

The background features a vibrant, abstract design with a color gradient from dark blue on the left to bright yellow and white on the right. The design consists of overlapping, wavy horizontal bands and a radial pattern of lines emanating from a bright white point on the right side, creating a sense of motion and energy.

CISCO *Live!*

Let's go



The bridge to possible

Revolutionizing Retail with **SAMSØE SAMSØE**

The Power of **Cisco Meraki** and **EVERYANGLE**

Simeon Solarsky, Head of IT Operations & Infrastructure

Michael Blom, Product Sales Specialist, Cisco Meraki

Introductions



Simeon



Michael

Who is SAMSØE?



- Scandinavian heritage
- Founded in 1993
- 65 Retail Shops
- 1.600 Retail Outlets
- 31 Countries

Market



■ RETAIL ■ OMNICHANNEL

Audience and Vision



Rational Benefit

Long-lasting premium quality fashion products

Positioning Statement

High-quality clothing, footwear, and accessories for an honest price

Target

Urban citizens in their mid-20s to mid-30s who prefer quality over quantity

Challenges Facing Retailers



Reducing complexity in store operations



Enabling staff to be more productive and efficient



Automating store operations and business processes

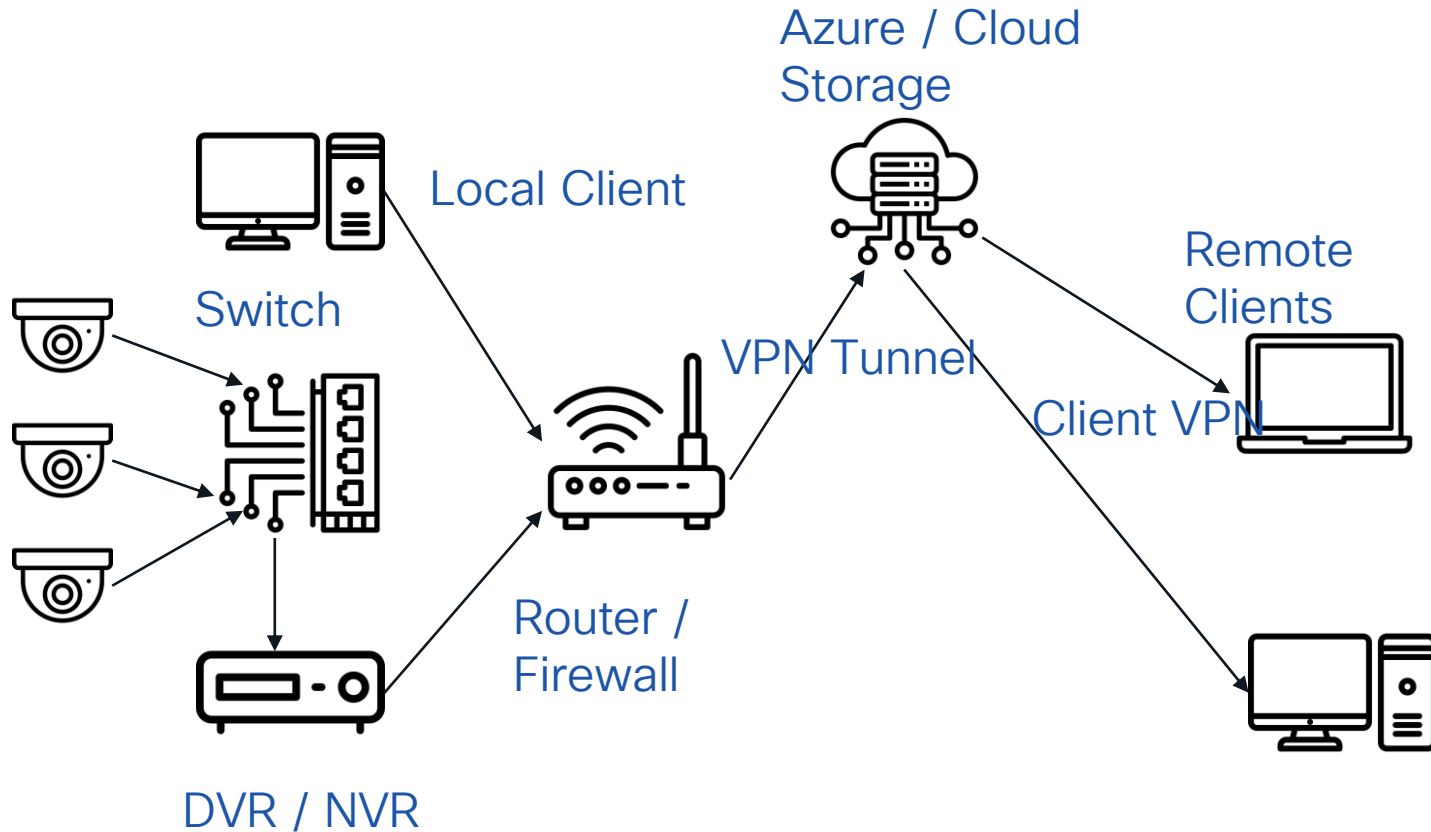


Ensuring safety and security in retail environments

Our Challenges



Legacy



The Start



- Retail EBX
- Future of SD-WAN
- MV Platform Intro
- **EVERYANGLE** Intro

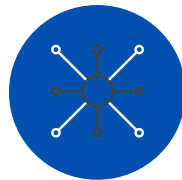
When was the last time you were
excited about your video
surveillance?



What If?



You **weren't restricted** to your camera solutions' standard analytics capabilities?



You could **repurpose your existing Meraki cameras** to do new things?



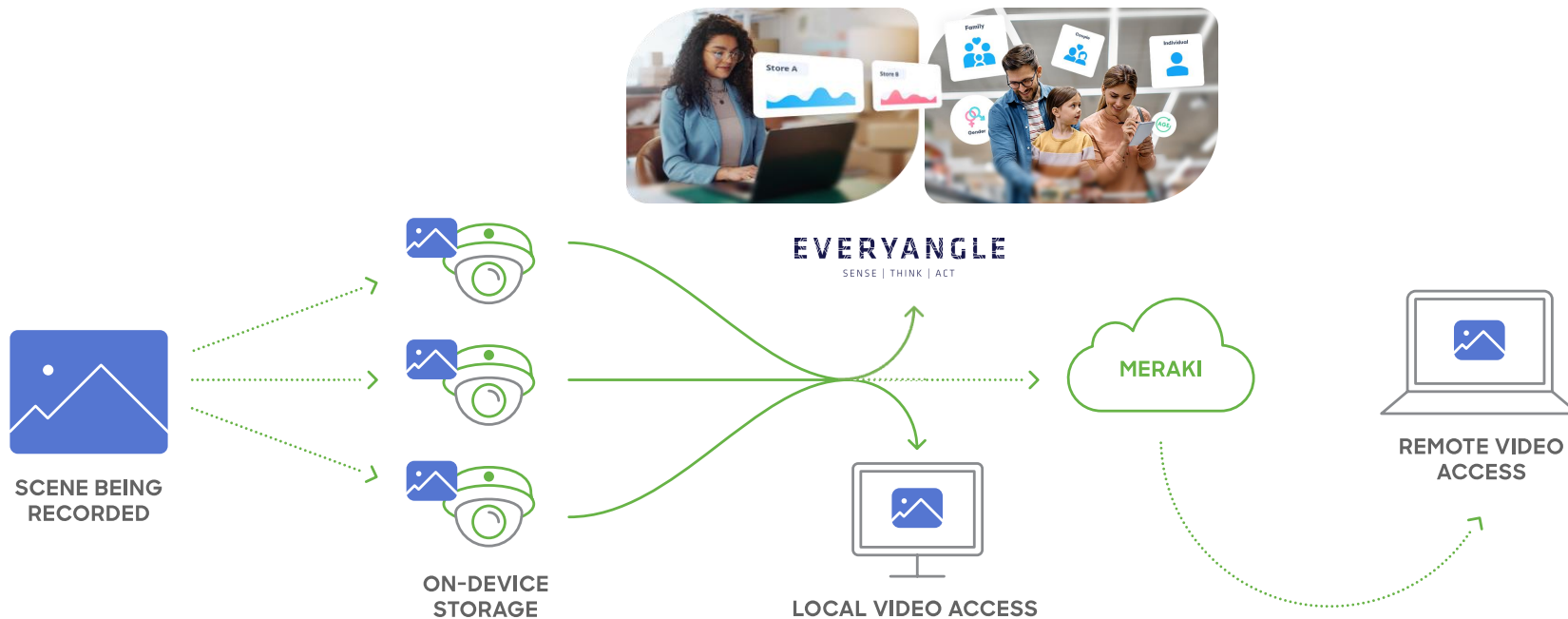
You could use your camera to detect objects that were **unique to your organization's needs?**



Your cameras could be used to solve unique challenges and **improve business operations?**

...and you could do it **without machine-learning experts?**

Current





What if your infrastructure could
work for you?

One Camera For All



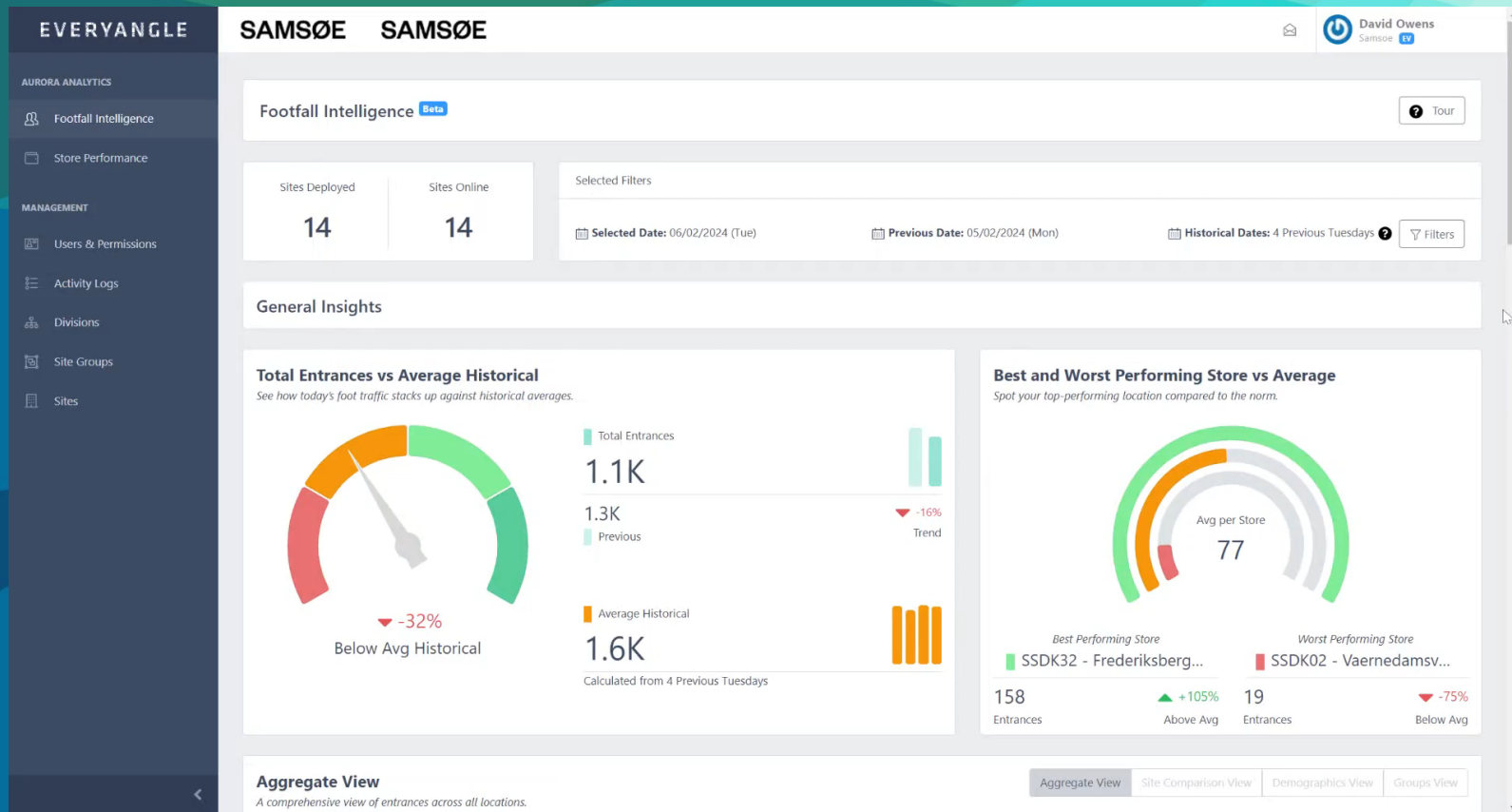
Start Discussions & POC



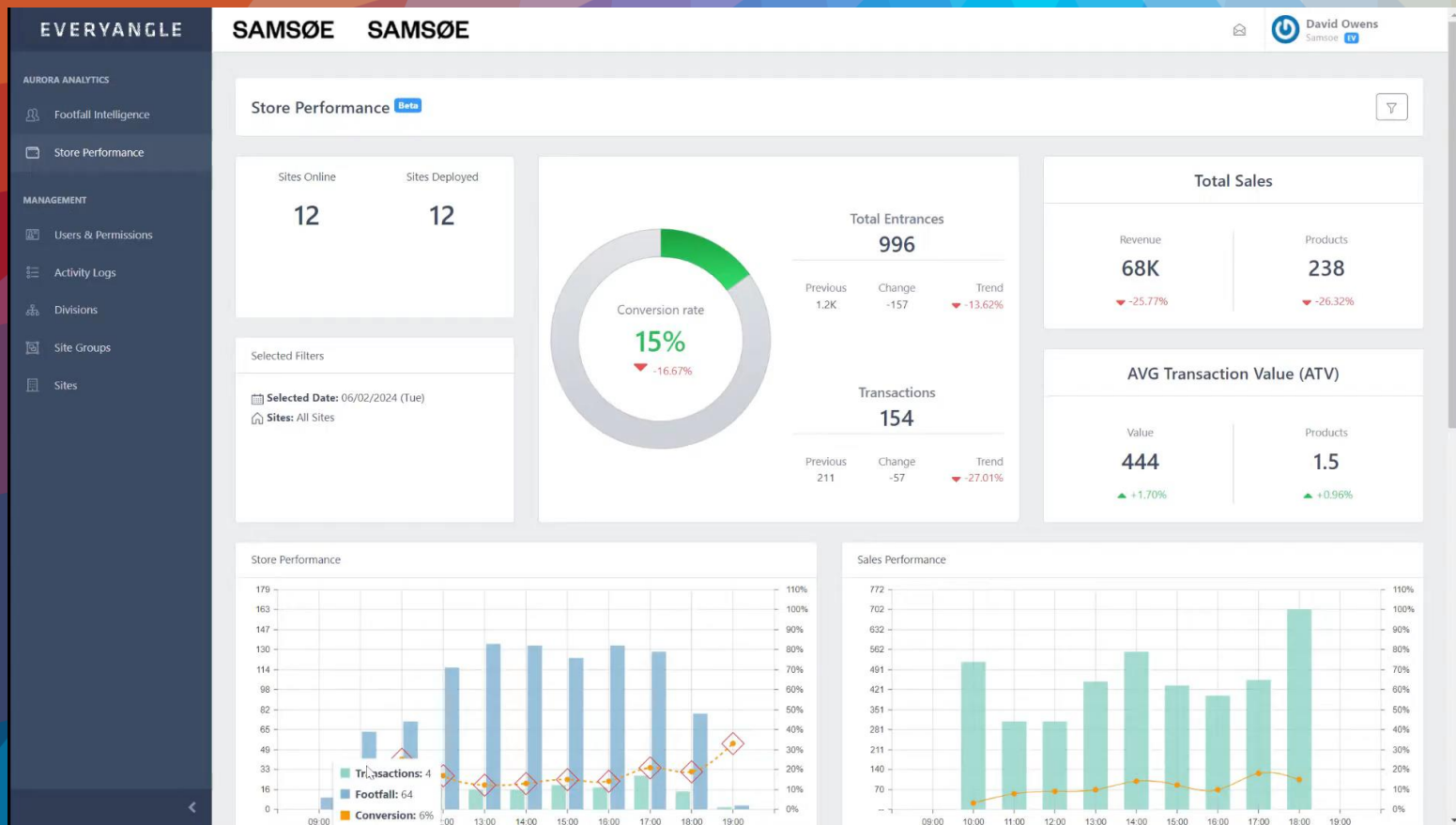
- 3 Locations
- Flagship Store
- Mid-Size Store
- ENVII (Female brand only)
- Footfall Intelligence

And we started a wildfire...

EVERYANGLE



Store Performance

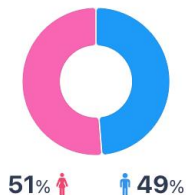


The Munich Story



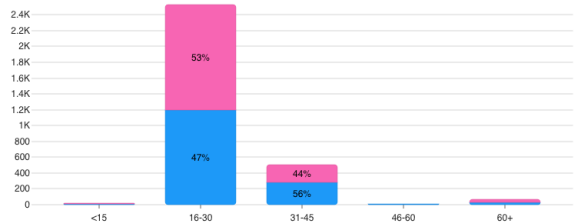
Gender Breakdown

Understand the gender demographics of your store visitors.

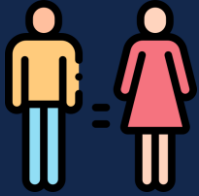


Age Breakdown by Gender

Dive deeper into age segments, dissected by gender.



Time for Adjustments



Gender Parity Realization



Merchandising Mix Pre-Analysis



Post-Analysis Merchandising Adjustments

Revenue Shift



Revenue Uptick from Male Customers



Overall Sales Impact



Staffing Adaptations

Roadmap, Rollout & The Future



- 51 Locations
- 9 Countries
- 100+ MV Cameras
- API Integrations with POS
- Customer engagement

What's a great success story without great partners?



Meraki

EVERYANGLE

SENSE | THINK | ACT



ALUCAITER



wirework

Visit us in Amsterdam



Utrechtsestraat 34,
1017 VP
Amsterdam



Wolvenstraat 31,
1016 EN
Amsterdam



The bridge to possible

Thank you

CISCO *Live!*

The background features a vibrant, multi-colored abstract design. On the left, there are horizontal, wavy bands of color in shades of red, orange, yellow, and green. On the right, a bright white light source emits a series of sharp, radiating lines in various colors, including blue, green, and yellow, creating a sunburst effect.

cisco *Live!*

Let's go