



Connected
Retail.

Delivering seamless customer experiences

shaping tomorrow with you

FUJITSU

The changing style of shopping

A new world is emerging. It is a world of connectivity in which the people and the things around us are all linked together. This hyperconnected world is also the foundation of modern retail.

As the boundaries between online and offline open up, we are seeing the emergence of the empowered shopper. These consumers are now better informed, have greater choice and more flexibility in the way they move between channels and make purchase decisions. All of which presents retailers with major challenges but also major opportunities.

With Connected Retail, Fujitsu is helping retail brands around the world keep their virtual doors open to their customers, day and night. Working side by side with retail teams, we are establishing connected, omni-channel enterprise strategies that deliver seamless customer experiences in the face of rising expectations.

We already work with over 500 retailers and power over 82,000 stores worldwide. With Connected Retail we are taking the integrated shopping experience to new levels - ensuring brands can monetize information, achieve operational excellence and drive the innovation that customers demand.

Fujitsu in Retail

55 countries worldwide
3rd largest retail services provider worldwide
30+ years experience working with retailers across all sectors
500 global retailers and
82,000 stores rely on us everyday

Key challenges



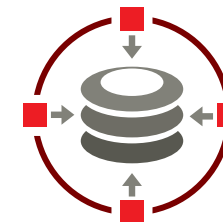
Channel convergence

The store is now just one of several channels for the customer. Retailers that can offer a seamless transition between these channels will be the ones that attract and retain customers throughout the order process. With the popularity of Click & Collect, retailers are finding they need to quickly integrate mobile, online and store channels to ensure high standards of customer service.



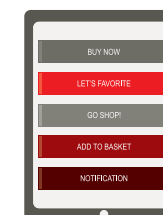
More mobility

Driven by the rapid evolution of mobile devices, particularly the smartphone, shopping as we know it is undergoing a massive transformation. Now that shoppers can search for and purchase anything, anywhere at any time of day or night, retailers must rethink their strategies to provide the ever-ready experience they expect.



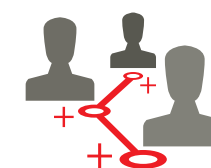
Connected Enterprise

Point of Service (PoS) has always been the driving force of any retail business. In the past, PoS was based on the single server/single register/single store model. Now that PoS systems can do so much more than take payments - including order management, data capture feeding into stock management, merchandising and CRM processes - they are no longer isolated devices but essential elements in creating a single view of the customer - and their shopping journey.



Competing with online-only retailers

How can a traditional retailer avoid becoming simply a showroom for Amazon and others? With price still an essential factor in consumer buying behaviour, stores must enhance the overall experience - offering customers a place to trial products and test the way they look and feel so they become the centres of customer service and capture the sales there and then. With the option of offering Click & Collect, local stores can also offer something no online-only retailer can.



Increasing social touchpoints

With boundary-less social media influencing buying behaviour and individuals able to gather everything from product information to personal recommendations, brands must be there too. The opportunities for personalising the retail experience are growing but getting the balance right between conversational and promotional content is essential.

Welcome to Connected Retail.

However and wherever your customer begins their retail journey should make no difference. In today's hyperconnected world, they expect a consistent brand experience – from online to in-store and from sofa to sale.

That is why we have invested our IP in providing retailers with a fully integrated retail environment to deliver seamless customer experiences.

Connected Retail



Retail Innovations

Innovating Retail for 30 years+
Fujitsu's IP invested in retail
Products, software and services
Omni-channel, store, mobile and solutions



Connected Enterprise

Delivering integrated ICT solutions
Building standards
Front and back office integration
Fujitsu and third party management



Globally Delivered

Global Delivery Centers:
follow-the-sun in 41 languages
One global cloud platform
Cross-border delivery
Consistent global portfolio, regional features



Differentiated Customer Experience

In a highly competitive retail market we bring solutions and services to our customers which:

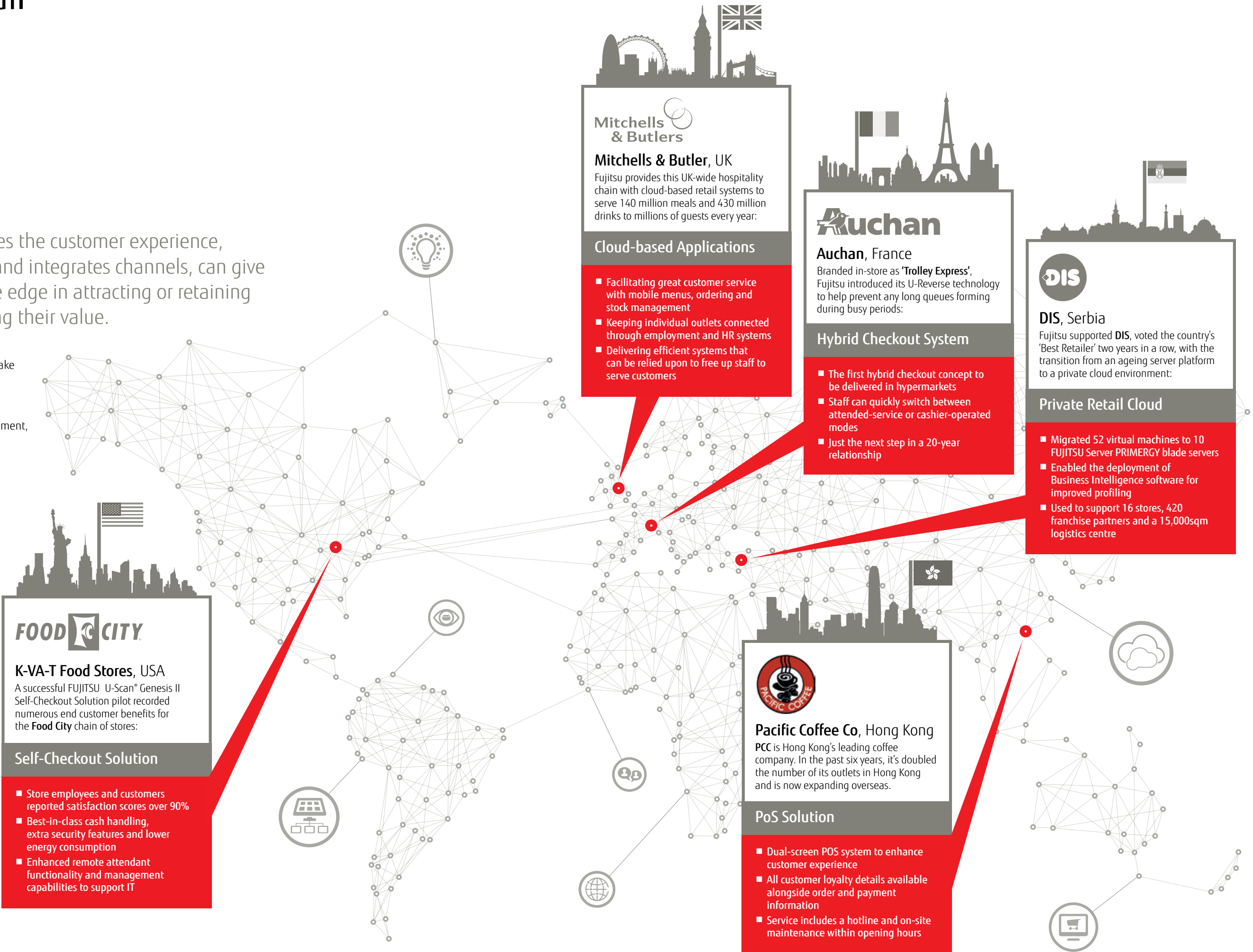
- Connect core front-end retail applications with infrastructure and back-end processes
- Connect individual customer channels as a single, omni-channel solution
- Connect the operation and management of multi-vendor environments
- Connect Fujitsu's global infrastructure to support seamless international systems
- Connect the full range of sourcing options, from cloud computing to on-site servers

Fujitsu in Retail

Our expertise

Technology that improves the customer experience, speeds time to market and integrates channels, can give retailers the competitive edge in attracting or retaining customers and increasing their value.

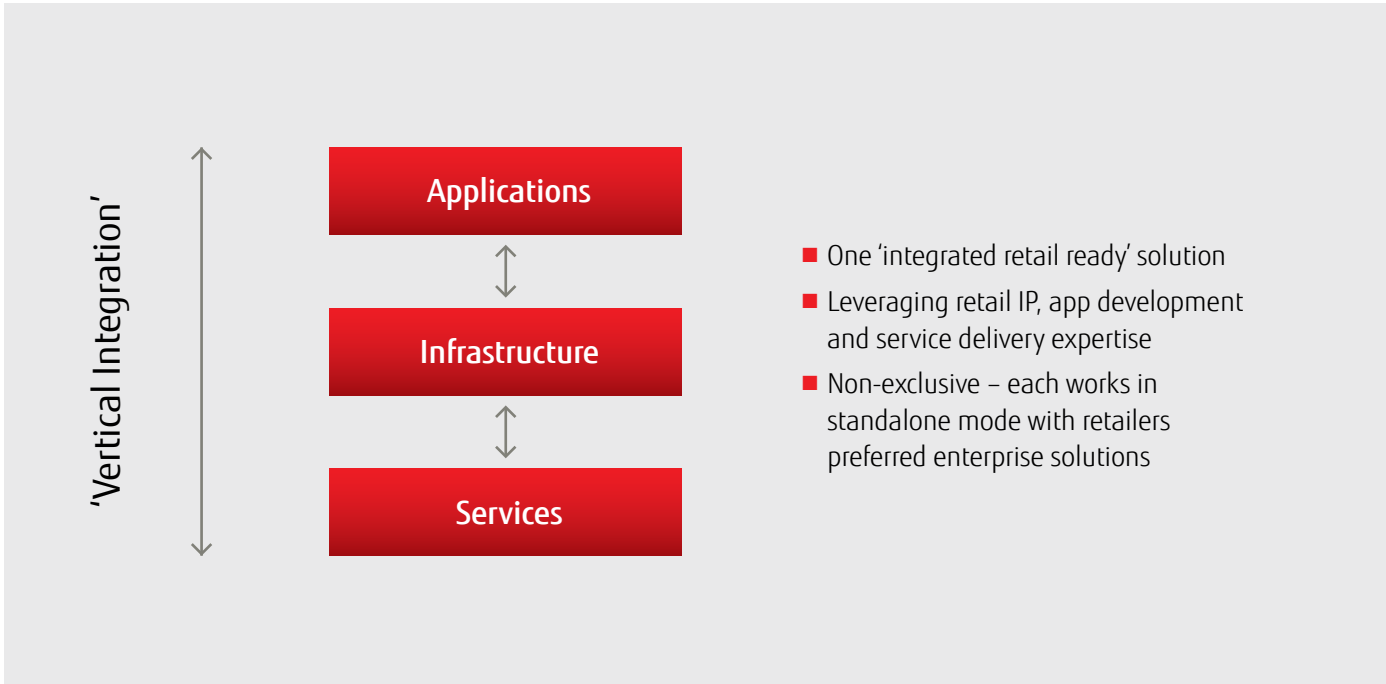
Fujitsu is at the forefront of the drive to make ICT work harder for retailers. We supply ICT services to some of the largest and most demanding retail estates in the world – in sectors from food and fashion to entertainment, hospitality and telecommunications.



How Fujitsu adds value

Integrated or standalone. You decide.

How we add value



You can use Fujitsu’s retail-ready solutions to deliver an optimized enterprise ICT environment, whatever your demands. We can tailor integrated solutions or provide standalone hardware, software or services to suit your needs. Our investment in modular technology means you can scale your retail ICT solution while maintaining compatibility with other, mission-critical legacy systems.



Fujitsu Retail Offerings

Retail Applications

Today’s customers want the right product at the right price in the right location through a wide variety of channels. With Fujitsu you can give them exactly what they want, when they want it. All without the expense of designing, developing, testing and maintaining your own retail applications.

FUJITSU StoreCENTER

StoreCENTER is a full retail solution that efficiently functions as a connection point between selling channels and enterprise solutions. It provides real-time visibility of sales transactions throughout the enterprise and seamless services for both on-line and brick and mortar stores.

Find out more on page 12 >>

Social customer relationship management (CRM)

Customers are increasingly turning to social networks, online forums or web reviews to help make purchase decisions. Fujitsu empowers you to effectively socially engage with your customers through social CRM. We work with global CRM technology partners such as salesforce.com®, SAP®, Oracle®, PeopleSoft®, and CRM packages by Siebel® to deliver tailored applications that will result in happier customers and healthier profit margins.

Business Analytics and Big Data

The key to maximising the potential of Big Data is to think big and plan early. If managed properly, Big Data can be your strategic resource, giving you the competitive edge in the market. Establishing the right infrastructure is crucial to getting your Big Data under control. That is why Fujitsu offers Big Data infrastructure solutions that cover everything you need, from hardware to software and services – all from a single source.

Cloud solutions

Migrating to Fujitsu Cloud gives you faster time to market, more flexibility to develop new ideas and, above all, provides cost efficiency. With on-demand applications your retail environment is not only future-proofed when things change but your total cost of ownership is lower, meaning you can focus resources elsewhere. Fujitsu leads the world in cloud ICT for Retail clients, with a variety of packages to suit your needs: cloud integration, Software as a Service, Platform as a Service and Infrastructure as a Service.

Retail Infrastructure Solutions

Sometimes the only interaction your customer has with your brand is at the point of service. This is an opportunity to showcase your customer service, speed and efficiency by using the most reliable technology in the industry.

Point of Service solutions

Increase your transactions per hour and improve customer interaction with Fujitsu’s PoS solutions and services. Designed to be straightforward to use and flexible enough to fit into any store concept, our PoS systems will transform the way you do business and help to streamline your operations.

Self-service solutions

Reduce your waiting lines while increasing efficiency and customer satisfaction with Fujitsu’s self-service solutions and interactive kiosks. Our self-service in-store applications will help you speed up and personalise the customer journey as well as boost store efficiency.

Mobile solutions

Boost customer relations with one-on-one personalised service delivered by your friendly staff via our state-of-the-art mobile retail solutions. Handheld payment devices ensure you can capture business from the consumer who might otherwise have walked out of the door when queues are long during busy times. They also offer you the opportunity to connect the human element of your brand to offer that personal service that customers truly appreciate.

Scan and Pay / Personal Self Scanning solutions

Our scan and pay solutions give your customers the control they often prefer. Retailers large or small can choose from a variety of options to suit their budgets – from mobile applications to robust handheld scanners that seamlessly integrate with your existing self-service infrastructure. Customers enjoy greater transparency and flexibility whilst retailers increase throughput without additional personnel.

Digital media solutions

Engage your customers even while they are perusing or queuing with targeted real-time marketing. Fujitsu’s end-to-end digital media services can reinforce your brand messages or entertain your customers while they wait to pay at the till. Offering the ability to instantly update what is on-screen, our integrated digital signage works alongside queue management systems to improve the whole experience.

Fujitsu Retail Services

Today your company’s IT must support the overall business like any other department. However, to achieve this successfully, you need the ability to translate complex infrastructures into effective business and retail processes that really support your profitability.

Store and mobile Managed Services

With customer expectations rising all the time, you need the tools to provide excellent service from the moment customers walk through the door and then some (after sales, etc). As the world’s fourth largest ICT services provider, Fujitsu has a broad portfolio and depth of service knowledge to address and solve your needs current and future. Whether you need an infrastructure overhaul with onsite maintenance services, or complete managed services for store, front, and back-office processes, or innovative cloud-based solutions to optimize your capex and opex – Fujitsu will work with you to find the most suitable service engagement.

Retail as a Service

With this industry-leading Fujitsu solution, you can concentrate on retailing while we look after your ICT infrastructure for you. It is ideal for retailers looking for a simpler, outcome-based contract for ICT services while reducing ICT total cost of ownership across the organisation. Offering greater agility, you only pay for the services you use.

Competence centre for SAP

Fujitsu and SAP® have come together to create an integrated PoS application that ensures data from the shop floor is quickly gathered by your enterprise system. Offering retailers the capacity to deliver multichannel customer service and speed up front office business processes, the results are greater operational efficiency and better data management across the board.

ICT application services

We believe that any new business and ICT operating model should be measured against explicit business targets and outcomes. These should include multi-channel customer transaction performance, ICT (and hence trading) availability and resource productivity including people, stock and property. ICT will become a profit centre as it increasingly underpins the core operational business model for the modern omni-channel retailer.



Enterprise ICT, including networks

Fujitsu is one of the few companies able to offer retailers a complete range of ICT products and services for the wider enterprise - from servers and storage through to notebooks and tablets as well as system integration and legacy modernisation support. And with our wireless-enabled networks you can connect your HQ and store directly to your customers.

Innovative Financing Offerings

Fujitsu Financial Services reach beyond simply funding your acquisition of the latest Point of Service Retail technology. We will work closely with you to engineer a bespoke payment solution based on our flexible and modular portfolio of financing structures which can include both pay-as-you-use and pay-as-you-grow as well as enabling you to move assets from Capital expenditure to an Operating expense. We provide consultation so that you can align your IT spending to your revenue flow or budgets, thus enabling simpler forecasting and budgeting for longer periods.

Our services cover the complete lifecycle starting with financial planning, technology replacement, acquisition, financial management and retiring of assets in your IT environment. Leaving you to concentrate on your core business – your Retail Business.

Fujitsu StoreCENTER

Omni-channel solution for retail companies

Staying ahead of the competition in today's retail environment requires agility and speed. This is especially true when it comes to the data that drives your business. Being able to move data to and from your stores in real-time and make critical decisions based on that information is essential.

StoreCENTER is Fujitsu's retail solution that integrates with omni-channel functions and mobility. It consists of enterprise, back office and point of sale functionalities. StoreCENTER is a full retail solution that efficiently functions in the stores and as a connection point between the stores and external enterprise systems.

StoreCENTER provides the tools for real-time movement of data, e.g. product, inventory and promotion information, giving the retailer a much more effective way to interact with multiple stores on both enterprise and store level. StoreCENTER is a truly international solution; it is used in many countries in Europe and America and it has multi-language and multi-currency support. StoreCENTER Enterprise is also part of Fujitsu's global retail Market Place Solution.

To summarize, StoreCENTER consolidates information from the stores for added value processing and minimizes routine work on the store level. StoreCENTER enables complete management and control over the whole retail value chain - from the other enterprise solutions via StoreCENTER to a single store and vice versa. Staying ahead of the competition in today's retail environment requires agility and speed. This is especially true when it comes to the data that drives your business. Being able to move data to and from your stores in real-time and make critical decisions based on that information is essential.



Focus on Infrastructure: FUJITSU PoS...

With expectations rising all the time, in-store staff need the tools to provide excellent service from the moment customers walk through the door. Fujitsu's latest Point of Service (PoS) and mobile store solutions are helping retailers rise to the challenge. Supported by industry-leading hardware, networking and support, Fujitsu is providing the supporting PoS infrastructure retailers need to deliver connected, cost-effective and high-availability in-store applications.

TeamPoS 7000 S-Series

A unique Point of Service controller, the TeamPoS 7000 S-Series is optimized for the hostile retail environment for long life and reliability. With 4th generation Intel® Core processors and the latest AMT remote management functionality, the S-Series also features a 90% efficiency integrated power supply for lower total cost of ownership. With its small footprint and large number of ports, capable of connecting and powering a full complement of retail peripherals, the TeamPoS 7000 S-Series can be simply and quickly installed without changes to existing store furniture.



Benefits at a glance:

- Energy efficient solution
- Footprint of just 7 litres
- No need for external power bricks
- Extensive connectivity with powered ports
- Manufactured in Germany for the highest levels of quality and attention to detail

TeamPoS 7000 All in One

The TeamPoS 7000 All in One Series is a sleek, state-of-the-art solution for retailers who require flexibility, advanced performance and reliability from their PoS terminals. Built with 4th generation Intel® Core processors, it is designed to adapt to multiple in-store touchpoints. Connecting a wider range of customer applications, such as registration or loyalty programmes, the TeamPoS 7000 AIO is also user-friendly, retail-hardened and energy-efficient to optimise your ROI and TCO.



Benefits at a glance:

- Small footprint and low energy consumption
- Water and dust resistant
- Enhanced network security to protect critical data
- Cost-effective, future-proofed design
- Ultra-versatile, LCD touchscreen
- Easy to install and upgrade

...and mobile solutions

Fujitsu mobile solutions

With Fujitsu's wide range of mobile solutions for the retail environment you can optimise your connected customer experience, while mobilising your workforce. Staff traditionally tied to the counter are now free to walk down the queue, take payments and engage with customers with Fujitsu mobile PoS solutions. By connecting ICT systems, you can also give your sales associates the real-time information they need at their fingertips to ensure every customer interaction is well informed and supports the buying experience.



STYLISTIC V535

Packaging our mobile retail applications with our Managed Mobile service and range of STYLISTIC V535 Windows tablets provides a full end to end managed solution for retailers, simplifying your business and allowing you to focus on what's important. This tablet enables new levels of productivity and customer satisfaction in store.



Benefits at a glance:

- Water, dust and drop resistant 8.3-inch tablet
- Flexible input via touch (incl. gloves) or pen
- High connectivity based on latest standards
- Highly customisable with magstripe reader or Chip & PIN reader enabling ePayment solutions

Mobile Scan & Pay

Clienteling

Fujitsu's social clienteling offers real-time visibility into shoppers' cross-channel and social media behaviour. It creates a 360-degree view of each customer's social profile through cloud-based data collection, storage and analysis. Fujitsu's social clienteling enables you to engage with shoppers through all meaningful channels, facilitating real-time and low-cost analysis. Armed with this information you can then build better customer profiles and take swift action to encourage the sale.

Mobile Managed Services/Integration

With multiple front-end applications and back-end systems, providing a joined-up and personalised customer experience can be a challenge. Fujitsu takes away this hassle with end-to-end mobile solutions that are fully integrated with your business. Wrapping together hardware, software and services, we can support applications based on Android, iOS or Windows operating systems. Our expert team can develop dedicated mobile retail applications and integrate them alongside expert support and external management to reduce the impact on your operations.

Focus on Infrastructure: FUJITSU self-service solutions

As the customer environment continues to change, Fujitsu's range of reliable, efficient and low-cost self-service solutions will improve both their checkout experience and your bottom line. Enabling your customers to make purchases, access information and take advantage of special offers created in real-time, your self-service retail terminals can become new hubs for a fully connected retail experience.

Self Service Solutions – U-SCAN Genesis II

Empowering retail establishments to stay ahead of the competition, the Genesis II improves transaction times, reduces energy consumption and extends the lifecycle of the self-checkout process by providing:

Best-in-class cash handling tools: including an easier-to-maintain coin and note dispenser that offers higher capacity, faster and more accurate validation and remote capabilities.

Improved ergonomics: from better placement of note and receipt devices, stereo high-fidelity audio, ADA/ANSI compliance and acclaimed self-service engineering design.

Barcode scanning technology choices: via a hybrid scanner with integrated produce scales and security tag deactivation technology. Consumers can also redeem e-coupons or access loyalty programs from smartphone barcodes or QR codes.

LED brilliant blue light bars: to help direct consumers with their transactions as well as presenting animations or audio guidance.

Modular security technology: with a U-SCAN Genesis carousel that comes with several height bag risers and expandability options for up to eight bags.

U-SCAN 5.0 software: creates a truly flexible retail system featuring Windows 7 support, enhanced mobile attendant functionality, configuration tools and automatic updates.



Personal Self-Scanning
FUJITSU U-SCAN self-checkout systems give your customers the control they often prefer. Providing efficient and cost-effective PoS self-scanning, with U-SCAN retailers large or small can choose from a variety of options to suit their budgets – from custom mobile applications to best-of-breed self scanning devices. Easily upgradeable, U-SCAN is also ready for what lies ahead and easy to adapt as your business grows.

Mini-SCO
FUJITSU U-SCAN Mini Self-Checkout is a cashless alternative to the full cash U-SCAN Genesis II and has a footprint that is 28% smaller than the standard terminal, freeing up valuable space for impulse shopping lines.

My U-SCAN
The My U-SCAN mobile application will reduce transaction times by delivering a unique QR code to a customer's mobile device. Pre-selected shopping, payment preferences and favourite items are all on-hand at the checkout so customers experience a fully connected, personalised yet self-service checkout process.

U-SHOP
Our U-SHOP mobile application allows consumers to scan each item using their smartphone, adding or removing items from their purchase list and then paying without any of the usual delays at the register.

UNIVERSAL
FUJITSU UNIVERSAL is our hybrid checkout PoS concept that ensures even traffic flow, improves store efficiency and will help you deliver a more customer-centric experience. It supports carts of under 20 items with a self-service option. At peak times, it also allows employees to support the scanning phase so that they can help reduce waiting times and interact with customers.

Focus on Services: FUJITSU specialist ICT services and SAP for Retail

All of the knowledge and experience we have gathered over the past 30 years has gone into our specialist Retail ICT and consulting services. Our dedicated retail expertise can help you make the most of your SAP system and also detect hidden potential to increase business value – all backed by our global capability.

Cash Management

Orbi-Cash is an end-to-end cash management solution that is operational in 17 countries across EMEA. Offering retailers access to a suite of products that automate the payment and receivable cash management functions of a bank, Orbi-Cash will give you the flexibility and security you need to handle your customers' more effectively.

Managed Maintenance

Fujitsu Retail Systems Management is a unified, web-based ICT lifecycle system with integrated asset, configuration management and power management tools. It gives you the ability to stay in control of multiple device platforms, including desktops, PoS devices, mobile terminals and servers.

Retail as a Service

Using our expertise in cloud systems, now you can cut operational costs and boost efficiency through technological innovation. Our Retail as a Service platform means you have access to the ICT infrastructure you need to be make your business more responsive to changing employee and customer needs.

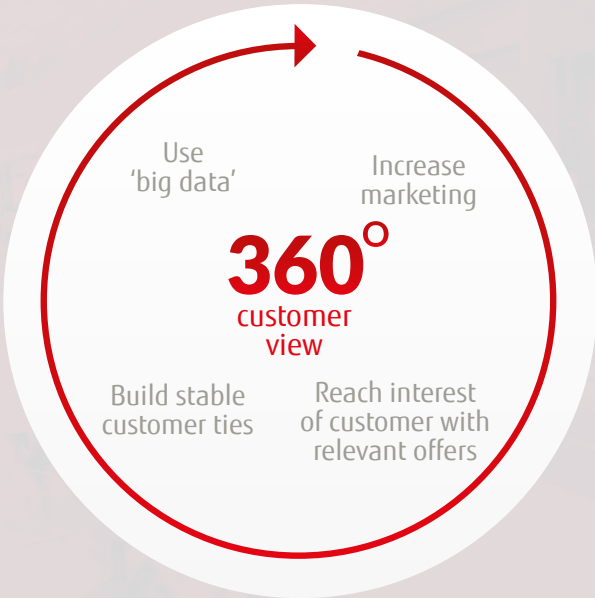
Fujitsu's solutions for SAP in Retail

Fujitsu's portfolio of services for SAP enables retailers to cut costs and streamline workflows, including procurement, logistics, distribution, promotions, sales, and customer service.

Retail Business Analytics

A backbone solution to achieving operational excellence and profit preservation, Retail Business Analytics enables comprehensive data analysis for informed decision making.

It thus supports achieving an optimum customer experience and turnover per customer. It enables loss prevention through a sustainable reduction of inventory differences and analysis of sales processes.



To find out more visit:
connectedretail.global.fujitsu.com

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