

# MARKS & SPENCER

“Fujitsu is seen as a **safe pair of hands**, capable of managing our POS systems and delivering new developments on time and to a high quality.”

*Mike Christie - Head of IT Solutions Selling, Marks & Spencer*





## The Challenge

Marks & Spencer was founded in 1884 as a stall in Leeds Kirkgate Market. Now it is one of the UK's leading retailers of clothing, foods, homeware and financial services, serving 10 million customers a week. The company also trades in 30 countries worldwide, and has a Group turnover in excess of £8 billion.

Marks & Spencer's clearly stated aim is to 'set the standard against which all others are measured', and it has invested significantly in the ongoing development of a sophisticated IT infrastructure capable of supporting the needs of both its staff and customers.

## The Solution

Fujitsu's relationship with Marks & Spencer stretches back over nearly 20 years, in which time it has helped Marks & Spencer to achieve its evolving business objectives through the cost effective provision of IT systems and services that enhance the customer experience and improve operational efficiency.

Marks & Spencer's core Point of Sale (POS) system is founded on Fujitsu's GlobalSTORE solution, which was customised to meet Marks & Spencer's needs, before being piloted and then rolled out to 350 stores across the UK and Europe, with 15,500 workstations and tills and 400 NT servers, in just 10 months.

Mike Christie, Head of IT Solutions Selling, Marks & Spencer, says, "We chose to use GlobalSTORE because Fujitsu was the only company at the time who had a credible Microsoft-based, distributed POS system. The whole project was extremely successful, being completed in a very short timescale and without any disruption to trading. We have subsequently continued to rely on Fujitsu for the system's ongoing development and enhancement. In fact, we've just signed a 2 year development deal."

Under another contract, Fujitsu is also responsible for the management of Marks & Spencer's in-store IT hardware, including its physical build and configuration, transport, installation, maintenance and recycling.

**"When planning to create or refurbish a store Fujitsu pre-builds the entire store, including all of the necessary equipment and networking, in its hangaring facility. Then all it has to do is box everything up, ship it out and reinstall it, so there is minimum risk of failure and little disruption caused during the store fitting."**

**Mike Christie - Head of IT Solutions Selling, Marks & Spencer**

Fujitsu is also responsible for the procurement of all POS equipment for Marks & Spencer as Mike Christie explains, "Fujitsu's sheer scale gives it considerable buying power, which we utilise to obtain competitively priced products. Effectively, anything that we want that's made by a reputable manufacturer Fujitsu can obtain for us and they will fight it out with the suppliers to ensure that we get the best possible price."

The depth of Fujitsu's relationship with Marks & Spencer is further highlighted by the recent renewal of a three year Stores Managed Service agreement, under which Fujitsu provides hardware and software support in the UK and Ireland for the applications based around the GlobalSTORE solution, including monitoring, advice and guidance and major incident recovery.

Fujitsu also provides a software support service for Marks & Spencer's new Peregrine Service Desk. Having replaced 14 separate Helpdesks, this single, integrated remote Service Desk supports all Marks & Spencer users across the UK and the Republic of Ireland.

Alan Bernard, Head of Service Delivery, Marks & Spencer, comments, "The primary aim of our support services is to provide maximum system availability, capacity and flexibility, so that we can concentrate our resources on improving the level of service that we deliver to our customers. Fujitsu understands this and, thanks to its detailed understanding of our operations, has always exceeded the contracted service levels."



## The Benefits

Marks & Spencer's close working relationship with Fujitsu has enabled it to realise significant business and operational benefits:

### GlobalSTORE

- Improved efficiency and staff communication through a single, highly integrated store infrastructure
- Increased data input time, accuracy and re-use with once only data entry at the point of sale
- Cut staff training time and costs by 50% due to its intuitive interface
- Increased customer throughput at till lanes, by up to 16% on food lanes, due to the system's ease of use
- Improved system security, using the Windows NT operating system and swipe card
- Enhanced fraud detection through the analysis of electronic journals
- Significantly reduced the costs of paper storage, auditing and retrieval
- Better customer service with quicker and quieter tills, clearer till receipts, and more staff time to focus on customer needs

### Hardware configuration and management

- Ensures consistent platform development and configuration to predefined corporate standards
- Minimises disruption to trading during store upgrades or openings
- Rapid and de-risked installation due to effective pre-configuration and testing

### POS procurement

- Ensures lowest possible prices for IT systems and components

### Stores managed service

- Saves 20% a year on support costs

### Software service desk

- Raised first line problem resolution from 45% to 65%, significantly reducing helpdesk running costs.

Fujitsu's detailed understanding of Marks & Spencer's organisation, business objectives, IT environment and markets, also helps to ensure that it benefits from:

- A rapid response to requirements
- Greater value for money, due to lower 'start-up' costs on new projects and more long-term planning

- A close alignment of services and solutions to the existing IT infrastructure and business objectives
- Strategic input of new ideas and technologies.

## The Implementation

Fujitsu is able to provide Marks & Spencer with a seamless service, covering applications, networks and hardware, across the entire IT lifecycle, from procurement and configuration to environmentally friendly disposal and recycling.

Mike Christie comments, "Our POS systems are so critical to us, because they are where we take our money. Fujitsu is seen as a safe pair of hands, capable of managing our POS systems and delivering new developments on time and to a high quality. I don't believe that Fujitsu has ever seriously let us down, but conversely has exceeded our expectations. We are confident that whatever we want to do in the future Fujitsu will always find a solution that is reliable and of the quality we would expect. It's bread and butter to them and they are very good at what they do."

## The Expertise

Marks & Spencer chose Fujitsu because of its extensive retail capability and experience and knowledge of its business.

**"Fujitsu is reliable, delivers what it promises on time, is a very competent POS vendor with a good market knowledge, and has some very highly skilled people. But what really stands out is Fujitsu's commitment to the customer. If you look at the GlobalSTORE implementation, we were working to tight timescales and there was an enormous amount of commitment from Fujitsu to achieve that. I genuinely think that Fujitsu put the customer first and that they listen."**

**Mike Christie - Head of IT Solutions Selling, Marks & Spencer**

---

## **FUJITSU SERVICES**

Observatory House, Windsor Road, Slough, Berks SL1 2EY

Telephone: +44 (0) 870 242 7998

Facsimile: +44 (0) 870 242 4445

Email: [askfujitsu@services.fujitsu.com](mailto:askfujitsu@services.fujitsu.com)

Web address: [services.fujitsu.com](http://services.fujitsu.com)