

FUJITSU Retail Solution Market Place

Future proofing deployment

Deploying your selling solution in a changing world

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The image shows a man and a woman walking through a modern retail store, carrying shopping bags. A digital display on the right shows a floor guide:

Floor	Items
3rd floor	Mens wear Electronics Luggage
2nd floor	Womens wear Hosery Homeware
1st floor	Accessories Cosmetics Gifts

"To be [thin], or not to be, that is the question..."

You could also ask the same question of Cloud, or resilience or just about any other deployment option. There are lots of opinions, lots of options, lots of preferences. But how many solutions give you complete flexibility to easily do one, do all, or a mix of all?

Deploying a Retail Solution for today's needs and business requirements is relatively easy... or is it?

We understand how retailers run their businesses today, but things are changing. Retail is evolving; new approaches are appearing all the time: innovative payment solutions, alternative customer interaction points and smaller, mobile or tethered devices are becoming ubiquitous.

As we all know, mobile has become an important retail consideration, not just in terms of what device and what application to support, but how and where to deploy mobile: what to do with it, who will use it – the store associate, the department manager, the customer? And so, as the mobile experiment continues, and retailers continue to trial and refine mobile retailing solutions and deployments, a much bigger question often still lies unanswered. That question is "what exactly are we trying to achieve with mobile retailing?" Some retailers can answer that question, and some cannot. It's hard to answer that question, because you don't know what you don't know until you can deploy and experiment with a mobile proof of concept. For many retailers, deploying a trial to test a proof of concept in their legacy solution is time-consuming, complex and costly.

So, while that conundrum is specific to mobile retailing, the same is true of all other deployment approaches. What problem are you trying to solve: how will it be used, how robust does it need to be and how will you trade if things don't run smoothly? And how difficult is it for me to experiment?

Bearing in mind that retail will continue to evolve, the other important consideration is the future. Just as mobile retailing has become a major focal point for retailers globally, so other retailing approaches will appear quickly in the future.

To be flexible enough to manage changing retail formats, changing deployment patterns, improving network resilience and cloud agility while reducing operating costs, you need a Retail Solution that can easily support and manage a mix of deployment options - because a mix can give you the best of all worlds.

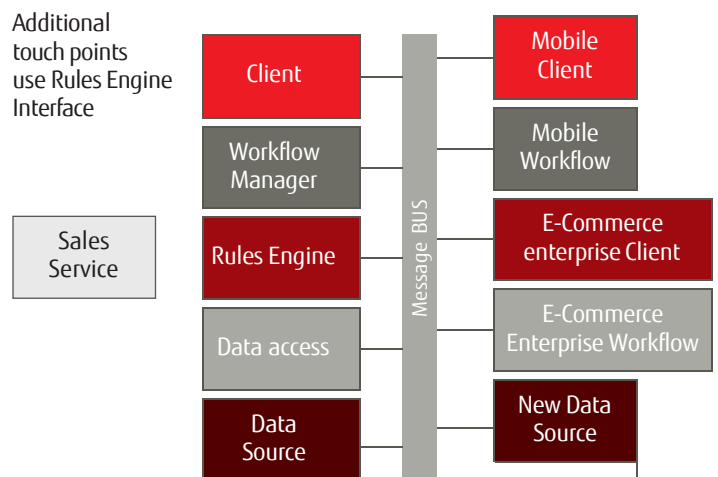
So do you stick with your inflexible legacy solution...?

Or move to a Service Oriented Application, such as FUJITSU Market Place, thus future-proofing Retail. One thing is clear, to be flexible in deployment, you need a flexible architecture.

FUJITSU Market Place, as we discussed in "Future-proofing Retail – by architecting for tomorrow", provides flexibility and the future of retail depends not just on a Service Oriented Architecture, but specifically on a *Service Oriented Application*.

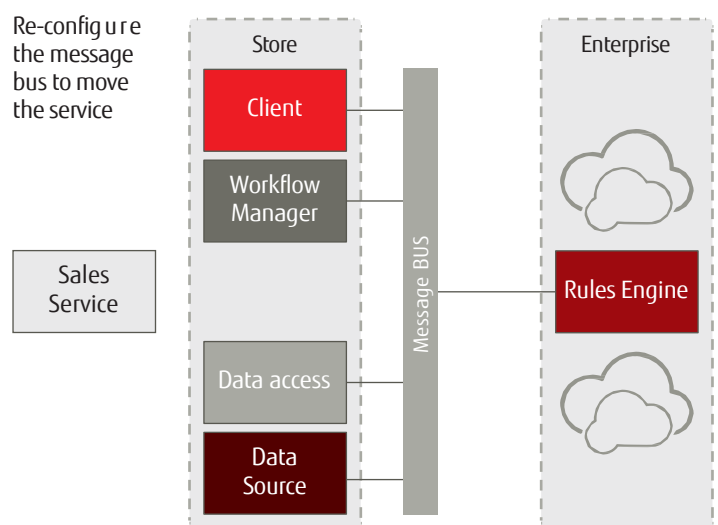
That approach provides the framework to choose where to locate services within your enterprise, and once you can easily do that, then you create an agile and robust deployment framework.

A Service Oriented Application



So, in the same way that you can move or add Clients and Workflow, you can equally easily move the Rules Engine or the Data Source and Data Access Service to other locations within the Enterprise. And once you can do that, you open up the possibilities for lots of deployment options.

Access to services via the message bus

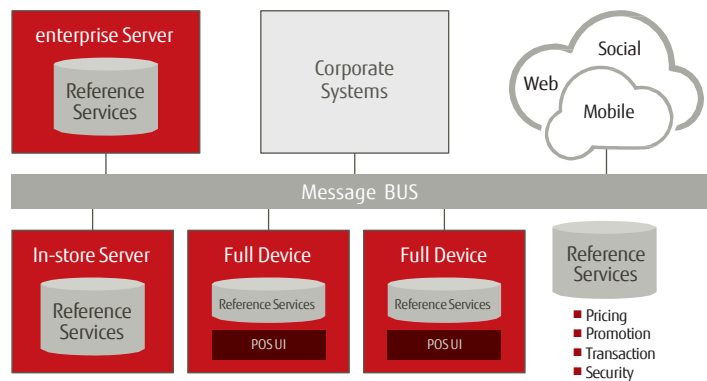


The application does not know (or care) where the services reside, they are simply configured in the message bus. The architecture supports the services in any location that can be accessed via the message bus.

All of which means, of course, that the world is your oyster!

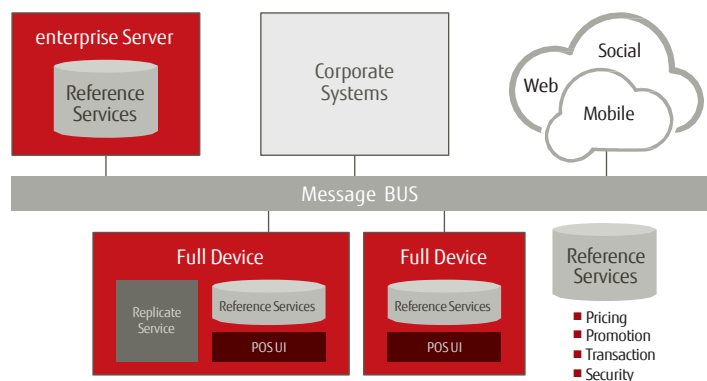
Deployment Options

FUJITSU Market Place offers a variety of options: Resilient, Thin, Server-less or cloud or hybrids of some or all. For maximum resilience in your deployment, where the transaction throughput or basket volumes are high and a continuous connection to pricing, promotions or customer data is a necessity, the Reference Services - the data source for the pricing, promotions, transaction, security and so on - are located on the full device (what-ever you choose that to be), on the in-store server and in the Enterprise.



Resilient Architecture

This means that you can always access the data you need to trade if you lose connectivity to the enterprise or store server. If you want resilience without the gold standard, you can deploy the Reference Services on the device and in the Enterprise only.

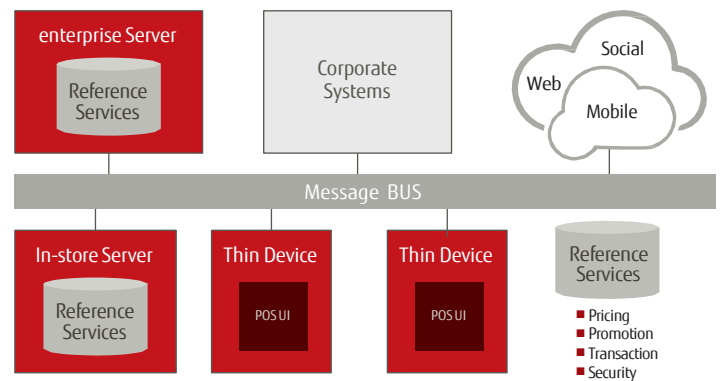


Server-less Deployment

If you choose to run in the *Server-less* deployment mode, effectively reducing the cost of the in-store infrastructure by eliminating the store server, a Replication Service will run on one device, probably an in-store register. This approach ensures that all devices, which can be a mix of mobile and fixed terminals, are synchronized with the latest data in real-time.

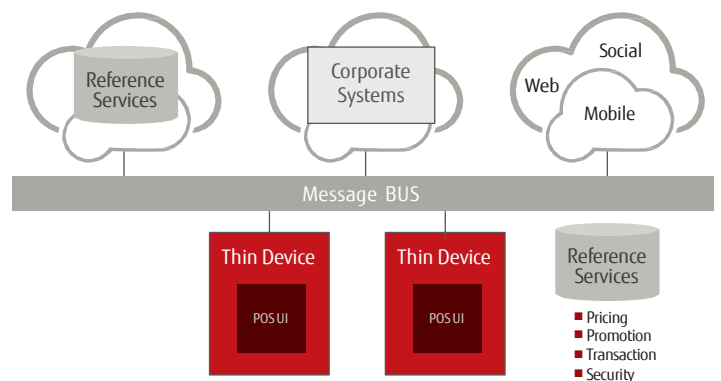
For those stores that have a resilient network, smaller item throughput or basket size or infrastructure costs need to be at a minimum, FUJITSU Market Place supports deployment in a true *thin client deployment*. This approach can also support temporary pop-up stores or sidewalk

sales. To deploy in a thin manner, you can run with just the User Interface elements installed on the device of choice. If you choose, you can add some resilience to this model by also having Reference Services on an in-store server. Otherwise, you can simply maintain those in the Enterprise. In either model, the Reference Service data is delivered to the devices via the message bus, and so a connection needs to be maintained in order for the devices to continue to process transactions.



Thin Client Deployment

FUJITSU Market Place supports a full *Cloud deployment* model. This enables the most cost-effective deployment option and also supports a hosting model for those retailers that choose to outsource their datacenter operations and simplify their support model.



Cloud Deployment

Ideally, this requires a resilient or back-up network to ensure connectivity and is best suited to those retailers with low volumes of transactions, or a high degree of confidence in their network.

And in the future...

Supporting a wealth of mixed deployment options is no longer a dream. FUJITSU Market Place provides the flexibility and agility to offer the very best range of options to provide today's retailers the ability and agility to evolve as retail evolves, and importantly to trial new approaches in a timely and cost-effective manner.

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FUJITSU AMERICA, INC.

Address: 1250 East Argue Avenue Sunnyvale, CA 94085-3470, U.S.A.

Telephone: 800 831 3183 or 408 746 6000

Website: <http://solutions.us.fujitsu.com>

Contact Form: <http://solutions.us.fujitsu.com/contact>

Have a question? Email us at: AskFujitsu@us.fujitsu.com

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