



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](#)

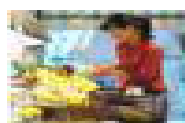
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Read RSAG Research's recent report on retail trends and forecasts focused on winning customers. [Download to read.](#)

Customer Focus: Circuit City

Cisco customers using technology to solve business problems



Utilizing an integrated multi-channel strategy and empowering its associates, Circuit City is deploying unique technology solutions to enhance the customer experience. In this keynote address from the 2007 NRF's Big Show, Circuit City CEO Phil Schoonover explains how the retail chain has transformed itself through technology innovation. [View video.](#)

Retail Industry Technology News

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



Retailers have been trying to work out how to take advantage of the mobile phones' ubiquity for some years now, and product reservation and delivery notification services are proving a hit for a growing number of them. But they are yet to exploit its full potential for marketing and payment applications. Times may be changing. [Read the full story.](#)

A recent article provides insight into the costs to a retailer's image due to data breaches. Not surprisingly, three out of four customers surveyed indicated they would stop shopping at stores where a data breach occurred. [Read the full story.](#)

For information on Cisco's PCI Solution for Retail, [Click here.](#)

Cisco News: Cisco Launches New Web 2.0 Retail Site

Learn more about Cisco's innovative solutions in retail



Cisco's new website for Retail provides actionable resources to help retailers understand their business and how Cisco's Intelligent Retail Network can help them. Some of the new features include click-to-chat, solutions demonstrations, and assessment tools. [Learn more.](#)

Cisco has launched a new Store IQ Assessment Tool to help retailers understand their store's ability to transform the customer experience with innovative retail business applications, products, and integrated solutions. [Learn more.](#)

Hot Topic: Connected Consumers

Points of view from Cisco retail industry leaders



Cisco's Mohsen Moazami discusses how the Connected Consumer is transforming retailers worldwide. He discusses how best practices such as "sense and respond" should replace "make and sell" to drive top-line revenue growth. The discussion provides retail specific data points. [View video.](#)

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