



# Global Retail Newsletter

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## Keep Your Finger on the Pulse!

Thank you for reading the quarterly Cisco Retail Newsletter. Each issue provides news and analysis about the many business and technology issues faced by leaders in the retail industry. For the latest issue and more news about Cisco in retail, please visit [www.cisco.com/go/retail](http://www.cisco.com/go/retail) for the latest issue and more news about Cisco in the retail industry.

## Spotlight: The Power of Video in Retail

### **Partnering with Fashion Designer Simon Spurr, Cisco Demonstrates the Relevance of Video and Collaboration Technology**

Digital signs, pop-up store, video, and WebEx were part of a unique integrated marketing program with Cisco, designer Simon Spurr, and Saks 5th Avenue. Watch this mini-documentary and follow Spurr as he uses six Cisco technologies to prepare for his runway show at New York Fashion Week. [View video here >>](#)

View Spurr's online meet-and-greet WebEx, as he reached out to fans and fashion bloggers in the lead-up to Fashion Week. [View now >>](#)

### **Video Intelligence Virtual Seminar**

See how in-store video intelligence increases employee productivity, enhances customer experiences, helps you deliver on KPIs, and lets you meet goals for performance and profitability. [View now >>](#)

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## The Intelligent Retailer: Key Trends Driving Increased Productivity and Efficiencies

### **Retail Sales Looking Brighter**

October retail sales are showing signs of recovery, begging the question "Will it last?" Consumers are still spending carefully, but moving out from basics toward more fashionable clothing and extras -- a good sign according to analysts. [Read more >>](#)

### **The Day May Come When Suppliers Pay for Digital Signs at Retailers**

An innovative vodka brand is using programmable signage on packaging to launch its new line. Will this be the new wave in digital signage? [Read more >>](#)

### **Affluent Consumers Pave the Way for Retail Recovery**

Affluent consumers are bullish on the economic recovery. More than one-third believe their spending has already returned to pre-recession spending levels. [Read more >>](#)

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## 2011 National Retail Federation Convention

**National Retail Federation 100<sup>th</sup> Annual Convention and Expo** (January 2011)  
Join us for the 100<sup>th</sup> anniversary, where we'll show you Cisco solutions that are as exciting as the event itself. *This anniversary event promises to bring together more retailers, technology, and innovation than ever before.* [Read more >>](#)

### **Cisco Coming to 2011 NRF**

At this year's show, Cisco will feature video solutions that drive merchant operations, improve customer service, and increase profits. These solutions target areas such as inventory control, security, marketing and merchandising, loss reduction, and the total customer experience. [More info >>](#)

You can continue to track Cisco's retail-related activities via the social media links below.

Twitter: [www.twitter.com/ciscoretail](http://www.twitter.com/ciscoretail)

YouTube: [www.youtube.com/user/ciscoretail](http://www.youtube.com/user/ciscoretail)

Facebook: [www.cisco.com/go/retailcommunity/](http://www.cisco.com/go/retailcommunity/)

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

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## Retail and Technology: Use Cases

### **Spartan Stores Implements Innovative Video Surveillance Solution**

To meet PCI Compliance requirements, improve loss prevention, and augment in-store physical security, this large retailer deployed Cisco Video Surveillance across all of its stores. [Read more >>](#)

### **Furniture Retailer Deploys Video to Meet Cross-functional Needs**

Cisco helped this leading furniture retailer leverage cross-functional teams to deploy Cisco Digital Signage and Show and Share in all of their stores. [View video >>](#)

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## Upcoming Cisco Retail Events

### **KronosWorks 2011**

MGM Grand Las Vegas  
(November 7-10, 2010)  
*Cisco is exhibiting and attending*

### **NRF 100<sup>th</sup> Annual Convention & Expo**

New York, New York  
(January 9 – 12, 2011)  
*Cisco is exhibiting and attending*

### **InfoComm Asia 2010**

Hong Kong Convention & Exhibition Centre  
(Wednesday, November 17-19, 2010)

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