



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

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Come visit Cisco at the following retail events.

[FS|TEC 2007](#)

[NRF "Big Show" 2008](#)

Cisco Spotlight: Unified Communications

Learn more about Cisco's innovative solutions in retail



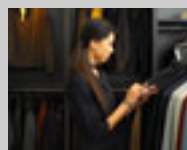
Cisco recently launched a number of new retail solutions focused on improving store communications and enhancing the customer experience. Working with key partners, the new Cisco Unified Communications (UC) solutions focus on streamlining the information flow, so that customers and employees have the information they need, when they need it most.

Cisco's UC Customer Care solution brings the value and convenience of Web-based information to the in-store customer's fingertip. Utilizing Cisco IP Phones, customers can access merchandise information, locate associates for assistance, and even connect with other stores that have the product in stock. [View solution demonstration.](#)

For the store employee, Cisco's UC Employee Dashboard solution focuses on improving employee productivity and facilitating inter-store communications, again utilizing Cisco IP phones. [View solution demonstration on cisco.com.](#)

Retail Industry Technology News

Updates, reports and articles on interesting uses of technology in retail from leading news publications



Quick service restaurants are utilizing the Web and mobile phones to allow customers to order anyway, anywhere they want. These restaurants are seeing increased usage of the new technologies for ordering and reaping the benefits of higher per order sales, while customers are enjoying better service. [Read the full story.](#)

Retail stores that wish to capitalize on new store applications that make them more efficient and increase revenues are challenged with a lack of space for network equipment and the need for on-site support staff. Managed service offerings enable retailers to deliver advanced services that are often lacking in their store locations. [Read the full story.](#)

Global Focus: India

Cisco highlights regional and country trends in retail



At this year's NRF show, Cisco gathered global retail executives to discuss emerging trends, opportunities and longer-term prospects in the exploding India retail market. Participants include Kishore Biyani, CEO and Managing Director of Pantaloon Retail (India) Limited; Nikki Baird, Principal Analyst of Forrester Research and Jon Stine, Director of Cisco Retail. [View video on cisco.com.](#)

Hot Topic: The Value of Securing Wireless Technologies

Points of view from Cisco retail industry leaders



In a whitepaper co-sponsored by Cisco, Retail Systems Research examines retailers' best practices in the use of store-level wireless solutions. In order to secure data transmitted wirelessly, today's retailer has a host of solutions from which to choose. But what are the shared experiences that retailers on the cutting edge can share with their fellow retail colleagues? What are the best practices to ensure that wireless applications can be leveraged to their maximum potential while minimizing risk and ensuring PCI compliance? [Download the report.](#)

Please visit <http://www.cisco.com/web/strategy/retail/> for more information on how Cisco is helping the global retail industry.

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