



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

Doing More with Less.

Look for our upcoming Whitepaper: Lean Retail – how moving IT from the store to the Data Center saves your business money. [Read More>>](#)

Cisco and Payment Card Industry Security Standards

PCI Solution for Retail 2.0: Addressing Compliance and Security Best Practices

The PCI DSS applies to all businesses, public and private, in any industry that processes, transmits, or stores credit card transactions and cardholder information. PCI DSS Version 2.0 includes clarifications designed to make it easier for merchants to implement, enforce and support for all business sizes.

[Read more >>](#)

[Download whitepaper>>](#)

The Art of Compliance Online Art Show

Inspired by PCI security standards, Cisco commissioned artists to visualize the challenges and bring this to life. [View exhibit >>](#)

Simplify PCI Compliance: A Holistic Approach to Meeting the 2.0 Mandate

Listen to the replay of this 90-minute webcast to see how you can become PCI 2.0 compliant now. Industry experts discuss the state of the industry and compliance; Cisco previews the new PCI DSS 2.0 solution. [Webcast >>](#)

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The Intelligent Retailer: Securing Your Customer Engagement

Visa Top 10 Best Practices for Payment Security

The following best practices should be reviewed by acquirers, merchants and agents to ensure that their payment application vendors, integrators and resellers mitigate security issues leading to data compromises. [Read more>>](#)

Mobile Payments 101: Retail

Retailers must begin to determine what role mobile payments will play in their business. This special report from Mobile Payments Today helps begin to sort out these payment methods with a complete overview and benefits analysis of each.

[Read report>>](#)

E-Com's Killer Advantage, and What It Means for the Store

Finding answers from Ecommerce on how the physical retail environment can create and deliver sustainable, differentiating *value*. [Read blog>>](#)

Recent Verizon Business Study Reports Data Loss Down, Attacks Up

According to the "Verizon 2011 Data Breach Investigations Report," data loss through cyber attacks decreased sharply in 2010, but the total number of breaches was higher than ever. These findings continue to demonstrate that businesses and consumers must remain vigilant in implementing and maintaining security practices. [View report>>](#)

Expansion of Cisco Social Media on our new Retail Blog

Rising consumer expectations are profoundly impacting retailer's strategies in all aspects of operations. Visit our blog, where we explore the impact of technology and participate in online discussions on how retailers can address these trends.

[View our Blog >>](#)

[View Flickr>>](#)

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Spotlight: Security and Cisco

Cisco PCI Solution for Retail Design and Implementation Guide for DSS 1.2

The Design Guide for PCI DSS 2.0 is currently in development with planned release in July, 2011. Check [here](#) for the latest update.

Changing Opinions on PCI DSS

Learn what 500 IT decision makers think about PCI compliance in our research white paper. [Download whitepaper>>](#)

Payment Security Solutions for the Long Term

Safeguard vital data and mitigate risk through Cisco's end-to-end security solutions designed to help you address PCI requirements by focusing on secure credit card processing and data management. [Read more and view video>>](#)

You can continue to track Cisco's Retail-related activities via Social Media:

[Cisco Retail Facebook](#)

[Cisco Retail on YouTube](#)

[Cisco Retail on Twitter](#)

[Cisco Retail on LinkedIn](#)

[Cisco Retail Blog](#)

[Cisco Retail Flickr](#)

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Customer Successes

Department Store Chain Upgrades Network and Addresses PCI Requirements

Learn how a major U.S. department store chain with 340 stores across 27 states utilized the Cisco PCI solution to meet PCI DSS requirements and upgrade their legacy network. [View video>>](#)

Large Retailer Implements Innovative Video Surveillance Solution

To help 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. [View video>>](#)

Electronics Retailer Adds PCI Compliant Security

Electronics Store chain moved from a collapsed core to a three tier architecture for improved efficiency and security. [Read more>>](#)

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Upcoming Cisco Retail Events

[Control Costs and Innovate: Lean Retail in the Store, Data Center, and Cloud Webcast, July 14, 2011, at 10:00 a.m. Pacific Time](#)

[Cisco Live!](#)

Las Vegas, NV July 10-14

Cisco is exhibiting and attending

[PCI Council North America Community Meeting](#)

Scottsdale, Arizona Sept 20-22

Cisco is an exhibitor at this event

[NRF ARTS User Conference](#)

Orlando, Florida September 25-27

Cisco is a sponsor of this event

[PCI SSC European Community Meeting](#)

London, United Kingdom October 17-19

Cisco is an exhibitor at this event

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