CISCO DIGITAL MALL MEDIA SOLUTION

Managing Expectations of the New Age Consumer:

For the new age consumer, shopping is not about just buying items off a list. It is a social experience and a form of entertainment in itself. Shopping malls are competing to differentiate themselves for increasing the footfall and catching the eyeball. While creating an unmatchable shopping experience for the end customer is the key priority, mall operators are constantly looking for ways to provide value addition for their retailers. However the key question for which both mall operators and retailers are looking for answers is – "What factors trigger purchase?" Recent research shows that targeted communication coupled with attractive presentation actually influences end customers to purchase the product.

However mall operators have not been able to effectively leverage technology solutions because it is perceived to be a management nightmare. Currently, retailers do not have the technical knowledge to create, manage, distribute and track digital advertisements.

Meeting Expectations with Cisco's Digital Mall Media solution:

Cisco's Digital Mall Media solution enables the mall operators to deploy a secure, intelligent media distribution network right at the mall or at a central location servicing multiple sites. Its robust middleware and user friendly interface enables easy creation, distribution, management and tracking of digital content. Cisco's Digital Mall Media solution takes a major leap forward with technology at the malls and tackles the concerns over complexity of management. It has been designed to effectively address the information dissemination requirements and challenges being faced by mall operators and their retailers. Mall operators can integrate the usage of the Digital Mall Media solution with standard billing software and retailers can schedule and view individual usage on a regular basis.

"29% shoppers made an unplanned purchase based on what they saw on digital screens.[1] **Industry research shows that Digital Signage definitely influences consumer behavior. It improves brand effectiveness by 47.7% and increases the average purchase amount by 29.5%.**[2]**"**

Digital Display Signage: Cisco's Digital Display Signage can transform the experience of the end customers and prompt them to take a closer look at the message. It replaces the traditional signage and enables the retailer in creating digital advertisements that can be displayed at a chosen frequency and time of the day to maximize end customer patronage. Cisco's Digital Display Signage completely eliminates the need for print collaterals and helps retailers communicate promotions and special offers instantly thereby saving precious time. The advantages of Cisco's Digital Display Signage over traditional print advertising are:

- Create new revenue sources: E.g. provide entertainment tickets for movies and concerts, amusement area tokens

- Ability to create and customize messaging instantly

- Move from "push strategy" to "pull strategy"

- Eliminate the use of paper, thereby reducing Greenhouse Gas (GHG) emissions

Information Kiosks: Cisco's Information Kiosks takes self service to the next level. It makes the manual information desk completely redundant as it provides end customers easy access to all relevant information. Customers have information at their fingertips and can browse through offerings at the stores of their choice. The advantages of the Information Kiosks include:

- Enhances end customer experience as it is a single point for transaction including billing

- Easy interface enables retailer to create and modify messaging instantly

- Tracks customer search patterns and generates reports that can be used by the Management to create suitable discounts, promotions and offers

- Helps in better space utilization

Bringing it all together:

Cisco's Digital Mall Media solution benefits all stakeholders in different ways.

For the end customer:

Completely transforms and enriches the mall shopping experience. End customers now have access to relevant information and are able to spend less time searching and more time shopping.

For the mall operator:

Create a new experience for shoppers, thereby increasing the footfall. This helps mall operators differentiate themselves from the competition and serve their customers more efficiently, while operating more productively and profitably.

"68% of shoppers said in-store messages help their purchase decisions.[3] **"**

Sources: Advantages - Industry Reports.

(1) 2006, Nielsen Media Research; digital siganage does influence consumer behaviour.
(2) 2006, Research by Arbitron & Scarsborough; digital siganage and consumers.
(3) Digital Signage Market Rapidly Expands.

For the retailer:

Increased mall foot fall directly results in higher store walk-ins. Coupled with in-store digital solutions; it enhances sales and profitability for the retailer. Distribution of content to multiple store locations can be easily managed via Cisco's secured networks.

For the environment:

Reduction in use of paper and printing directly optimizes energy consumption and reduces harmful emissions associated with production and management of print media. Quick time to market and on-demand creation of digital marketing collateral reduces GHG emissions. Usage of digital signage contributes to regulatory compliance as well as Leadership in Energy and Environmental Design (LEED) certification.

In short, Cisco's Digital Mall Media Solution aptly addresses all the 6 shared needs of Developers/Owners and Operators/Tenants.

1. Attracts tenants and shoppers

2. Creates new revenue and experiences

3. Protects existing assets

4. Reduces Total Cost of Ownership

5. Increases stakeholder value

6. Embraces sustainability

Supporting Solutions and Partners:

The Cisco Digital Mall Media solution is designed for fast and easy deployment. Cisco partners are trained to manage the entire solution, from planning to deployment, and can even manage the Cisco Network on an ongoing basis. In addition to our global network of qualified resellers, Cisco provides comprehensive design and support through Cisco CCIE® professionals and the Technical Assistance Center (TAC), both of which are recognized as the best in the industry.

Why Cisco ?

Cisco is the worldwide leader in networking technologies, with a 20-year track record supporting customers of all sizes, around the globe.

The Cisco Digital Mall Media solution supports the vision of the Intelligent Information Network, an evolution of networking capabilities that will support an ever-expanding portfolio of services and applications to enable business growth.

By working with Cisco, the established industry leader, mall operators can benefit from:

- Proven performance, reliability, and security

- A standards-based, continuously expanding suite of intelligent network services

- A broad range of technical experts and engineers who understand the unique requirements of the services industry

- Award-winning customer support services that help companies get the most out of their investment and extend the life of their assets

- Ongoing investments in R&D initiatives benefiting the industry

- Best practices based on showcase network deployments

For more information

For more information about the Cisco Digital Mall Media solution, visit www.cisco.com/go/realestate or email digitalmall@cisco.com