

Transform Shopper Experiences with a Digital Foundation

Cisco Unified Retail Platform



Benefits

- Consolidate in-store technology and increase business agility
- Speed new store openings, new formats and pop-ups
- Reduce total cost of ownership
- Support PCI and security initiatives

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In the digital age, retailers must balance customer demands for more personalization and digital services, operational demands, requirements for unified commerce, and opportunities to launch new stores or formats. The required technology footprint in the store for all these initiatives is becoming increasingly complex and costly and too rigid to adapt to a fast-moving environment. For example, multiple store networks are often deployed to support point solutions for video displays, cloud solutions, video surveillance, point of sale, and Wi-Fi. Achieving business goals in today's retail environment requires a consolidated network approach that unifies customer initiatives, workflow processes, and technology into a single, intelligent, secure commerce platform.

One Platform, Many Functions

The Cisco® Unified Retail Platform combines key IT capabilities in a small footprint, zero-touch deployment platform that lets you add on network services so you can easily activate, change and replace functions as your business grows. Based on a Digital Network Architecture, it incorporates industry-leading security, networking, video on demand, video surveillance, cloud connectivity, wireless, retail applications, and much more. Management is centralized, so your team has real-time visibility to maintain store services across multiple locations. Plus, the platform is flexible, so you can enable business services in phases based on priority and customer demand, and scale services as your business grows.

Compounding the pressures facing the industry is the increasing level of security threats and cyber incidents. Data breaches have affected some of the largest and most recognizable brands. The impact can run into the millions of dollars and forever change the consumer view of your brand. On top of the financial impacts and brand impacts, many retail executives are viewed as liable for security incidents.

With this single, integrated IT platform for the store, you can:

- Create a flexible, scalable, digital ecosystem for the store
- Launch new locations and concept stores more quickly
- Reduce in-store IT footprint and save on operating costs
- Adopt new technology faster
- Deliver an infrastructure for channel convergence

“[We have the] flexibility to quickly add new IT services, such as sales analytics, digital signage, or customer behavior analysis without the time and costs of adding physical servers. IT no longer slows down the speed of business.”

– [Michael Leeper](#), Director of Global Technical Infrastructure, Columbia Sportswear

Next Steps

Harness the power of the network to understand your customers better, provide differentiated experiences, deliver unified commerce and empower your associates to serve customers better – all on a single, secure platform.

Let our retail experts guide you in creating and executing a roadmap for your digital transformation.

Contact your local sales representative.

For additional information, visit www.cisco.com/go/retail

