



**Cisco Systems  
METRO Group Future Store Initiative  
External Q&A**

**What is the METRO Group Future Store Initiative?**

The METRO Group will open the Extra (inner-city supermarket brand) Future Store as a showcase of all the innovative technologies that are available today and will change retail in the future combined in one store for the first time. They have identified one store in Rheinberg, Germany to house the latest in retailing applications.

**Why build this Future Store now?**

To run these applications within a chain of stores with real time connection to the head office creates a large requirement of bandwidth which traditional networks could not meet. With the greater availability of broadband and the ability to integrate voice, data and video over a single IP architecture the store of the future vision is now a cost effective and practical reality.

**What benefits will Cisco Systems bring to the METRO Group Future Store , its employees and customers?**

Cisco Systems Real Time Retail solution will provide multiple channels for Metro to improve communication with employees, enhance the customer experience by offering multiple ways to shop, pay and interact, drive new revenue streams for Metro using in-store media and bring new efficiencies and cost saving to managing their supply chain with suppliers.

**Does the METRO Group plan to role out of the technologies in the Future Store to other stores?**

At first there are no time limits to this project. The Extra Future Store is the first project within the Future Store Initiative. Further projects will follow across Europe. These will involve Cisco Systems as they are now the preferred supplier for METRO Group's wireless LAN solutions.



## **How is Cisco Systems involved with the METRO Group Future Store Initiative?**

Cisco Systems is one of forty leading suppliers and partners from industry and IT who will be integrated into the initiative; the cooperation of all partners involved is indispensable for implementing innovative technologies and concepts on a long-term basis.

## **What Cisco Systems technology is involved in the METRO Group Future Store Initiative?**

The initiative is adopting Cisco's Real Time Retail Solution which uses technologies such as IP telephony, mobile wireless networks and intelligent content delivery

Metro's visionary board behind concepts such as the "Store of the Future" and e-business solution deployment such as portals is working closely with Cisco's trusted advisors who are bringing their relevant retail expertise to help drive these concepts. Metro are using Cisco's experience in producing relevant employee intranets in their building of "the employee portal based on SAP".

Cisco's scalable secure technology supports the high bandwidth applications that Metro will use within the store to enable instore mobility, such as RFID and electronic labeling; multichannel communications, enabling customers able to use self checkouts, and personal shopping assistants; and using the store as a medium; by streaming adverts directly to the aisle and building information portals for employees and staff.

## **Is Cisco involved in other retail Group's in similar initiatives?**

The METRO Group's approach is unique. Cisco Systems are working with METRO to set a new standard in the vision of retail.

Cisco Systems are working with all major EMEA retailers in helping developing and implementing their retail strategies using our Real Time Retail solution.

### **For further information please contact:**

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