

# FUJITSU in Global Retail

FUJITSU

shaping tomorrow with you

## Connected Retail

May 12<sup>th</sup> 2015, Copenhagen

Welcome

Richard Clarke, VP Global Retail

# Agenda

1. Fujitsu in Global Retail
2. "Shopping, but not as we know it"
3. New Retailing
4. Q&A

# Fujitsu in Retail – at a glance



## Solutions

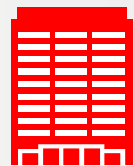
Omni-channel  
PoS    Analytics    Self Service  
ICT Services

## Years

>30

## Countries

52

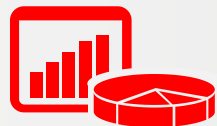


## Customers

>500

## Global Retail Team

8,000



## Revenue

\$1.7bn

## Retail R&D/Innovation

>\$45m



# Who we work with globally

FUJITSU

## EMEA



## Japan & Asia



## Oceania



## Americas





chico's

**Omni-channel retailing** – 1450 stores in US/Canada; pos, mobile and omni-channel enablement;

Auchan

**Front office transformation** – 1700 stores in France and 10 other countries; self checkout, hybrid self service, scan and pay



**RFID solution** – shipping, packaging, inventory and PoS in 150 stores in Japan

YOUR M&S

**End to end retail IT services** in 800 UK and some 300 global stores; Fujitsu provides store IT support and maintenance including PoS application; service desk, desktop and payments

Global fast –  
fashion retailer



Fujitsu developed **Total Managed Store** – global seamless and repeatable catalogue-based solutions and services stack – 2200 stores in 24 countries

# Fujitsu retail portfolio



## Retail Services



Store Managed  
Services



Retail  
as a Service



Managed  
Mobile



SAP Retail  
Competence Center



IT Application  
Services

## Retail Applications



Fujitsu Market  
Place



Social/  
CRM



Business Analytics  
& Big Data



Cloud  
Solutions

## Retail Infrastructure



PoS



Self Service



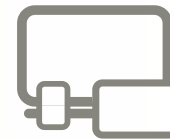
Kiosks



Mobile



Scan & Pay



Digital Media



FUJITSU

"Shopping Jim, but not as we know it"



"Shopping Jim but not as we know it!"

FUJITSU



# Retail is evolving rapidly ...

Yesterday

Today

Tomorrow



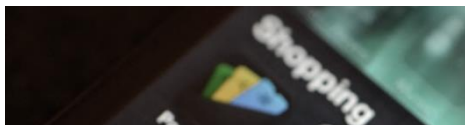
Convenience Store



Online



Superstore



Mobile



Catalogue



Home Delivery



Mail Order



Click & Collect



Crowd Sourcing



Personal Engagement



New Services



Intelligent Lockers



Predictive Retailing

...and retailers are facing unprecedented challenges... FUJITSU



amazon.com®

Click  
&Collect



# Making Channel Integration Work

A seamless, cross-channel consumer-driven experience...



# Reinventing the Store

## 'Right Storing'



Aligning coverage,  
space, format, mission  
layout,

## O2O



Supporting the customer  
browse, learn and buy  
cross channel

## Experience



Digital-Instore  
(cross-channel, context-aware,  
personalised, enable the  
associate)

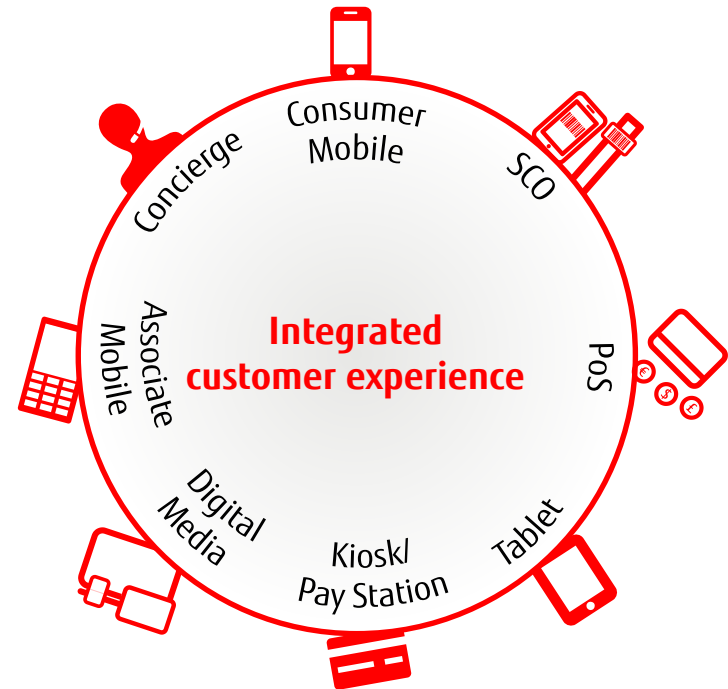


# Delivering Front Office Transformation

Today

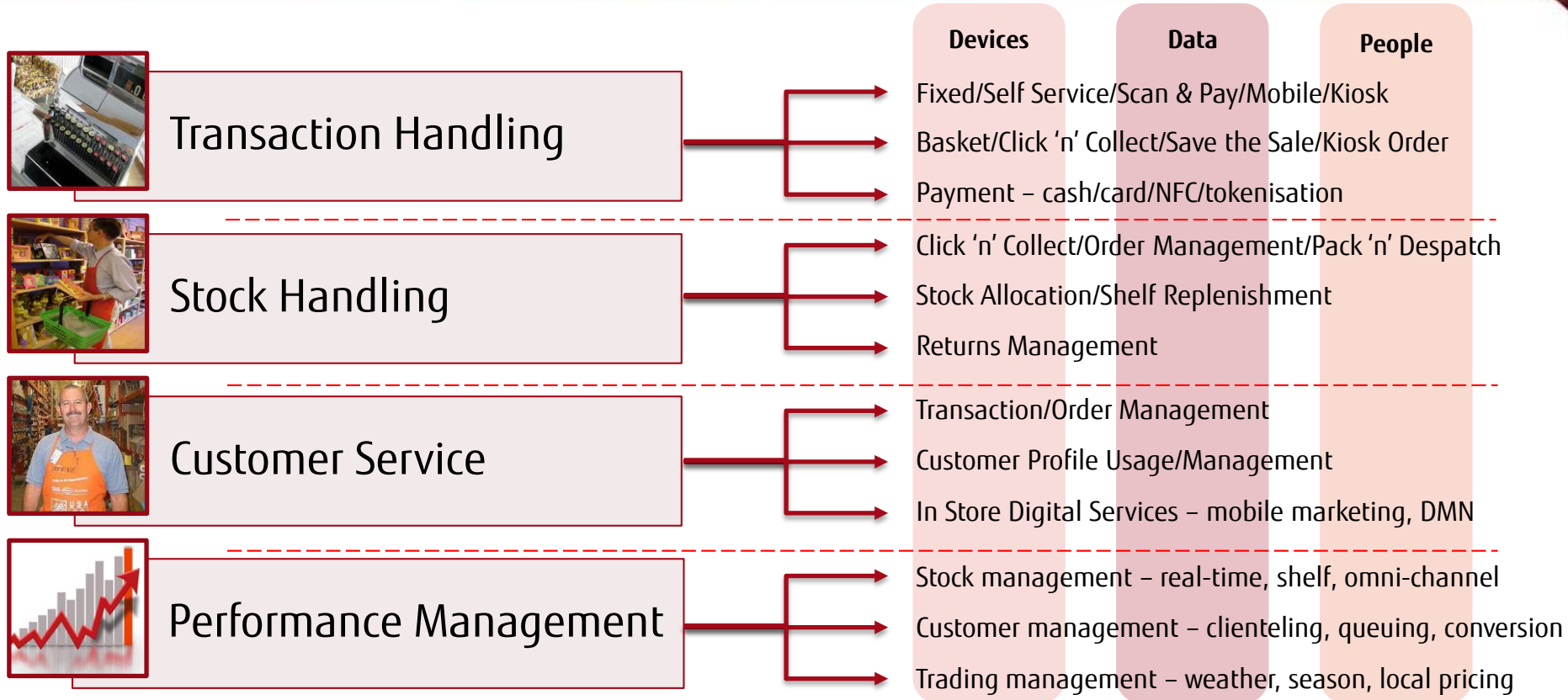


Tomorrow





# Re-engineering Store Operations Processes





FUJITSU

# New Retailing

A man and a woman in a retail store are looking at a tablet together. The man is on the left, wearing a suit, and the woman is on the right, wearing a black top. They are both smiling. The background shows shelves with shoes. A network of white lines and dots is overlaid on the image. A red banner is in the top left corner.

## Connected Retail.

FUJITSU

Our **hyperconnected world** forms the foundation of modern retail.  
A new world is emerging, where everyone and everything is interlinked, sharing information.  
It is all around us and means retailing without walls for a new, empowered consumer.  
This is **Connected Retail**.

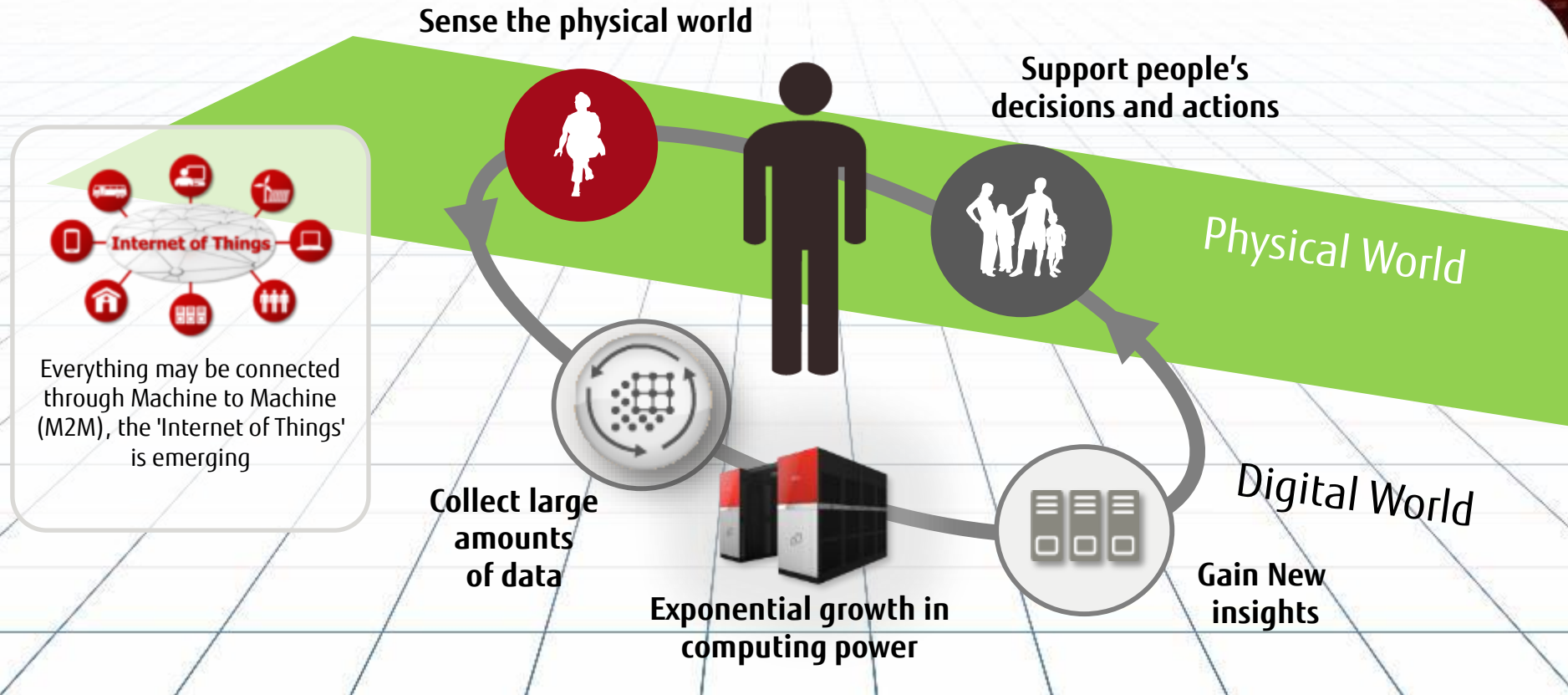


# Human Centric Intelligent Society

FUJITSU

Fujitsu wants to use the power of ICT to build a safer, more prosperous society, where knowledge is continually harnessed and people are empowered to innovate. This is our vision for a sustainable future.

# 'Hyper-connected' shopper will drive the blending of physical and digital retailing



# Fujitsu's 2020 Vision – Connected Retail



## Connected Experience



Shoppers will be constantly 'online' – retail, social, machine to machine – in digital and physical environments;

## Connected Shopping



Shopping will be 'on demand' rather than via store, on line or catalogue compartments;

## Connected Intelligence



Actionable insight delivered real time, in a tailored process-based format, direct to consumer, associate, manager;

## Connected Operations



New selling platform will emerge via the integration of store pos, eCommerce, OMS, electronic/biometric payment and CRM systems.



# Customer Journey

Typical Journey	Plan	Arrive & Navigate	Browse & Select	Purchase	After Sales
Customer Need	Information	Process	Information	Process	Experience
Current Experience	Manual	Impersonal	Rushed	Inefficient	Functional
Solutions	<ol style="list-style-type: none"> <li>1. Online (Click 'n' Collect)</li> <li>2. Mobile Marketing</li> <li>3. Social Media</li> </ol>	<ol style="list-style-type: none"> <li>1. Mobile App</li> <li>2. Geo-location</li> <li>3. Customer ID</li> <li>4. Digital Media</li> </ol>	<ol style="list-style-type: none"> <li>1. Personalization (promos/ menu)</li> <li>2. Social Clienteling</li> <li>3. Smart Stock</li> <li>4. Price Comparison</li> </ol>	<ol style="list-style-type: none"> <li>1. Self Service</li> <li>2. Mobile PoS</li> <li>3. BYOD</li> <li>4. NFC-enabled payment</li> </ol>	<ol style="list-style-type: none"> <li>1. Customer analytics</li> <li>2. Intelligent service management</li> <li>3. Mobile marketing</li> </ol>
New Experience	Simple, fast informed	Helpful and Efficient	Simple and Personalized	Fast, Secure Service	Personal and supportive

# Omni-Channel Selling Platform



**FUJITSU Market Place** is a revolutionary new Point of Service application that increases retailer revenues by improving both customer service and enterprise efficiency in an omni-channel world

Built on an innovative, modular, service-oriented application architecture, it future-proofs retail IT investment and reduces the complexity and cost of technology deployment

Fujitsu's retail heritage, global reach and enterprise integration services make us the ideal partner for delivering this new selling platform



Released Globally

# FUJITSU Market Place – Click & Collect



Purchase shoe size  
online

Online purchase  
recorded and accessible  
to FJMP



Measure and order  
two pairs online for store  
pickup

Items ordered and  
reserved / delivered  
in store



Try fit in store and  
decide to return one  
online pair

Order retrieved via FJMP,  
logged as picked up



Find great pair of ladies  
sandals on sale in store

Sale txn retrieved, return  
logged, new item added  
& txn updated

# Hybrid Service Solutions – Full/Assisted/Self

- New 'hybrid' service counter – switch from manned checkout to self service model
- Delivers the following benefits:
  - customer choice/experience
  - resource flexibility by time of day/shopping patterns
  - operational cost savings
- Deployed in Auchan hypermarkets in France



# Mobile Solutions - PoS



- Windows 8.1 based Mobile client
- Running on Windows tablet
- Payment Device supporting EMV transactions
- Software/Hardware barcode scanning
- Supports offline capability reducing lost transactions
- Gesture supporting User Interface
- Configurable 'themes' to match retailer brand preferences
- Windows and iOS support, with Android planned
  - Uses Xamarin for cross platform flexibility



FUJITSU Market Place Mobile PoS



# Mobile Solutions –image search



Macy's Mobile Image Search App

- Macy's have launched a new mobile app which enables customers to submit a photograph of any outfit or accessory they have seen.
- The app takes the customer to similar items on macys.com where it can be purchased.





- House of Fraser's, Hawes & Curtis and Bentalls in the UK have recently introduced beacon enabled mannequins.
- The technology from Iconeme enables customers to receive details about the clothes on display via their mobile.
- Customers using the app will access the beacon through a push notification when in range and then can get direct access to product information and purchase on the phone.

<http://retail-innovation.com/mannequins-use-beacon-technology-to-communicate-with-shoppers/>

**House of Fraser (UK) BLE Mobile Comms**

# Interactive Shop Window



US retailer Kate Spade shows off shoppable window

- Shoppable interactive window in formerly vacant retail stores
- Garment selection on hangers and hooks inside the windows.
- Shopping takes place through a large touch screen display. Customers can browse the entire collection and get specific product information
- Checkout process simply requires entering a mobile phone number. A confirmation text is sent and following approval, a messenger will deliver the products within select NYC areas within an hour for free.
- Payment on delivery.

<http://retail-innovation.com/katespade-shows-off-shoppable-window/>

# Robotics – Interactive Customer Experience



Fujitsu's ENON robot (Tokyo)

- From the mid-2000s, retailer AEON has been experimenting with ENON - built by Fujitsu - in Jusco superstores in Japan.
- Roles to date have included meet/greet, store navigation and helping elderly shoppers carry their shopping around large stores.
- Predictable issues – mobility, cost, artificial intelligence

# Robotics – Inventory Management

- Amazon is not alone in proposing drone technology for retail delivery
- NRF saw several drone solutions including this inventory management tool from Wipro
- The drone checks out of stocks and sends information to HQ logistics to trigger replenishment and correct assortment



Drone Solution to Manage Stock



# RFID – End to End

- End to end solution – shipping, packaging, inventory management and sales
- Integration of RFID reader/writer with PoS to speed transaction time
- RFID tag = c. 1-3 cents each
- Inventory count (8k skus) reduced from 36 hrs to 4hrs
- Logistics costs reduced by 0.5% revenue
- Fujitsu PoS hw, sw and system integration services



Case Study – Beams Apparel (Japan)

## Fujitsu PalmSecure™

### "McBARS" - McDonald's Biometric Attendance Registration System

- Palm vein identification – very low error rates (even with greasy hands!)
- Accurate and accountable staff attendance recording
- Improved staff productivity and staff time allocation
- Roll out 193 outlets





# In-store Wi-Fi Analytics

## Detect



- Presence and location detection
- Visibility (Wi-Fi, BLE)

## Connect



- Easy Wi-Fi login, custom or social
- Zone-based, custom splash pages

## Engage

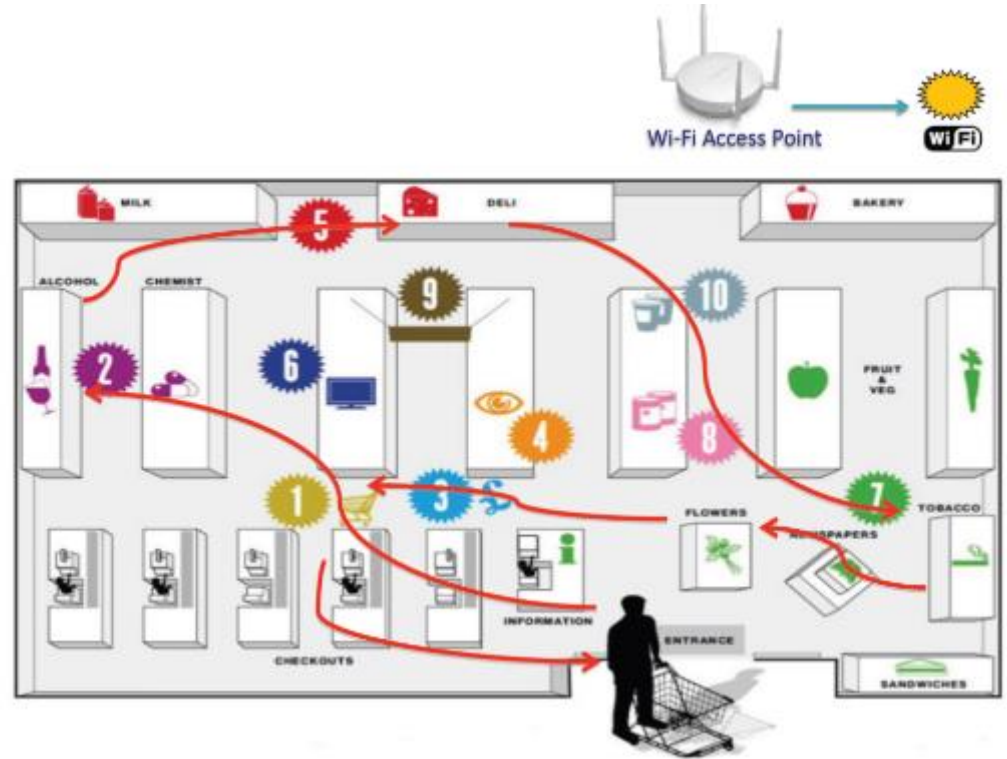


- App-based mobile engagement
- Context-aware in-venue experiences

Analytics

# Store Wi-Fi Analytics Use Cases

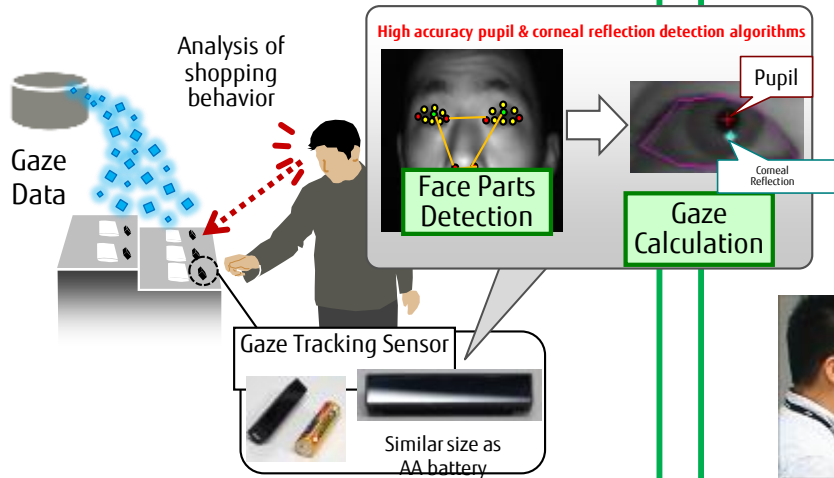
- Mapping customer journey in the store
- Real-time engagement with customer
- Predicting inventory
- Optimal merchandise placement
- Loss Prevention
- Staffing and Operations



# Behavioural Analytics – 'Gaze Tracking'

We have developed a **compact, low-cost, standalone sensor** that can be easily installed in various places, to detect customer's eye-tracking in front of retail displays, screens, merchandise.

## Low-cost, compact gaze tracking sensor



Multiple sensors can be installed in a store to analyze which products customers are looking at, comparing etc.

## Solution Demo

### Gaze Data Visualization



Compact sensor can be installed unobtrusively

What do they look at in your store?

Are they looking at what you want them to see?

How long do they look at your products?

How many options do they consider before purchasing?

Why are they not buying?  
Did they see the item? Did they see, but ignore it? Did they find a better item?

# Gaze Tracking Video

## STRATEGY



Retail  
Innovation



Connected  
Enterprise



Globally  
Delivered

## CAPABILITY

- Retail products, software, and services
- Fujitsu IP and Japanese technology
- Omni-channel, self-service, mobile
- 30+ years innovating in retail

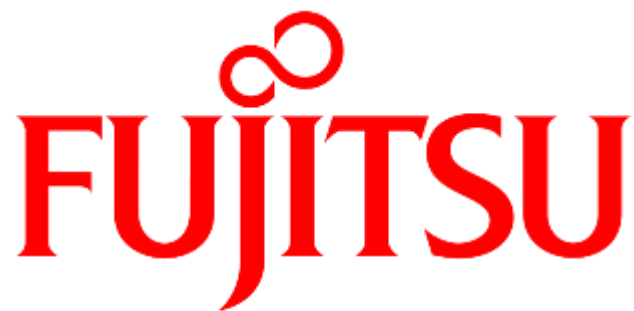
- Infrastructure, applications, networks
- Integrated store solutions
- Connecting front and back office
- Multi-vendor management

- Global solutions, local features
- Global expertise, local delivery
- Global Solution and Delivery Centers

## OUTCOME







shaping tomorrow with you