



**Keep your finger on the pulse.**

Read the Retail e-newsletter for news and analysis of the retail community each quarter. Each edition highlights issues facing retail industry leaders and provides key insight on how best to meet those challenges.

**Cisco resources for**

- Connectivity**
- Mobility**
- Communications**
- In-Store Media**
- RFID**



Read *AberdeenGroup's whitepaper on Smart-Phone use by retailers.*  
[Learn more.](#)

**SPOTLIGHT: Cisco Unified Communications for Retail**

*Learn more about Cisco's innovative solutions in retail*



Cisco Unified Communications for Retail solution accelerates the flow information to enhance the store experience. [Learn more.](#)

Watch how Cisco's Unified Communications for Retail is helping a southwest-based SUBWAY franchisee innovatively use IP Telephony and applications to boost productivity of staff, while connecting better with them on a personal level. [View video.](#)

Access *Forrester Research's* study on Unified Communications that discusses the challenges and trends across industry. [Read the study.](#)

**Retail Industry Technology News**

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



BusinessWeek discusses how VoIP is a growing trend among enterprises to reduce costs and add new applications. [Read the full story.](#)

Hannaford Brothers' CIO Bill Homa discusses how his company streamlines information for better customer service. [Read the full story.](#)

**Customer Focus: Grainger, Sleep City and Mitsukoshi**

*Cisco customers using technology to solve business problems*



Grainger has transformed its internal processes by implementing a converged IP network, resulting in the delivery of enhanced customer service. [Read more.](#)

Australian retailer, Sleep City, is benefiting from an end-to-end IP infrastructure through improved customer service, more efficient IT management and better communications. [View video.](#)

Japanese retailer Mitsukoshi is using Cisco solutions to enhance their customer's in-store experience. [View video.](#)

## Hot Topic: Enhancing Customer Experiences

*Points of view from Cisco retail industry leaders*



With online sales outgrowing store sales 5 to 1, Cisco Internet Business Solutions Group's landmark study benchmarked the top 20 U.S. major retailer Websites, including the top 10 U.S. Web retailers. The assessment focused on five major categories of Web capabilities: ease of use, personalization, content, transaction and interaction. See who comes out on top.

[Read the full study.](#)

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