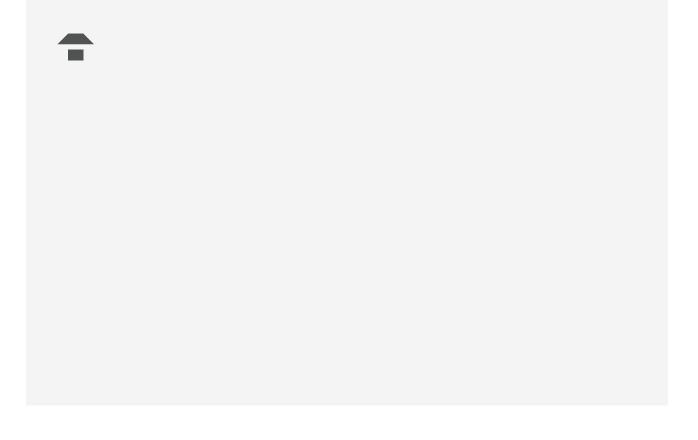
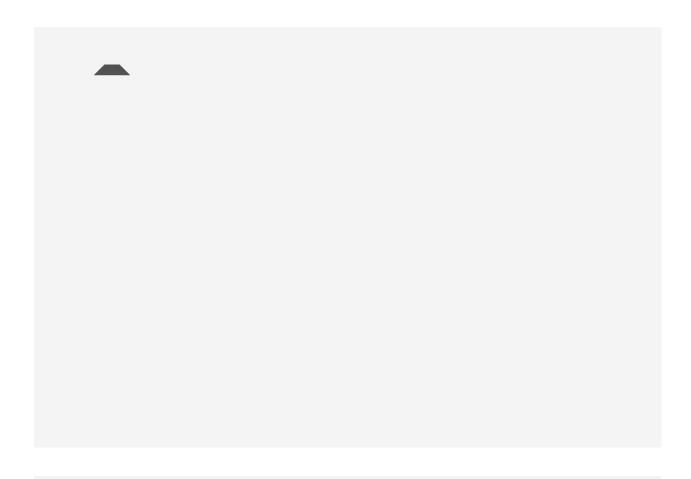


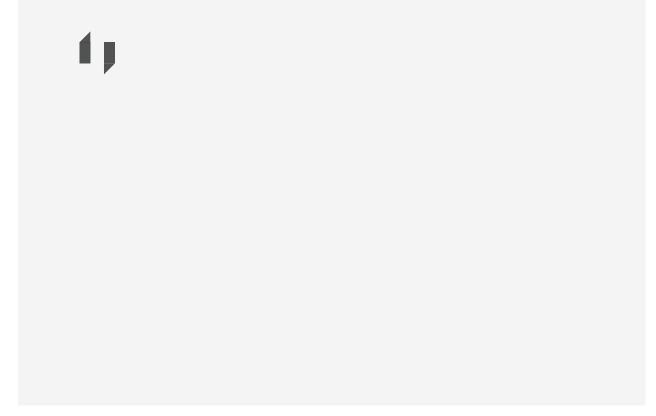
PROMOTE TRANSPARENCY
To build trust and a transparent system of exchange, retailers need to be

#### **OPTIMIZE OWNERSHIP**

To build a lasting relationship with customers, encourage repeat engagement, extend loyalty and sales, and create a responsive support network, retailers are looking for new ways to provide expert service and educate consumers both before and after a purchase is made. Through add-on services which deliver







### **4** PLATFORMS ENHANCING THE SHOPPER EXPERIENCE

The future of retail is increasingly mobile and personalized. It takes advantage of digital technologies to provide an engaging, entertaining experience for customer by putting customers in control. Cisco's solutions are designed to help you unlock new opportunities, create differentiation, and build a platform for experimentation.

#### **PLATFORMS**

- Customer Mobile Experience
- Unified Retail Platform
- Associate Productivity

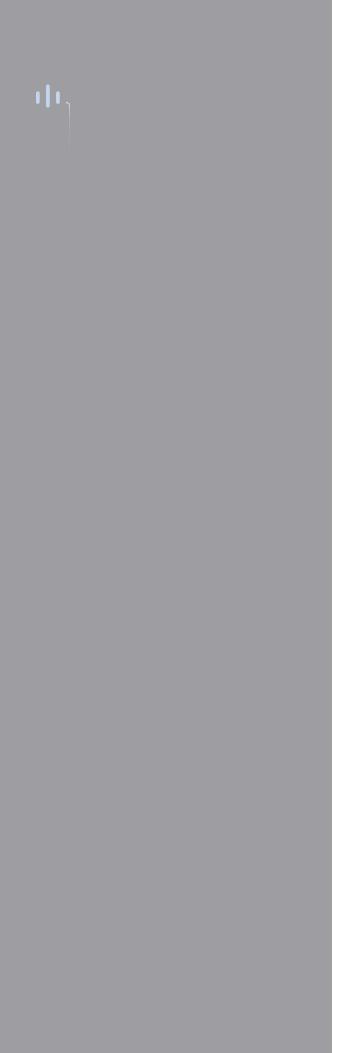
Security

Product Immersion	

## Trends Driving ASSOCIATE PRODUCTIVITY

#### **Smart Watches Personalize Sales Floor Interactions**

Denim brand True Religion partnered with Aptos and Formula 3 Group to bring real-time inventory information



## Trends Driving SECURITY

#### Startup Lets People Profit From Selling Personal Data

San Francisco-based InfoScout offers shoppers a set of apps that invite them to snap pictures of shopping receipts in exchange for incentives like sweepstakes, gift cards, or discounts. The company uses a mix of optical character recognition and crowdsourced help from Amazon's mTurk in order to decipher the items on each ticket. With this information, InfoScout is able to provide

# TECHNOLOGIES POWERING THE FUTURE OF RETAIL

Cisco's Connected Mobile Experience (CMX) solutions support every step of the relationship-building process. Wi-Fi-enabled analytics software can automatically note shoppers' product intenET s/leddcan

#### **ABOUT PSFK**

PSFK Labs is an innovation consulting firm. Since 2004, our team has helped global corporations concept better products, services, communications,

