
- **Adding video to the network:** Support a range of video applications from live chats with remote personnel to in-store surveillance and theft prevention.

### **Gather and analyze customer data**

Cisco helps you gather and analyze data to reveal previously hidden patterns of behavior and new insights based on SoLoMo (social-local-mobile) business intelligence solutions. These provide a 360-degree understanding of operations and experience across a customer's brand touchpoints, including visibility into shopper insights (including path, activity, demographics, etc.), customer service improvements, on-shelf availability, and promotion effectiveness. Access to these metrics helps to enable improved traffic, upsell and conversion metrics, as well as reduced marketing costs with centralized management of multiple branch locations.

### **Optimize employee productivity**

Empowered employees can become highly productive, trusted advisors with access to Cisco productivity tools and information. You can:

- **Improve employees' product knowledge, sales skills, and responsiveness to customers:** Intelligent call routing, interactive displays and digital media create a communication framework for applications that help serve customers better.
- **Manage labor and tasks:** Retail Managers can continuously monitor store operations with visibility into daily task management and productivity measurement and employees clock in and receive task assignments right on the store floor.
- **Train and motivate employees:** Deliver employee training and communication materials over the Cisco network economically and with optimized application performance. As well, sales training and employee messages are more interactive and engaging when delivered using digital signage.

### **Secure customer data**

Securing customer data, especially in the wireless environment, is one of the most important goals for many retail organizations because breaches represent a devastating blow to a brand and its value.

Cisco offers:

- **PCI-compliant network architectures and a portfolio of products that can be customized for your specific store and application needs.**
- **The solution provides the Cisco architecture, validated designs and validated devices, services, and applications to protect customer points of sale and transaction data.**

- Cisco also works with a wide range of vendors who provide retail-specific solutions for antivirus, POS software, wireless POS, scan, audit, remediation services and best practices.

### **Lower operational costs**

Increasing the efficiency of the store and the data center can lead to substantial savings. This reduces the complexity of in-store technology and makes use of cloud services to streamline the overall infrastructure:

- **Implement new initiatives more quickly:** Centralized or cloud-based applications allow you to introduce new initiatives quickly, with the confidence that they will be launched on time and within budget. Stores also respond easily to consumer trends and competition, and refresh the customer experience more often to maintain shopper loyalty.
- **Simplify management:** Centralized software patches and upgrades eliminate the need to dispatch technicians to each store, reducing costs and mitigating risk.
- **Improve application performance and availability:** Data center-based applications can now be delivered to stores with network performance accelerated to LAN speeds, using WAN acceleration, load-balanced servers and virtualization techniques. Even during peak holiday or sale periods, customers can quickly obtain assistance, employees can immediately access information and transactions can flow unimpeded.
- **Reduce operational and capital costs:** By consolidating, virtualizing, and load balancing servers and storage in the data center, you reduce capital, maintenance, upgrade, and patching costs for hundreds of in-store applications and servers. This reduction is multiplied when you simultaneously eliminate the need to travel to each store to provide support services.
- **Gain management flexibility:** You choose which applications to centralize while still maintaining LAN performance.

### **The Cisco Retail solutions portfolio**

#### **Unified Retail Platform**

Streamline your store operation with Cisco Unified Retail Platform, which allows you to run your entire retail site from a single compute platform. Studies show that stores can save up to 50% to 80% with this proven technology, which supports mobility services; PCI compliance; point of sale (POS) back office services; and video, analytics, and content caching all on a single server. Store in a Box is especially designed to support branch locations, new store setups and temporary shopping environments, without expensive truck rolls and additional compute services cost. You grow topline revenue while evaluating new store concepts, capturing seasonal as well as transitional markets.

#### **Remote Expert and Mobile Advisor**

Cisco Remote Expert offers a superior, on-demand video collaboration experience, available as a Mobile Advisor, self-service kiosk or immersive experience. Shoppers browse without being limited to on-site product selections; and those looking for product advice can use real-time video capabilities to seamlessly connect to a company's expert for immediate assistance. The result is immediate access to highly relevant content and expertise that enhances the shopper's experience. Companies increase average basket/transaction size while maintaining

virtual teams of experts instead of hiring for each location, driving savings and employee productivity. Based on powerful Cisco video technologies, Remote Expert is highly scalable to speed deployment of apps and information.

#### **Digital Media Store Experience**

The Cisco Digital Media Store Experience is a comprehensive suite of signage technology and applications that help you increase sales, enhance customer experience, and facilitate learning. It is based on the Cisco Digital Media Suite (DMS), a flexible and comprehensive solution for digital signage and desktop video that makes it easy to create, manage, publish, and access high-quality digital media for compelling communications. You can use the Cisco Digital Signage solution to offer dynamic content such as promotional videos, advertising, training, and branding. As a result, your store can reduce operational costs, drive revenue growth, and improve personalized, omni-channel engagement.

#### **Consumer Mobile Connect**

Cisco Connected Mobile Experiences (CMX) personalizes the shopping journey for consumers, engaging shoppers with relevant mobile content offered in real time, based on in-store location. This powerful solution also captures location analytics to give visibility into shopper movements and behavior patterns. Your store can also provide ready access to Facebook over Wi-Fi, connecting users to the store and boosting brand recognition with social media check-ins. Cisco's CMX enabled apps also use Wi-Fi location to create a personalized loyalty experience with shopping history, zone-based advertisements, indoor navigation to products, and more.

#### **Cisco Smart Locker**

Cisco Smart Locker solutions allow your customers to pick up online orders in the store at their convenience, without taking store associates off the selling floor. Customers simply use a touchscreen to enter or scan an authorization code that automatically opens the right locker, without waiting in line. If your customer has a question or problem, they can also start a video call on the same screen for assistance. Cisco video technology creates a more engaging experience by integrating marketing, advertising, and cross- and up-sell to drive repeat orders and store visits. Customers are more satisfied with flexible pickup schedules, and overall foot traffic within the store is increased.

#### **Cisco PCI Solution for Retail**

The Cisco PCI Solution for Retail delivers a holistic approach for meeting the compliance requirements of the Payment Card Industry (PCI) standard. The solution provides the Cisco architecture, validated designs, and validated devices, services and applications to protect customer points of sale and transaction data. The Cisco PCI Solution for Retail creates a foundation for ongoing compliance while enhancing overall security and risk management.

#### **Store operations analytics**

By deploying a variety of sensors, cameras, and wireless access points within the physical store, retailers can tap valuable new sources of information which—when fused with operational, social, hyperlocal and mobile data by predictive analytics—reveal previously hidden patterns of behavior and new insights. You can optimize checkout service levels

without overstaffing, monitor out of stocks for better restock efficiency, track possible shoplifters in real time to minimize loss and assess supply chain performance. Based on the same powerful platform, your store can also promote products and provide service to mobile customers. As a result, you can drive conversion rates, improve customer loyalty, and increase average basket size.

### **Why Cisco?**

Cisco is a leader in working with retailers to accelerate business operations, reduce capital and operating expenses, and increase business agility. Based on the Cisco network, retailers deliver a superior consumer experience, optimize productively, invest in innovative delivery systems, enforce data and physical security and maintain a cost-effective technology infrastructure.

### **Cisco Consulting and Advanced Services**

Cisco Consulting and Advanced Services help make networks, applications, and the people who use them work better together. As well as strategic roadmaps and assessments, Cisco provides fixed-price planning, design, and optimization services to help increase business value and return on investment.

### **Learn more today**

Cisco Retail solutions can help you achieve your business goals while enabling new strategic business initiatives. Call your local Cisco account executive to learn how Cisco Retail solutions can help you.

### **Why Fujitsu?**

#### **Enabling the global enterprise**

Fujitsu provides a comprehensive portfolio of Retail solutions ranging from best-in-class hardware and software solutions, to retail managed services and analytics. We develop, deploy and support complete enterprise solutions and services to Retailers around the world, including hybrid IT cloud and platform solutions, high performance computing solutions, enterprise and mobility solutions and business application services. With more than 175,000 employees worldwide in over 80 countries speaking 29 languages, we can service your infrastructure in place, with a two-hour response, to cities throughout the world. Fujitsu can deliver unique value to global clients by helping them standardize global delivery, operations, and support. At the same time, we have the local presence and understanding to do business with clients who have regionally diverse languages and cultures. Fujitsu leverages best-of-breed infrastructure solutions to reduce risk, complexity, and cost.

# About Fujitsu America

Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies. For more information, please visit: <http://solutions.us.fujitsu.com/> and <http://twitter.com/fujitsuamerica>

## Fujitsu green policy innovation

Fujitsu Green Policy Innovation is our worldwide project for reducing burdens on the environment. Using our global know-how, we aim to resolve issues of environmental energy efficiency through IT. Please find further information at: [www.fujitsu.com/global/about/environment/](http://www.fujitsu.com/global/about/environment/)



## Disclaimer

Product description data represents Fujitsu design objectives and is provided for comparative purposes; actual results may vary based on a variety of factors. Specifications are subject to change without notice.

## Copyright

Fujitsu, the Fujitsu logo, and "shaping tomorrow with you" are trademarks or registered trademarks of Fujitsu Limited in the United States and other countries. Cisco is a trademark or registered trademark of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries. All other trademarks and product names are the property of their respective owners.

The statements provided herein are for informational purposes only and may be amended or altered by Fujitsu America, Inc. without notice or liability. Product description data represents Fujitsu design objectives and is provided for comparative purposes; actual results may vary based on a variety of factors. Specifications are subject to change without notice.

Copyright© 2016 Fujitsu America, Inc.  
All rights reserved.  
FPC65-7661-01 12/16.  
16.1130.1130

## Contact

FUJITSU AMERICA, INC.  
Address: 1250 East Arques Avenue Sunnyvale, CA 94085-3470, U.S.A.  
Telephone: 800 831 3183 or 408 746 6000  
Website: <http://solutions.us.fujitsu.com>  
Contact Form: <http://solutions.us.fujitsu.com/contact>

Have a question? Email us at: [AskFujitsu@us.fujitsu.com](mailto:AskFujitsu@us.fujitsu.com)