CAPABILITY OVERVIEW
RETAIL – RESPONSIVE STORE & MULTI-CHANNEL

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RESPONSIVE STORE & MULTI-CHANNEL SOLUTIONS

The integrated retail environment

With customers demanding ever more convenience, choice and value, the goal of providing a consistently better customer experience, while containing costs, has become paramount.

Delivering the Customer Experience

Today's in-store systems have a much more flexible point of sale (POS), with thin-client options and integration with other store systems increasing effectiveness. Self checkout systems are bringing economies to the store and convenience to the consumer. Mobile devices can save time and cost and deliver convenience, whether used for stock management or serving customers. Kiosks of various types offer an increasing variety of ways to meet changing consumer needs, including things like digital photo print booths. Plus Electronic Shelf Edge Labels (ESEL) can provide customers with a wealth of information in near real time.

But as retailers embrace these technologies, not only does the store environment become more complex, it also becomes an integral part of the IT infrastructure supporting the organisation's entire value chain. This is why many retailers are now seeking to build a seamlessly integrated in-store environment where new devices can be added with ease, using a Service Oriented Architecture (SOA), and the applications that serve and manage them have the flexibility to be run locally or centrally, as business processes dictate.

Add to this the fact that consumers are now demanding greater choice, convenience and variety, with more shopping opportunities and more channels, and eventually "always on" shopping will become the norm. As a result, retailers must think in a much more integrated, multi-channel way, to ensure that their business strategy, processes and use of people and technology are all directed at delivering a customer experience across channels that seamlessly unites the retail brand.

For these reasons, building a strong relationship with an experienced IT services partner, proficient in the innovative use of retail technology, enterprise infrastructure IT services and lifecycle financing and management, is essential. It will be a major factor in driving profitable growth, while also continuously identifying new ways to enhance customer choice and convenience and deliver that compelling customer experience.

Fujitsu's In-Store Services

At the heart of Fujitsu's retail strategy is the provision of an integrated in-store IT service offer, all wrapped-up in an affordable service package. By drawing on our wealth of experience and expertise in supporting the business needs of retailers, Fujitsu can help you to develop a comprehensive lifecycle roadmap for your technology needs, designed to optimise the performance and value of your IT systems.

New GlobalSTORE, with StoreCENTER

The newly re-architected GlobalSTORE is a complete retail software solution for food and non-food retailers that significantly enhances operational performance from the point of sale, through cash management to the back office. It also supports all the latest retailing features, like Internet connectivity and multimedia presentations.

The new release of GlobalSTORE utilises a Service Oriented Architecture that enables the flexible deployment of different systems in-store, without the cost and effort of point-to-point integration, and flexible access to multiple channels. The addition of the StoreCENTER layer also allows work to be taken out of the store environment through the centralised management of POS systems. StoreCENTER resides at a retailer's corporate headquarters and provides centralised point of sale support for all stores, including real-time data and reports, enabling the use of thin-client POS variants and easy migration to new POS applications.

As a result, the new GlobalSTORE delivers all the reliability of the past and ensures you can easily remain up-to-date in the future. In fact, it has already been positioned by industry analysts Gartner in the Leaders quadrant of the 2006 "Magic Quadrant for Retail Point of Sale Applications for Tier 1 Retailers".

Simple to install, configure and test, GlobalSTORE can easily be customised to fit the specific needs of any retailing environment and quickly modified to meet changing business and customer requirements, reducing your time to market, increasing productivity, enhancing customer satisfaction and driving down costs.

TeamPOS Terminals

The TeamPoS family of POS terminals offers a complete line of in-store retail hardware platforms, engineered for high value/high performance, with easy expansion and upgrades based on open standards.

Designed to help retailers improve service, command customer loyalty and increase bottom-line profitability, the TeamPoS has been developed around an advanced hardware platform that is versatile and powerful enough to meet virtually all of today's in-store technology needs, including the latest electronic marketing applications, thereby driving down costs by reducing the need for multiple systems and vendors.

U-Scan self-checkout

Fujitsu's U-Scan self-checkout system operates like a conventional checkout lane, but it is the shopper - not the cashier - who scans, bags and pays for purchases, with minimal supervision from store attendants.

The next generation of U-Scan systems takes customer service to the next level. Now even more compact than ever, the U-Scan system optimises the number of checkouts available and improves customer throughput. It also releases staff to fulfil other store duties, such as stock management or customer service, seamlessly integrates with existing POS applications and comes with built-in security features to minimise shrinkage.

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Mobile IT

The Fujitsu range of mobile terminals sets the industry standard for mobile computing, being durable enough to withstand all types of weather and accidental drops in any environment, yet light enough to be truly mobile.

Featuring easy-to-use touch screens, a superior, rugged design and industry-leading balance of weight and battery life, our B-Pad and TeamPad terminals offer powerful processing capabilities and an advanced range of integrated features, including barcode scanner, printing capability, magnetic stripe reader, and wireless connectivity. In addition, both of these devices offer the world's first Chip and PIN capability for Windows CE devices, while the latest TeamPad mobile computer offers high performance wireless connection and a large bright display, in an extremely light and durable unit.

Kiosks

Fujitsu specialises in providing customised, end-to-end interactive kiosk solutions and offers a full service package - from initial design, through development, deployment and maintenance. Our open architecture and strategic partnerships with other blue-chip vendors mean our customers have a choice of components suppliers.

Having delivered over 15,000 kiosk solutions, Fujitsu has a wealth of experience and expertise to help you employ kiosk technology to deliver real business value by opening up new revenue opportunities, reducing operational costs, increasing customer satisfaction and maintaining competitiveness.

Electronic Shelf Edge Labels

Fujitsu provides electronic shelf edge label (ESEL) solutions that are designed to use a store's existing lighting to transfer information, so wherever there is a light the shelf edge labels can receive data - without the time and expense of creating radio-frequency or infra-red infrastructure.

Fujitsu also provides a full range of other electronic labels, including shelf-edge pricing and information display modules that link directly to POS data to ensure instant accuracy and consistency, with minimum effort.

Loss Prevention

Fujitsu's Loss Prevention offer, powered by IntelliQ, is an auditing tool designed to identify fraudulent activities at POS terminals and so minimise shrinkage and theft.

Loss Prevention searches and analyses the transaction data that is collected from every POS terminal in each store, covering every employee for every hour of each day, and uses sophisticated data mining techniques to identify unusual or suspect patterns of behaviour. As a result, stores can quickly and cost-effectively detect and address irregular transactions at the POS terminal and implement preventative measures.

New Innovations – delivering Service Oriented Architectures and exploiting Mobile Telephony

Fujitsu is constantly innovating and continues to deliver innovative new retail solution ahead of its competitors. Through the deployment of state of the art Service Oriented Architectures, in products like GlobalSTORE, POS systems and the ONE network supply management tool, Fujitsu is dramatically changing the way that IT can be deployed and IT services are delivered.

Fujitsu is also actively developing new ways of delivering loyalty, payment and information services using the mobile telephones of customers that shop in the stores and multi-channel environments of our retail customers.

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The Benefits

For our customers this all adds up to one thing: responsive retailing that delivers simple solutions in a complex world.

Fujitsu's business needs driven approach to IT services transformation offers today's retailers significant benefits:

Simplicity
A one-stop shop for all in-store and support services:

- Innovative and leading-edge solutions covering the entire retail technology lifecycle, delivering lower TCO and measurable ROI
- Long-term partnerships with complimentary providers, including Microsoft's Smarter Retailing Initiative
- Extensive retail experience and technical expertise
- Proven system and network integration capability

Responsiveness
Real-time improvement in business performance and customer service:

- Increased productivity and reduced staff costs with fewer manual tasks, greater self-service and simplified training
- Improved customer service and faster throughput
- Optimised sales through new sales channels, targeted promotions and rapid response to customer needs
- Minimised shrinkage with the proactive identification of fraudulent activities
- Flexibility to respond to changing market conditions

Value
A uniquely tailored service to provide the best return on your current and future IT investment:

- Close alignment of technology to business needs
- Cost effective re-use of existing systems and data
- Fully integrated and simplified processes
- Focus on continuous service improvement to reduce service costs
- Smoother expenditure levels using a fully customised economic model

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