

## High-end Supermarkets Enhance Sales and Community Atmosphere with Digital Signage

With the Cisco Digital Media System (DMS), this supermarket chain has boosted sales while also delivering local news and media for a superior customer experience.

EXECUTIVE SUMMARY
<b>HIGH-END MARKETS</b> <ul style="list-style-type: none"> <li>50 stores in the United States</li> <li>10,000+ employees</li> </ul>
<b>BUSINESS CHALLENGE</b> <ul style="list-style-type: none"> <li>Provide digital signage to new specialty store departments to enhance to the up-scale environment and draw attention to products</li> <li>Locate IP-based, standards-based, easy-to-deploy, scalable digital signage solution</li> </ul>
<b>NETWORK SOLUTION</b> <ul style="list-style-type: none"> <li>Cisco Digital Media System for Retail</li> </ul>
<b>BUSINESS RESULTS</b> <ul style="list-style-type: none"> <li>Deployed the Cisco DMS solution in 20 stores in 2007</li> <li>Qualitative data has shown increased sales in specialty areas and a high degree of customer enjoyment from watching digital media</li> </ul>

### Business Challenge

As changing demographics and economic shifts have transformed cities and suburbs, savvy retailers have pondered how best to provide affordable goods and services while fending off the competition. A supermarket conglomerate in the southern United States, made up of several formerly separate chains, determined that one area that could provide a major competitive advantage was the environment in the stores and the total shopping experience. Management proceeded to create spaces in the stores where customers could relax, dine, and have fun. These new store environments included a lounge, a café, a culinary demonstration area, a delicatessen, and restaurants offering pizza and sushi.

Despite the economic downturn, the stores have become among the fastest-growing of U.S. retailers. Store management believes this is in no small part due to their focus on the shopping environment and experience.

A Cisco routing, switching, and wireless customer, the store conglomerate began investigating in-store digital media to bring advertising, news, and entertainment to the new store environments beginning in 2007.

### Network Solution

"The Cisco DMS is a network-based solution and that fits with the customer's desire to maintain a lean, IP-based, end-to-end architecture," says the Cisco account manager. "The alternatives were all proprietary digital media systems and the IT management was wary of separate, non-standard applications in any way interfering with wireless LAN and point of sale systems."

Therefore, the customer chose the Cisco DMS because:

- It easily integrates with their existing network, leading to an easy and rapid deployment
- It can scale to reach thousands of customers
- The same solution can be extended to provide media to back office employees at the conglomerate's headquarters

- The Cisco DMS can stream live broadcasts over the IP network, for a television-like experience

The company deployed a Cisco Digital Media Manager at the corporate data center and the Cisco Digital Media Player 4400G in 20 suburban stores in 2007, with 12 to 15 LCD screens per store. The company manages the content, which mainly consists of ads for store products, information on special sales, and a small percentage of other advertising. Additionally, local media—such as high school football highlights—is shown via a Cisco encoder that streams the content to the Cisco DMS. Corners of the screens in the bakery, deli, and restaurants are also used to display queuing systems, menus, and specials.

## Business Results

“They love it,” says the Cisco account manager. “Instead of looking to digital signage as a source of advertising revenue, they wanted it to enhance a sense of community in the stores and to draw attention to the specialty areas. It has definitely achieved both goals.”

In the future, the supermarket conglomerate plans to expand their digital signage rollout to another brand of lower-end stores. They are also looking at installing customer kiosks with touch screens, another application of Cisco DMS that is set to transform the retail shopping experience.

### PRODUCT LIST

#### Digital Media

- Cisco Digital Media Player 4400G
- Cisco Digital Media Manager

## For More Information

To find out more about Cisco Solutions for Retail, go to:

<https://www.cisco.com/web/strategy/retail/index.html>



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