

# iRETAIL *Innovative thinking for retailers*



To compete successfully in today's challenging high street requires management to be fully up-to-speed with all aspects of the business. Major retailers have invested heavily to achieve such insights - now the same expertise is available to smaller retailers at a fraction of the cost with iRetail from Fujitsu.

## **Retail Solutions for Life**

Ask many retailers what they most want out of their store systems and the wish list is likely to include enhanced customer services, easy-to-use systems, flexible back office, multi-channel integration and a convenient one-stop shop for the entire package.

However, the capital costs of acquiring such systems and the IT skills required to implement and support them are beyond the reach of all but the very largest retailers.

All are now attainable with iRetail from Fujitsu, a comprehensive solution for mid-tier retailers, available for a simple monthly service charge with no capital investment required, that allows them to compete on equal terms with their larger rivals.

## **iRetail**

iRetail is an integrated portfolio of in-store and head office solutions that give mid-sized retailers the chance to compete on a level playing with their larger rivals, with cost-effective access to sophisticated EPoS, Stock Management, Customer Relationship Management, Web Management and Chip and PIN systems. iRetail is endorsed by Barclaycard Business.

Available for a monthly service charge costing as little as £100 per month per point-of-sale and with no up-front capital required, iRetail provides best practice retail systems and processes without the need for investment in IT infrastructure, expensive customisation, costly software updates or even any in-store or head office IT skills.

Having brought together a number of best in class specialist companies in retail and payments systems to deliver iRetail, Fujitsu not only provides a one-stop shop to manage the complexity behind IT delivery and support, seven days a week, but retailers using the service can instantly benefit from any enhancements made to iRetail and its growing portfolio of value-added services, such as loyalty schemes and electronic gift vouchers.

**DATASHEET**  
**RETAIL - iRETAIL**

**The Benefits**

iRetail offers mid-tier retailers a number of major benefits:

- **Pre-accredited Chip & PIN** - provides a fully compliant 'out-of-the-box' solution
- **Simple multi-channel capability** - integrated web site, telephone or mail order sales and stock control
- **Smoother expenditure levels** - predictable budgeting right down to a single-lane, with no upfront capital expenditure or licence charges
- **Improved customer service** - streamlined processes and effective targeting of offers and promotions
- **New revenue streams** - supports a range of added value services, such as e-top up for mobile phones, using broadband connections
- **No IT management** - no IT skills or lengthy sourcing and piloting required
- **Easy and effective operation** - combines best of breed technology and processes within a fully integrated environment
- **Dramatically reduced training** - systems are accessible through a simple web-browser interface using touch-screen technology
- **More effective resource/staff usage** - replacing manual processes and labour intensive tasks
- **Improved decision making** - real-time information on branch activity, sales, buying patterns, customer preferences and stock levels
- **Reduced losses** - can quickly identify sales anomalies that may be due to poor staff training or security issues
- **Anytime, anywhere access** - from the back-office, shop floor, or even globally via a web browser using a secure connection

**Fujitsu in Retail**

With a 30 year track record of working successfully with leading retailers around the world, Fujitsu is totally committed to supporting the needs of the retail sector in the move to an integrated and responsive decision-support environment through the flexible and strategic deployment of IT services.

At the heart of Fujitsu's retail strategy is the provision of an integrated in-store IT services offer, ranging from point of sale (POS), through self-checkout and shelf-edge systems, to loyalty and commercial systems that deliver in-store promotions. Fujitsu is also extending our services down the full retail value chain to provide supply chain visibility services, with real-time sense and respond management that reduces stockholding, saves costs and improves product availability.

**ASK FUJITSU**

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