



# Using the Cloud to Drive Revenue in Retail

Fujitsu Alliance with salesforce.com



shaping tomorrow with you

## WHY FUJITSU?

- World's third-largest IT services provider, with approximately \$50 Billion in revenue
  - Clients include more than 50% of the Fortune Global 500
- In business for 75 years, more than 30 years in North America
- Established leader in software-as-a-service (SaaS) consulting and systems integration, with a focus on business value and time-to-market
- Over seven years experience as a strategic salesforce.com Premier Consulting Partner, with more licenses implemented than any other partner
  - One of five salesforce.com Global System Integrators (GSIs)
  - Continuous, ongoing salesforce.com certifications for administrators, consultants, developers and advanced developers
- Unique value-add in the areas of business process management (BPM), business intelligence (BI), enterprise resource planning (ERP), customer experience management (CEM) and field service
- Proven experience and value-add in the retail market, with over 900 customers
  - Retail application suite
  - Mobile computers and pads
- Global footprint, with SaaS expertise in US, Canada, UK, Japan, Australia, Singapore, Malaysia, South Korea and Indonesia

Fujitsu is a large, successful company – but without the attitude. We see the whole picture and put you at the center of it.

Fujitsu recognizes that the retail industry is facing a broad range of challenges in an increasing complex and customer-centric marketplace. To retain customer loyalty and grow revenue, you must:

- React to new shopping patterns exhibited by customers
- Provide the data your employees need to drive the ultimate in customer loyalty
- Put your finger on the pulse of your customers, employees and partners
- Leverage social communities to deliver information on products
- Achieve consistency across multiple channels and consumer touch-points, thus providing an easy, seamless customer experience
- Upgrade ecommerce capabilities
- Visualize the entire customer value chain
- Leverage (better business intelligence) BI and analytics

## SOUND FAMILIAR? PROBABLY SO – BUT HOW BEST TO REACT?

Today there is a cost-effective way for retailers to achieve these objectives, while also enhancing organizational agility and responsiveness. The solution is cloud computing, which allows you to run your business without the costly overhead and management burden associated with a physical IT infrastructure. In addition, the improved flexibility and scalability inherent in cloud computing can translate directly to competitive advantage.

If you are among the leading retailers that believe cloud computing can change the way innovations are delivered internally and to your customers, consider partnering with Fujitsu to benefit from our proven experience in the retail market. We can help you maximize the return on your salesforce.com investment.

## FUJITSU AND SALESFORCE.COM

Salesforce is the leading cloud computing solution, frequently deployed by retailers around the world. Achieve the greatest success from your own Salesforce deployment by partnering with an experienced systems integrator such as Fujitsu.

With Fujitsu, you get experience that counts. We understand your challenges and have developed best practices for the retail industry that can drive revenue and time-to-success, while also reducing costs.

### For example, Fujitsu can:

Build business intelligence (BI) into a Salesforce integration; now, you receive the right reports in the right format at the right time, allowing you can to make timely business decisions and maximize revenue

Add business process management (BPM) to Salesforce, allowing you to simplify and visualize your entire business processes – both front- and back-office

Integrate the core functionality of Salesforce with pre-configured workflows, back-office data and store operations, giving your employees everything they need to drive revenue

### Fujitsu also provides a range of cloud-enabled solutions for retail, including:

- Social clienting
- Field operation automation
- Centralized view of the customer (Web, store, contact center)
- Store lifecycle and customer experience management
- Cross-channel customer service
- Wholesale sales
- Franchise management
- Partner/channel management

Knowing each customer's insights, wants and needs is critical to retaining their loyalty. With these cloud-enabled solutions, Fujitsu can provide the information you need to put your finger on the pulse of revenue generators throughout the entire customer value chain.

#### FUJITSU EXCELS AT ADDING FUNCTIONALITY TO THE CLOUD

- Process visualization and workflows that continue outside Salesforce
- Complex business rules
- Custom user interfaces
- Mash-ups with external applications
- Leveraging partner applications
- Developing custom applications

#### CASE STUDY: FUJITSU USES THE CLOUD TO DRIVE FLEXIBILITY AND CUSTOMER SATISFACTION

One of the world's largest office products suppliers wished to replace their legacy store management system with one that would deliver additional functionality and could quickly adapt to changing business needs.

Using the Salesforce platform, Fujitsu created a custom solution that is integrated with the corporate database, allowing store and product information to be automatically updated. Management can now get the reports they need in real time.

Where previously complaints and email communications with customers were not being properly tracked, now workflow automation ensures that all issues are addressed in a timely manner. In addition, to help drive revenue, gift certificates are tracked by customers and can be issued by email, saving time and the expense of postage.

#### PARTNERSHIP WITH SALESFORCE.COM

Fujitsu offers the best of both worlds: a flexible, adaptable local partner with offices and key resources in every major market in North America, backed by strong worldwide alliances and extensive global delivery capabilities. For example, by combining technologies and services that harness the strengths of both companies, Fujitsu and salesforce.com aim to optimize the IT systems of organizations wishing to expand their businesses worldwide or explore ways to accelerate management processes while reducing costs.

#### For more information, click:

<http://solutions.us.fujitsu.com/www/content/alliances/global/salesforce.php> or email [Solutions\\_salesforce@us.fujitsu.com](mailto:Solutions_salesforce@us.fujitsu.com)

#### ABOUT FUJITSU AMERICA

Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings including consulting, systems integration, managed services and outsourcing for enterprise applications, data center and field services operations, based on server, software, storage and mobile technologies. Fujitsu provides industry-oriented solutions for manufacturing, retail, healthcare, government, education, financial services and communications sectors. For more information, please visit: <http://solutions.us.fujitsu.com/>.

#### ABOUT SALESFORCE.COM

salesforce.com is the enterprise cloud computing company. The company's portfolio of Salesforce CRM applications, available at <http://www.salesforce.com/products/>, has revolutionized the ways that companies collaborate and communicate with their customers across sales, marketing and service. The company's Force.com platform (<http://www.salesforce.com/platform/>) helps customers, partners and developers to quickly build powerful business applications to run every part of the enterprise in the cloud. Based on salesforce.com's real-time, multitenant architecture, Salesforce CRM and Force.com offer the fastest path to customer success with cloud computing.

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