

# DIGITAL MEDIA NETWORKS *Informing and inspiring customers*



The overriding imperative today for any retailer, is to deliver more while keeping costs down, and that means finding creative and cost-effective ways to increase sales and loyalty by informing and inspiring their customers.

## **The New Media Revolution**

In the face of growing print and promotional costs and ineffective campaign analysis tools, Digital Media Networks (DMN) are revolutionising the shopping experience - offering retailers the ability to cost-effectively drive revenue growth by dynamically delivering information and advertising to customers.

However, the task of aggregating compelling content, delivering it when and where it is needed and billing third party advertisers efficiently, has simply proved too complex - and risky - for retailers to justify, until now.

## **Fujitsu Digital Media Networks**

Fujitsu's Digital Media Network (DMN) solution brings all of the benefits of new-generation multimedia and digital display technologies, without the risk. As a result, you can put the right content in front of the right people at precisely the right time.

Fujitsu's proven capability in supporting rapid, large-scale roll-outs and managing robust and scalable networks means that we can offer three tiers of implementation:

- **Solution Implementation** - the provision of the necessary software and hardware platform and a standard range of support services
- **Operational Managed Service** - an end-to-end digital content scheduling and remote distribution service, run from a state of the art Fujitsu datacentre
- **Creative Operational Managed Service** - a fully managed service, including content creation and management of third party media and advertising.

Whatever the needs of your business, you can enhance your retail environment and influence customer behaviour by using the most advanced and versatile multimedia communications platform on the market today to provide superb quality imagery across all display technologies, from small LCDs to plasma and the largest LEDs.

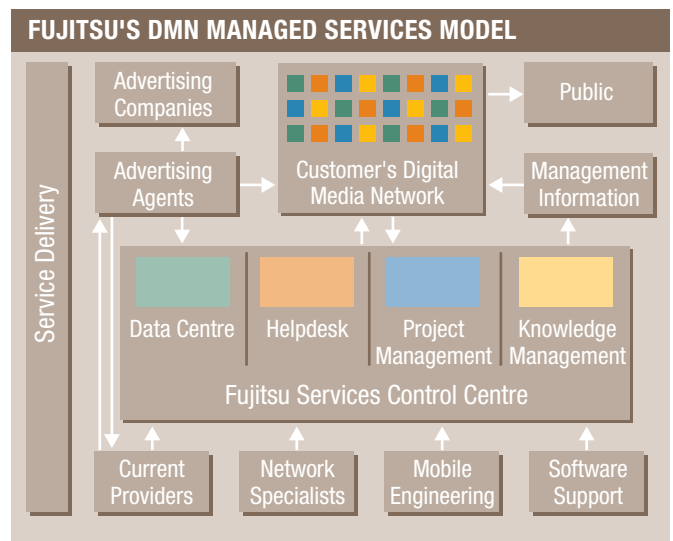
The functionality of Fujitsu's solution enables the delivery of dynamic and targeted content, which allows marketing and local management to be proactive in developing and delivering marketing scenarios ahead of the competition.

You also get the added value of working with a supplier who is in the vanguard of research and development into emerging audiovisual technologies, which can be incorporated into your Multimedia Portfolio at the earliest possible opportunity so that you gain the maximum competitive advantage.

**The Benefits**

Many organisations from a wide range of industries, including leading retailers like CEPSA, Galp and Repsol, are already using Fujitsu's Digital Media Network solutions to cost-effectively and dynamically inform and inspire customers, and in the process:

- **Increase revenue/profit** - optimised sales by providing relevant, real-time information and offers designed to positively influence consumers at the point of purchase, where most buying decisions are made
- **Develop new revenue streams** - generate additional income through the sale of advertising space to partners and suppliers, with easy and accurate billing
- **Improve customer loyalty** - increase customer choice, dwell time and satisfaction with highly targeted information, discounts and rewards
- **Make effective use of resources** - marketing expenditure and offers can be targeted accurately, with much lower print costs
- **Enhance operational agility** - can rapidly target offers to address changing market conditions and customer needs 24/7, while also freeing up staff for other activities
- **Improve decision making** - can be integrated with CRM applications, such as Fujitsu's Corema and OLCAS systems, to capture and analyse data.



**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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