

FUJITSU

THE POSSIBILITIES ARE INFINITE



The Retailers'
IT Company

The world of Retailing

The World of Retailing Today

Retail is an extraordinary business, with an ever-shifting landscape. The UK market has been particularly eventful over the last 18 months, with increasing competition, margin pressure and greater merger and acquisition activity. As a result many businesses have been distracted from their core focus of meeting customer demands in areas such as availability, service and quality.

The need to keep up with the pace of change, as well as new developments in technology, simply increases the pressure on retailers to remain one step ahead of the competition. It is here that Fujitsu can help.

We have a 30-year track record of working with retailers, both in the UK and around the world, to develop and apply IT that addresses the critical and dynamic needs of their business, particularly in the Demand Chain and the Supply Chain.

The Demand Chain

Successful retailers must attract and hold a customer's attention in order to capture their business. However, consumers face a wealth of shopping opportunities through the Internet, television and telephone shopping, as well as the high street and out of town shopping centres. In fact, the competitive landscape has never been more demanding and retailers must innovate continuously just to maintain their position in the minds of the consumer and keep a share of their spend.

Managing the Global Supply Chain

As retailers seek new ways to retain margin and market share in an environment where consumers demand ever-increasing levels of service and value, the issue of embracing global sourcing and the opportunities it offers is high on the agenda.

Indeed, the need to bring the world of opportunity directly to the consumer, through a complex, but efficient and timely supply chain, while also maintaining tight control on costs is a demand that is placed on no other business in the way that it is on the retailer.



Fujitsu - the Retailers' IT Company

The combination of issues posed by the rapidly evolving demand chain, global supply chain, increasingly diverse store formats and virtual shopping must be addressed through a clear, robust IT strategy that directly enables successful business operation and transformation.

Whether retailers' priorities are to support their wide geographic distribution, rapid throughput and high transaction rates, secure operation and cash management or the robust handling and tracking of goods through the supply chain, their needs for IT are unique and highly demanding.

Fujitsu is focused on meeting the specific IT needs of retailers by concentrating on the unique areas of their business: understanding their different needs for demand creation and the supply chain according to their specialisation.

The speed of change in the retail markets in the UK and around the globe also places a premium on the

Today...

ability of retailers to respond with agility to evolving market dynamics. We believe that this agility is enabled by rapid and cost-effective integration and re-integration of business processes, systems and applications in partnership with an IT company who truly understands the needs of the business.

Our understanding of the characteristics of different retail specialisations enables us to help each of our retail customers to realise the benefits offered by the best and most appropriate technologies available worldwide.



And to ensure that we continue to do so, Fujitsu invests continually in research and development of services and products designed specifically to meet the needs of retailers and in the skills of our specialists supporting the retail industry.

Our Propositions for Retailers

Multi Channel Retailing

The development of multi-channel retailing over recent years has presented a wealth of opportunity for retailers through the Internet, interactive television, telephone shopping or kiosks. Many retailers have exploited these opportunities in a variety of ways, but customers have not always responded as expected and indeed customers' expectations and behaviour have changed constantly. Retailers need to continually review multi-channel opportunities and customer behaviour to achieve optimal channel balance for their business.

Fujitsu helps retailers to gain insight into their channel operations, anticipate changes in customer behaviour and design and deploy new channels, applications and services.



“Fujitsu was ahead of the game, because of its global nature. They pre-planned our multi-channel platform three years ago as UK pioneers.”

Eva Pascoe - Managing Director, Zoom, Arcadia Group

In-Store Systems

Retailers' want to fully exploit the demand creation opportunities that their stores offer and must efficiently and cost effectively manage the in-store environment. To help retailers achieve this, Fujitsu consults, designs, builds, integrates and operates in-store IT solutions and infrastructure for retailers. Be it for hypermarkets, supermarkets, department stores, speciality stores, hospitality or petrol, we understand and can apply the most appropriate technologies to meet the needs of each retailer's specialisation, sourcing elements from both Fujitsu designed solutions and from our partners around the world.

One of the most pressing issues for all retailers is the introduction of Chip & PIN in the UK in 2005. Fujitsu has played an integral part in the definition of standards for Chip & PIN, possesses a track record of



success in large-scale Smart Card projects in the UK and has worked with leading UK retailers to develop their strategy for Chip & PIN.

“Fujitsu is reliable, delivers what it promises on time, is a very competent POS vendor with good market knowledge, and has some very highly skilled people. But what really stands out is Fujitsu's commitment to the customer.”

Mike Christie - Head of IT Solutions Selling, Marks & Spencer

Supply Chain Management

Retailers require integrated supply chains that facilitate a rapid, proactive approach to managing changes driven by the consumer and that are flexible enough to accommodate global opportunities for innovation in the product portfolio.



In the battle for market share, control of the supply chain is a critical source of competitive advantage, but it must be managed highly efficiently and cost effectively.

Fujitsu helps retailers manage these imperatives through consulting, designing, customising and implementing supply chain solutions, including merchandise planning, category management, supplier control, supply chain control, central and satellite logistics and supply chain intelligence.

“Since implementing Fujitsu's Inventory and Replenishment solution across our estate, the results have been above our expectations. The money we have historically had tied up in stock in our supply chain has been freed, enabling us to invest further in our store estate.”

IT Director - leading High Street retailer

Retail IT Infrastructure Optimisation

Retailers have made huge investments in the unique IT infrastructures that support their business. These will have evolved over time as operational needs have changed, but many are not serving the business today as well as they could. In addition, budgets for investment in IT infrastructure are tight and must be judged against other business priorities. The challenge for many retailers is, therefore, to get ‘more for less’ out of their IT infrastructures.

Fujitsu's IT Infrastructure Optimisation services are aimed at getting more for the business out of the existing IT infrastructure, while driving costs down at the same time.

Fujitsu already manages the IT infrastructures of retailers, large organisations in other industries and our



own infrastructure, through which we deliver major outsourcing contracts. As a result, we can focus the extensive best practice experience we have gained to achieve the most appropriate 'more for less' mix according to the specific needs of each of our retail customers.

“We wanted an experienced, best of breed partner capable of managing the ongoing operation of our systems, so that we could focus on delivering a world class level of customer service.”

Craig Randell - Business Systems Manager, WHSmith

Fujitsu helps to manage the unique IT needs of the following retailers:

In the UK: Tesco, WH Smith, Marks & Spencer, Somerfield, Dixons, Currys, PC World, Superdrug, Woolworths, B&Q, Shell, Kwik-Fit, Beefeater, TGI Fridays, River Island, Brewers Fayre, McDonald's, The Post Office.

Around the World: Shoprite Checkers, Staples, Auchan, De Bijenkorf, Jeronimo Martins, Sonae, Louis Delhaize Group, La Rinascente, Migros, Villeroy and Boch, Bally, Godiva Chocolatier, Payless Shoesource, Hennes and Mauritz, Kesko, Konaka, Daiki, Kasumi.



Ask Fujitsu...

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