



Corema™

Features of Corema Solutions

Success in retail depends on converting consumers into customers, pre

Winning new customers can be a costly business. As the majority of customer profit comes from loyal customers, keeping and maximizing loyal customers is key. So retaining loyalty, and winning loyalty from other customers, via targeted offers and promotions becomes crucial.

Fujitsu's Corema solutions offer a wealth of features to help you deliver excellent loyalty programs and successful targeted offers and promotions to your customers.

The Corema Loyalty and Context Server solutions are centralized customer databases that link and maintain consistent, up to date customers information across all your operations.

The main features are:

- Connects all customer touch points to a centralized customer database in real-time to insure one, up to date, customer view
- Enables a detailed profile of each customer to be created and managed

- Features a browser-based helpdesk application, available via networked PC or wireless handheld
- Extensive transaction history and summaries available in real-time
- Real-time view of customer loyalty status and progress against targeted promotions and offers
- Address Scrubbing to ensure consistent customer address information
- Address Merging to eliminate duplicate customer entries
- Data Audit records all user changes to the customer database
- Manages the flow of customer data to background analytical systems
- Flexible user access levels for secure user viewing and updating

Additionally, Corema manages the following loyalty offer types:

- **Points** – points collected over time can be redeemed for awards or discounts
- **Continuity Offers** – Corema Loyalty records progress towards offers over time
- **Multi-level thresholds** – specific continuity offer with increasing value of award



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ferably ones who are accustomed to habitually spending in your store.



- **Accelerated Earnings** -aimed at particular stores or segments to encourage spending
- **Instant Winners** – a sweepstake style random award
- **Channel awards** – targeted at particular business areas, such as Gas purchases
- **External awards** – such as frequent flyer miles

Corema Target gives your retail marketing group the tools to create promotions aimed at targeted customer groups, based on the behaviors you observe in your historical customer data, and use these to maximize your profits.

Corema Target's main features are:

- Flexible interface to access and utilize your historical customer data store to create imaginative segments
- Simple promotion creation with flexible cell management to allow complex promotions to be created

- Trial run feature allows promotion and budget experimentation prior to full promotion execution
- Powerful reporting options using MicroStrategy® 7 Intelligence Server tools

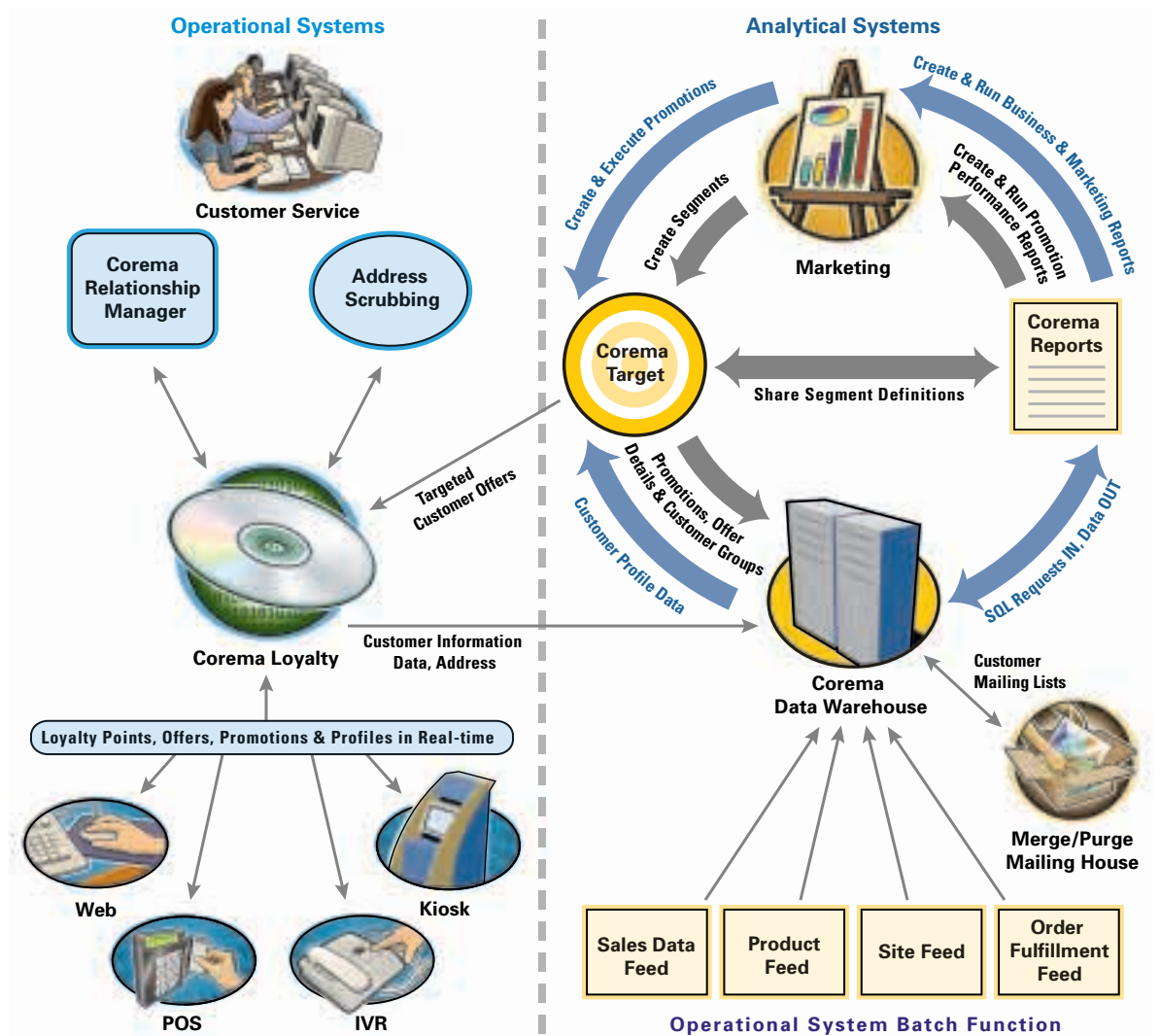
Corema Analytics combines Corema Data Warehouse, for enterprise level robustness and data integrity, with Corema Reports, for sophisticated reporting and analysis.

Corema Data Warehouse exists around a multi-dimensional, customer-centric, ROLAP (Relational Online Analytic Processing) model. The model maximizes the opportunity for analyzing customer-buying behavior, by holding customers as unique entities and a host of other business critical data.

Together you have a business-focused solution for maintaining and acting on your corporate data.

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Corema Family Infrastructure



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