

RETAIL SOLUTION GUIDE

Deliver Elevated Customer and Employee Experiences

Adapt and thrive with the
latest IT solutions for retail



The cloud—a driving force for transforming experiences

As consumer preferences evolve, adapting to the latest trends in buying behavior and adopting technology to meet customer expectations can help retailers differentiate themselves. Ignoring either could lead to empty stores, overflowing stockrooms, and low profits.

How can retailers blend e-commerce convenience with in-person experiences to entice customers to open their wallets, simplify the associate experience, and bolster physical security and cybersecurity? With a cloud-managed platform that serves as the driving force for transforming consumer and employee experiences.

Cloud deployment is set to grow within retail at a compound annual growth rate (CAGR) of 31.5% through 2030, driven by real-time analytics and insights gathered from in-store IoT devices connected to the cloud.



Unify experiences and simplify IT at scale

Retailers can fast-track innovation, optimize operations, and delight customers with Cisco Meraki cloud-based technologies that make it easier to connect, secure, and unify IT experiences intelligently and at scale.

The Meraki platform enables retailers to:



**Unify and simplify
the customer journey**



**Simplify the associate
experience**



**Provide cybersecurity
and physical security**



**Implement and manage
above store operations**



Unify and simplify the customer journey

Create a truly omnichannel customer journey by unifying the retail experience across physical and digital channels. Improve shopper experiences, enhance store sales, and leverage emerging monetization opportunities with better insights into customer behaviors—via smart store technology.



Implement and manage above store operations

Leverage a fully integrated cloud platform to accelerate smart building technology adoption, application performance management, and multicloud connectivity remotely from a single dashboard. Quickly identify and resolve network issues while automating store and business operations and scaling across all locations.



Simplify the associate experience

Rapidly deploy new applications, improve the store experience, and create efficiencies that give associates more time to provide tailored customer assistance, all while reducing costs. Reduce operational complexity through plug-and-play capabilities and bring networks and solutions online within minutes with full visibility from a single dashboard.



Provide cybersecurity and physical security

With security threats growing more frequent, retailers must prioritize customer and employee safety, safeguard physical locations, and build brand loyalty by securing consumer data and privacy.

Transform customer and employee experiences by securing and unifying IT at scale.

Achieve five-star results with the cloud

IMPROVE CUSTOMER AND ASSOCIATE EXPERIENCES

- Provide a robust, secure network for a high density of connected devices
- Enhance customer engagement with customized notifications and offers
- Provide in-store digital experiences through AR/VR, smart mirrors, signage, etc.
- Create visibility into footfall analytics to optimize merchandising and store flow

FEATURED PRODUCTS



MS SWITCH



MR WIRELESS



MG CELLULAR GATEWAY



MV SMART CAMERA



Protect people, data, and assets

PROVIDE PHYSICAL SECURITY AND CYBERSECURITY

- Segment employee and customer internet access
- Enable always-on monitoring of store entryways
- Provide threat detection, including environmental hazards (fire, smoke, flood)

FEATURED PRODUCTS



MT SENSOR



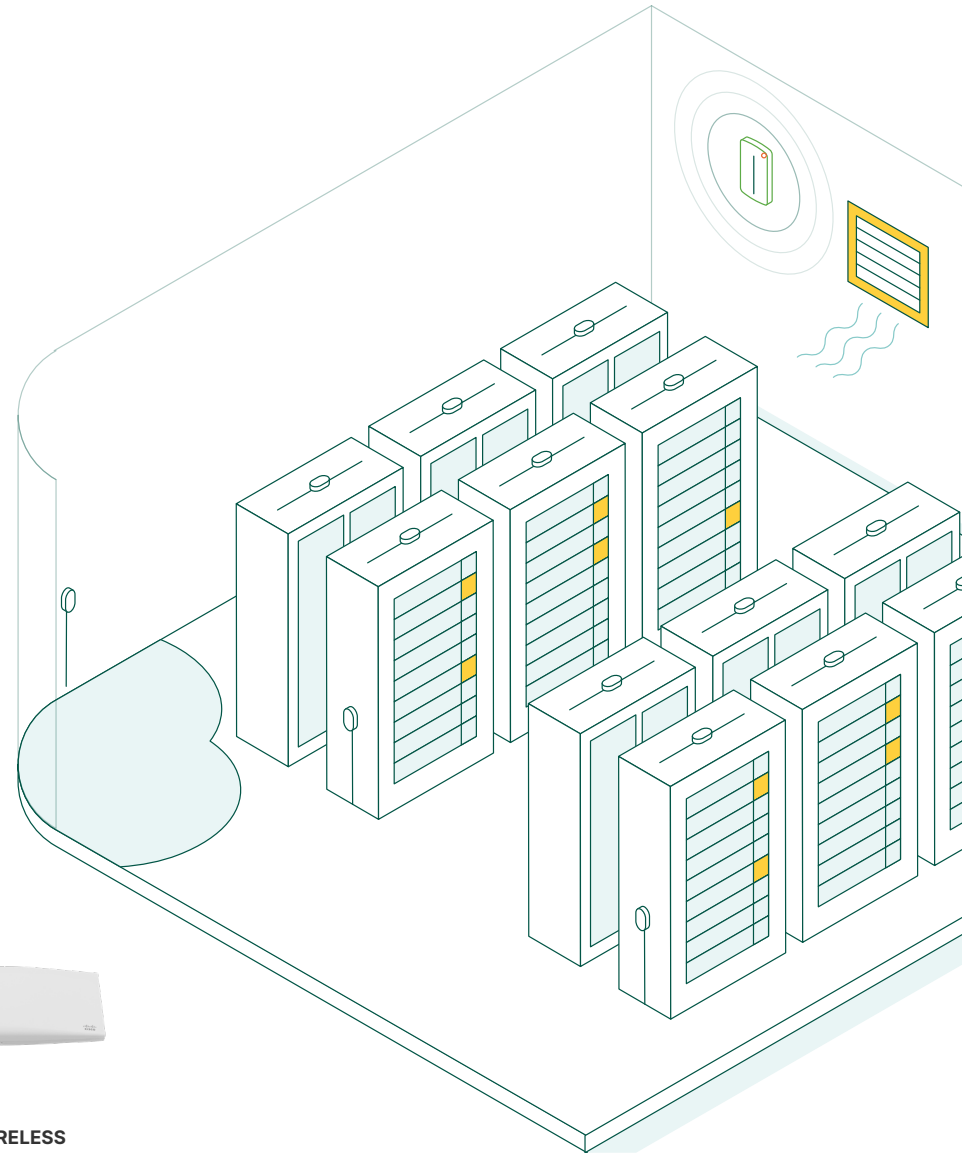
MV SMART CAMERA



MS SWITCH



MR WIRELESS



Gain better insights with unified operations

MAKE STORE LOCATIONS MORE INTELLIGENT

- Gain visibility into store performance and real-time stock room utilization
- Adjust prices seamlessly via electronic shelf labeling (ESL)
- Get improved insights on customer and associate movement to aid with staffing

FEATURED PRODUCTS



MV SMART CAMERA



MR WIRELESS



MG CELLULAR GATEWAY



MS SWITCH



Cloud-managed Meraki portfolio:



ACCESS POINTS (APs)

Supports high-density deployments with faster connections and seamless roaming.



SECURITY AND SD-WAN

Feature-rich network security stops malicious files and ensures bank data privacy.



SWITCHES

Centrally managed layer 3 Ethernet switches designed for performance and reliability.



ENDPOINT MANAGEMENT

Centrally manage iOS, Android, Mac, and Windows devices.



MERAKI INSIGHT

Works with Meraki MX to collect network/web traffic and visually identify and isolate web application problems.



SMART CAMERAS AND SENSORS

Scalable, easy-to-use physical security deployments with built-in storage and intelligence.

EXTEND IMPLEMENTATIONS WITH OUR ECOSYSTEM PARTNERS



Retailers worldwide are transforming their businesses with Meraki cloud-managed IT.



CREATING A FRESH NETWORK EXPERIENCE

"The complexity in that original solution was huge. With Meraki, that goes out the window. When we couple that with SASE, we get the benefit of having more modern network security, SSL inspection, DLP, and other pieces that we never had before."

GARY BURGESS

Director of Infrastructure and Security,
QDOBA



IMPROVING CUSTOMER AND PATIENT EXPERIENCES

"The Meraki MV is an impressive camera that lets you see every inch of the store. You can almost zoom in and read the labels on the glasses that are 25 feet away."

JASON WITTMER

Director of Infrastructure
and IT Operations,
Visionworks



SIMPLIFYING IT OPERATIONS

"With Meraki switches, we just need to set a time for the upgrade to happen, and everything is done automatically. We confirm that the switches have been updated and confirm there are no issues the next morning. The whole update process requires less than an hour of work."

PAUL DAVEY

IT Service Specialist – Networks,
Clarks



Learn how Cisco Meraki cloud-managed networking delivers five-star retail experiences for customers and employees.

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