



RETAIL MOBILE CONNECT™

ADVANCED RETAIL COMMUNICATIONS SOLUTION

QUICK OVERVIEW

▶ APPLICATIONS

- Enhanced communications solution
- Directly connects Cisco IP telephones with walkie-talkies

▶ FLEXIBILITY

- Accessible from wired or wireless Cisco IP phones
- Utilizes Push-To-Talk (PTT) simplicity

▶ MANAGEMENT

- Simple web-based user interface for administrators
- Full enterprise view with drill down to individual store

▶ INTEGRATION

- Developed for Cisco Unified Communications environments
- Integrates with Cisco ISR routers and radio base stations

RETAIL APPLICATIONS FOR CISCO UNIFIED COMMUNICATIONS SYSTEMS

Radianta introduces Retail Mobile Connect™, an advanced in-store communications solution for retailers. A module within our Beacon Retail application suite, Retail Mobile Connect™ allows the interconnection of legacy radio networks with next-generation IP communications systems. Specifically designed for Cisco Unified IP Communications environments, and built upon the powerful Cisco Unified Application Environment platform, Retail Mobile Connect™ enables Push-To-Talk (PTT) between Cisco IP phones and in-store walkie-talkie systems. Retail Mobile Connect™ is designed to ease the transition to IP telephony in retail environments by providing true interoperability with legacy systems.



Interoperability. Retail Mobile Connect™ enables retailers to ease the transition to IP communications by allowing wired and wireless Cisco IP telephones to communicate via PTT with traditional walkie-talkies. By integrating with Cisco Integrated Services Routers and radio base stations, Retail Mobile Connect™ provides seamless communication for all store employees. To activate, users simply press the PTT button on their walkie-talkie or Cisco 7921 phone. Communication is managed completely by the Retail Mobile Connect™ application.

Beacon Retail™. Retail Mobile Connect™ is one module within Radianta's Beacon Retail™ suite, a group of customer interaction, business intelligence and productivity applications for the retail vertical market. Additional modules include:

Retail Messaging Direct™ - allowing retailers to communicate directly with 100% of employees

Customer Service Connection™ - advanced in-store service solution

Maximize your in-store communications efficiency. As an integrated component of the Cisco Unified Communications system, Retail Mobile Connect™ enables retail organizations to enhance the way they interact. Unleash the power of your stores today!

CALL TODAY: 866.467.9695

www.radianta.com