

RESPONSIVE RETAILING

Simple solutions in
a complex world



The New Retail Challenge



Increasing competition globally; customers who are demanding greater convenience and choice; and tighter margins are forcing retailers to innovate to contain costs and differentiate their offers.

While IT has traditionally been used to provide point solutions to support the business strategy, the growing complexity and inter-dependence of today's retail value chain demands a much broader and more integrated approach to IT deployment that reflects both the long and short-term needs of the business.

This is why the need to develop a long-term relationship with a trusted IT services provider has become much more important.

The right partner recognises that IT services:

- Must be an extension of the long-term business strategy, not just a reflection of current technology trends and innovations
- Must address business needs in an integrated way - point solutions often bring short-term value, but long-term complexity
- Must be provided in the broader context of the retail environment, extending into suppliers, partners and networks of value-adding relationships on both sides - a one-stop shop across your value chain
- Are becoming a much more flexible extension of the retailer's business model, rather than fixed contract purchases.

In short, business needs should drive IT service provision - not technology for technology's sake - and the more strategic and holistic the thinking, the longer-term the benefit. The real value is in the combination of the retailer's retail expertise and the IT services provider's IT expertise.

Fujitsu's Retail Strategy

Fujitsu has a 30 year track record of working successfully with leading retailers around the world, and currently supports 80 customers across Europe, with 16,000 stores and 78,000 POS lanes. Fujitsu is totally committed to supporting the needs of the retail sector through the strategic deployment of IT services globally for many more years to come.

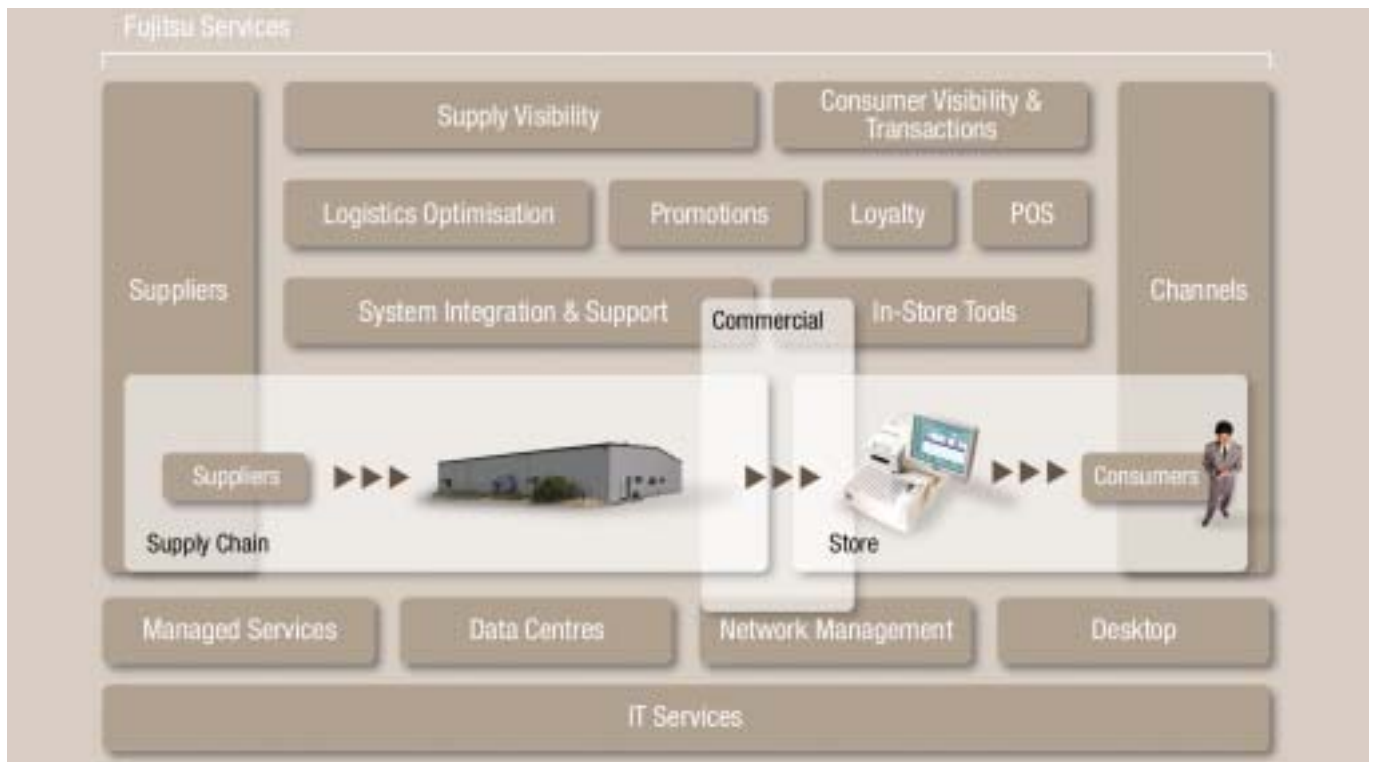
At the heart of Fujitsu's retail strategy is the provision of an integrated in-store IT services offer, ranging from point of sale (POS), through self-checkout and shelf-edge systems, to loyalty and commercial systems that deliver in-store promotions.

A new dimension to our strategy is to extend our services down the full retail value chain to provide supply chain visibility services. This delivers real-time sense and respond management that reduces stockholding, saves costs and improves product availability.

Finally, Fujitsu's retail strategy is designed to address the retail sector's new economic model. It provides a flexible, full service offering (including hardware, software and services) to support our clients, both large and small, in the move to an integrated and responsive decision-support environment.

As part of our commitment to do this, Fujitsu:

- **Has secured future POS software**, to ensure our clients can migrate safely to future POS applications and deploy the latest POS software from Fujitsu Transaction Solutions, including our unique .NET StoreCENTER back-office that enables thin-client variants, as part of a total service package. We also support competitor products.
- **Provides the best retail hardware**, including Point of Sale (POS), Handhelds and Tablet PCs, to meet the exacting demands of the retail environment, as part of the IT service offer.
- **Has established long-term partnerships with complementary providers**, such as Microsoft, SAP, Oracle and One Network Enterprises.
- **Invests in innovative new technologies**, such as the self-checkout system U-Scan, to help retailers squeeze out costs and deliver a compelling customer experience.



Why Fujitsu

Unlike pure hardware and software suppliers, Fujitsu is uniquely placed to help retailers realise the considerable benefits of business driven IT services transformation:

- 1) Fujitsu understands the uncomfortable peaks in expenditure caused by project-based IT investment, and can help develop a customised economic model with a smoother, more predictable expenditure pattern.
- 2) Fujitsu has a wealth of experience and expertise in supporting the IT needs of retailers, and can provide all of the technology necessary to support a modern retail environment
- 3) Our skilled retail consultants can engage with you at a business strategy level to help you develop a comprehensive roadmap for your technology needs
- 4) We can deploy a wide range of innovative tools and techniques, such as our award-winning Sense & Respond® approach for process optimisation, to enhance operational performance and drive out the roots causes of any problems
- 5) Based on our experience in other markets, such as in the delivery of pan-European desktop management, Fujitsu is constantly developing innovative new ways to deliver IT services more efficiently and cost-effectively
- 6) As retailers become increasingly dependant upon their data networks to share information between stores and offices, Fujitsu's proven strength and capability in the provision of network services and management can propel retailers into a new dimension of interactivity

Whatever issues you face, Fujitsu can help to reduce the risk and improve the overall return on your IT investment.

FUJITSU RETAIL SOLUTIONS

Service packages

- We will customise the economic model we use in order to leverage the total cost of technology in your company and give you the best pattern of return on IT investment

In-store

- Includes all transactional systems, from POS and self-checkout, through mobile computers and kiosks, to electronic shelf-edge labels and loss-prevention systems

Commercial and loyalty

- Incorporates customer relationship and loyalty systems and digital media networks

Supply chain

- Provides real-time product visibility in the supply chain

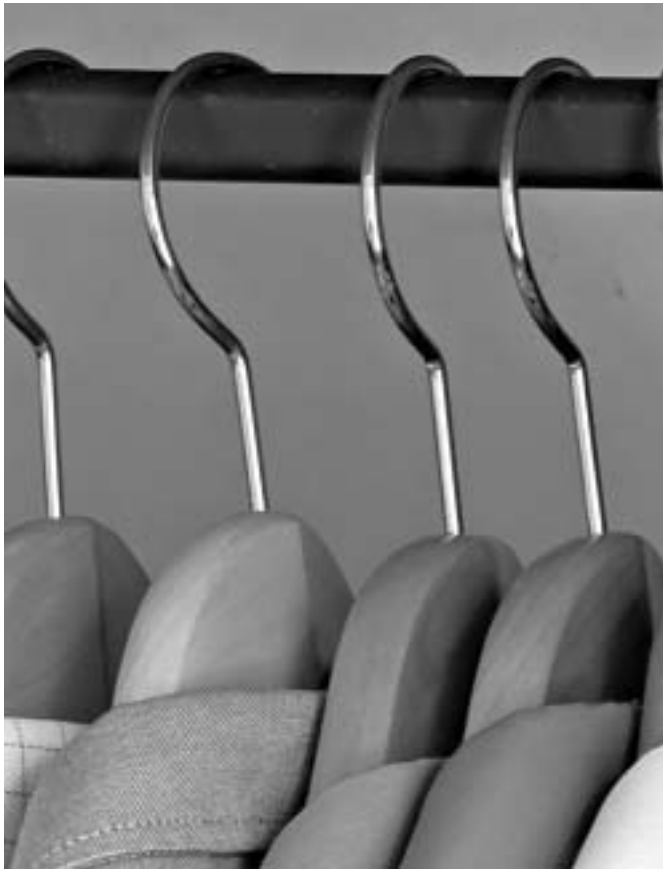
Network management

- Delivers all of your network management requirements, including VoIP, cable, wireless and WAN

Managed services

- Provides secure management of desktops, applications, datacentres, helpdesks, hardware and software support, and infrastructure services
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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:

- Leading-edge retail hardware solutions
- Future-proofed POS software
- Long-term partnerships with complimentary providers
- Extensive retail experience and technical expertise
- Proven network integration capability

Responsiveness

Real-time improvement in business performance and customer service:

- Increased supply chain visibility and control
- Reduced stock levels and wastage
- Lower operational costs
- Optimised product availability

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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