

GLOBALSTORE

Delivering the customer experience



Point of Sale systems form the hub of any in-store environment, but the ability to leverage every ounce of value out of this essential IT investment is now the key factor that will separate the winners from the losers in the race for retail survival.

The Hidden Costs of POS

The use of POS technology has been dogged in the past by problems in maintaining high systems availability and the often prohibitive cost of adding new features or multi-format functions to meet evolving business needs. The total cost of ownership (TCO) has also been increased by the growing need to configure, manage and support a variety of legacy hardware and operating systems.

However, new lifecycle-based approaches to in-store technology, focused on maximising long-term return on investment, are helping successful retailers reduce costs, increase productivity, deliver unparalleled services to their customers and gain a competitive advantage.

Fujitsu New GlobalSTORE

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 (SOA) 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.

DATASHEET
RETAIL - GLOBALSTORE

The Benefits

GlobalSTORE's comprehensive features and inherent flexibility and scalability are enabling retailers to:

- **Increase customer satisfaction** - with faster checkout throughput and mobile queue busting, quicker and quieter tills, clearer till receipts, and more staff time to focus on customer needs
- **Lower TCO** - its open and flexible architecture increases reliability, lowers maintenance costs and ensures that any existing IT investment is not lost. As a result, GlobalSTORE customers have found that, on average, it is 40% less expensive to own and customise than other solutions
- **Optimise business flexibility** - fast and easy to customise and fully extensible to support the addition of new applications, so business processes can be streamlined for maximum efficiency and productivity without incurring huge customisation fees, software rebuilds, or frustratingly long testing periods
- **Improve productivity** - processes are streamlined with a single, highly integrated store infrastructure and its easy to use, intuitive interface improves cashier performance and reduces staff training time and costs by up to 50%
- **Reduced administration** - increases data input time, accuracy and re-use with once only data entry at the point of sale and significantly reduces the costs of paper storage, auditing and retrieval
- **Enhance security** - builds on the inherent security features of the Windows operating system and enables enhanced fraud detection through the analysis of electronic journals.

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.

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