



# Global Retail Newsletter

Issue #14

[2011 NRF Recap >](#)

[The Intelligent Retailer >](#)

[Spotlight: Social Media in Retail >](#)

[Retail and Technology: PCI >](#)

[Upcoming Cisco Retail Events >](#)

## 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.

## 2011 NRF Recap

### **100<sup>th</sup> National Retail Federation "Big Show" Sets Record**

Record turnout at the Big Show! Though caution abounds, retailers found great reasons to be optimistic for the new year. [Read more >>](#)

### **Cisco @ 2011 NRF**

Cisco's Connected Retail solutions presented at the show broke new ground in helping retailers transform the customer experience. This included new PCI, Cius business tablet, digital signage solutions and much more. [View demonstrations here >>](#)

### **Just Released Study: "My Shopping, My Way Study: Are You Ready for the Tech-Shaped Consumer?"**

Cisco researched shoppers from the United States and United Kingdom to discover how they are using technology to help them buy, and to determine their interest in technology-enabled in-store experiences. Research reveals two critical customer segments and their buying behavior. We have provided the following resources from the study.

[Read the Cisco IBSG Point of View >>](#)

[View US survey results >>](#)

[View UK survey results >>](#)

[View video on survey >>](#)

[Top >>](#)

## The Intelligent Retailer: 2010 Holiday Season, How We Survived (and Thrived)

### **Retailers had their best holiday since 2004**

Even though consumers spent most of 2010 on the sidelines, retailers found a way to tap into pent-up demand when it counted the most. [Read more >>](#)

### **2010 US Christmas Holiday Shopping Statistics, Results, and Numbers**

Complete Christmas Holiday Shopping Data and Year-Over-Year Comparisons [Read more >>](#)

### **Retailers Say Store Expansion High On Agenda**

Signaling an overall consensus that the worst is behind, in a survey by KPMG, retailers indicate that in 2011 they will be intent on actively growing their businesses and improving customer insight capabilities. [Read more >>](#)

### **Roadmap to Recovery in 2011**

The recovery is taking hold, but there is mixed evidence as to where and how quickly. Four retailers and an economist look to the future. [Read more >>](#)

### **2011 – The Year of Retail Redesign**

A fundamental shift in how retailers create value is underway. Those that consciously focus on their business design will be the winners. [Read more >>](#)

[Top >>](#)

## Spotlight: Social Media in Retail

### **Collaborative Consumption Driven by Social Media**

At TEDxSydney, Rachel Botsman says we're "wired to share" -- and shows how websites like Zipcar and Swaptree are changing the rules of human behavior. [View video >>](#)

### **Branding in the Digital Age**

In this Harvard Business Review article, learn how customer touch points have changed in both number and nature, requiring a major adjustment to realign marketers' strategy and budgets with where consumers are actually spending their time. [Read more >>](#)

### **Mall-based Social Media Catching On**

A recent report by Alexander Babbage shows that social media tools and networks are making it easier for shopping centers to relay information, interact with customers and generally stay connected. The findings of this report are in the article from Chain Store Age. [Read more >>](#)

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](#)

[Top >>](#)

## Retail and Technology

### **Countdown to PCI Compliance: Prepare for Changes with Version 2.0**

With the deadline now less than 12 months away, call centers are finding challenges, especially around voice recordings. [Read more >>](#)

Read more about how Cisco solutions are mitigating PCI 2.0 risk [here >>](#)

[Download Cisco POV Whitepaper on PCI >>](#)

[Top >>](#)

## Upcoming Cisco Retail Events

[Academy of Digital Signage Classes](#)

**Cisco's innovative education initiative that teaches media professionals how to create and optimize content for digital signage**  
*View for a date and location near you*

[Digital Signage Expo](#)

**Las Vegas, NV, February 22 - 25**

*Cisco is exhibiting and attending*

[Top >>](#)