

Fujitsu in Retail

# Delivering the Retail Experience Worldwide

shaping tomorrow with you

**FUJITSU**

# At your service

## Retail begins and ends with the customer.

Technology that improves the customer experience, speeds time to market and connects up channels can give retailers a serious edge in attracting and retaining customers and increasing their value.

Fujitsu is at the forefront of the drive to make IT work harder for retailers. We supply IT services to some of the largest and most demanding retail estates in the world – in all sectors from food and fashion to entertainment, hospitality and telecommunications. Our UK clients include, Marks & Spencer, The Post Office, Everything Everywhere, Boots, Specsavers, Mitchells & Butlers, JD Williams and Vodafone. Although Fujitsu is one of the world's largest IT companies, we believe in using our size, scope and experience to deliver local responsiveness. We have a comprehensive retail consulting capability to advise on how to optimise the customer experience – from mapping the customer journey through to IT tools and infrastructure.

IT can be the accelerator and direction finder for your business. We help retailers create new offers and reshape their business around future trading models. We provide innovative operating models and commercial frameworks which turn both IT and business process costs from fixed to variable spend. And we deploy cloud services that give on-demand IT, making technology an enabler of change rather than a barrier. Today's sophisticated consumer sets high standards for retailers – and rewards those who consistently hit the mark. We can help you get up to scratch, and beyond.



### Fujitsu in Retail

- Fujitsu is the third largest IT services provider to retail with global retail revenues of over £1 billion
- Managing more than 20,000 retail outlets and over 85,000 PoS devices in the UK
- We provide an end-to-end portfolio of retail applications, devices and supporting services, across the retail value chain
- We have over 35 years experience of working with retailers across all sectors and geographies
- Fujitsu spends over \$2.6 billion in R&D and innovation – on products, services, environments and processes

**Customer Experience:** We deliver store and cross-channel solutions to change the way your customers shop with you, increase sales and reduce costs – including self service, PoS, labour productivity and mobility, digital media networks and other in-store innovation.

**Retail Process Improvement:** We bring business consulting and systems expertise that helps you discover and exploit hidden business value.

**Store Managed Services:** We keep many thousands of stores running with leading edge end-to-end installation, support and maintenance. We have global capability alongside lean service and continuous improvement methods, plus innovative commercial deals.

**Retail IT Infrastructure:** We keep the retail engine running, with on-demand infrastructure, support and management from data centres to retail ready networks and the desktop. Our global reach, Japanese heritage and technical excellence produces solutions built for the retail environment. We have extensive expertise in delivering to scale, and our IT-as-a-utility model makes for real flexibility and visibility in costs.



# Operational efficiency: excellence everywhere

**Retailers must do more with less – and repeat that miracle every day in a complex, unpredictable environment.**

Consumer spending is volatile, with job security uncertain and demographic patterns changing. Operating costs continue to escalate, especially in transport, property, rent and utility bills. Established retailers face increasing competition from discounters and new entrants, together with increases in raw materials and production costs.

So retailers need to deliver far-reaching cost savings right across the board, without compromising their ability to compete, while meeting new demands as they arise. We focus on where IT can drive operational improvements across the value chain.

Today's customer is well informed – sometimes knowing more about products and prices than your own staff, thanks to broadband at home and a smartphone in the pocket. Handheld devices let you arm store staff with extra information delivered whenever and wherever it is needed. You can also provide sales education via multimedia on the web, and provide informative and engaging self-service applications for customers. Sales people can then interact with customers as they explore what's on offer together. Your store staff are, and must be supported as, knowledge workers. They need to be able to search, collate and present relevant information in response to customer needs as they arise. You may even allow them to offer discounts, suggest substitutions and reserve stock at other locations.

Smart use of technology can reduce customer service times and eliminate abandoned baskets.

With technology freeing up staff and helping them to be more knowledgeable, service becomes more personal – bringing the retail environment to life and putting the customer at its heart.

## **Staff Enablement**

Give your staff access to all outlet functions on any device – fixed or mobile.

## **Staff Productivity**

Technology and process changes to enable frontline staff to complete tasks more efficiently, automate non-customer facing activity and improve customer service.

## **Task Management**

Automating distribution of tasks across the estate, with role-specific task allocation, improved planning of labour hours and feedback on task completion. Dynamic allocation of staff to service points and tasks based on footfall, predictive demand and available skills.

## **Device Management**

Comprehensive service for all mobile devices – including those owned by staff members. A simple monthly price per device, covering every platform, to give you great usability, security and resilience.

## **Role-specific Communications**

Equip your staff with the information and functionality they need to help customers.

## **Utility IT**

We are migrating to a pay-as-you-go model for all our services, so that the value of IT to the business is absolutely clear.



# Agility: enabling the business to adapt

## Speed to market has long been a challenge for retailers.

Many retailers struggle to pilot new ideas and bring new concepts to market quickly. Often they can be overtaken as their competitors launch new offers whilst they try to overcome the challenges of legacy IT services that are not designed for the pace of 21st century retail.

Existing IT infrastructure and legacy applications are proving both too complex and inflexible for many retailers. What worked yesterday is straining to meet today's need, and is hopelessly unprepared for whatever tomorrow may bring. At the same time the need to respond to consumer trends puts real pressure on CIOs to be reactive. Meeting acute short-term demands is difficult to reconcile with building strategic programmes for infrastructure while keeping the doors of the business open.

### Adaptive Architecture

- Remove platform constraints in your outlets to support a seamless cross-channel customer journey
- Exploit the role of consumer devices across the end-to-end customer journey for ordering and payment
- Reduce the time taken to process transactions
- Enable personalised 121 marketing and interactions

Physical stores are the best place to engage customers and build your brand. They are also spaces where store and customer can reconnect and resume their ongoing relationship. So stores ought to recognise their own customers when they walk in. If the customer uses their loyalty card in a kiosk to check their points balance, you can access their history and preferences and make offers on the spot. Customers can also use their mobile phones to scan barcodes in-store and thereby declare their presence to your systems. It all adds up to real-time agility.

The customer's journey is becoming more flexible and less predictable. Some customers want to browse and purchase on their own, while others want assistance at various points. Forcing customers to use self-service checkouts can be counter-productive, but so can failing to provide self-service facilities. Retailers must offer the widest possible array of routes, and be ready to respond to customers' changing behaviour as their journeys unfold.

In the era of the pop-up store, you need pop-up IT. Cloud computing lets you ramp up and damp down your computing resources as and when you need them. You can tap into applications, processing, storage and even entire business processes on a pay-as-you-go basis. This means you can shift IT costs from capital expenditure to OPEX. You'll also get better value for money, because you won't have to pay for Christmas trading volumes all year round. The business becomes more adaptable, because it's much easier to open and close stores, change store formats and redesign processes. You can respond in near real time to changing market conditions. You can also cost-effectively run analytics and simulations that would otherwise tax your infrastructure's capacity, and grab temporary resources for testing system changes before unleashing them on the public.

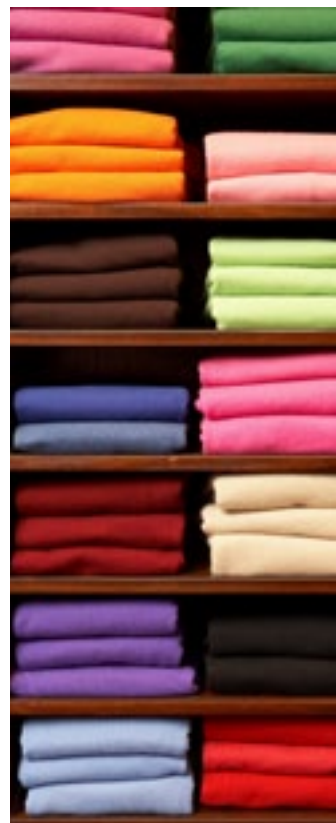
### Up and running

**Retail Ready Network:** Fujitsu's unique combination of superfast 24Mbit, commercial-grade broadband service and true private cloud implementation. Launch new products and services quickly, get faster applications and higher availability – together with significant cost savings.

**Infrastructure as a Service:** Everything you need to run the business, on a pay-per-use basis. Our flexible hosting service, based in the UK, delivers fast user response times for customers and retail staff, to speed up transaction times. It also enables ultra-rapid deployment of websites and applications.

**Managed Network Service:** Rapid provision of bandwidth and resilience to overcome connectivity issues. For example, allowing the rapid provisioning of new connectivity to support new stores or meet increasing data demands.

**Business Solutions Store:** Pay-as-you-go access to third party solutions, hosted on our secure cloud. Get your specialist retail applications on tap, with complete peace of mind.



# Customer experience: where imagination meets organisation

## Your customers expect a consistent and reliable experience across all channels.

The most profitable stores recognise that designing and managing retail space is a kind of retail engineering, with stores becoming venues for entertainment, information and inspiration. Customers shopping in physical retail environments are often looking for more than a purchase.

Fujitsu designs novel in-store and mobile solutions that bring stores alive and extend customer relationships. For over 35 years Fujitsu has been producing robust customer engaging in-store products from Points of Service terminals enabling efficient transactions alongside delivering a rich multi media experience, to self service kiosks and check-outs providing queue busting efficiencies giving the customer greater control in creating their shopping experience. We have also developed a digital media network to bring brand reinforcement, entertainment and information right into your store – successfully deploying this at scale across a number of retailers including 25,000 point-of-sale sites at a leading European petrol retailer. The system enables promotions and, seamlessly integrates with queue management solutions, as well as allowing instant changes in brand messaging across the retail estate. It's one example of how we take proven technologies, relationships and processes and make them work for a particular organisation.

But the challenge is not simply supporting a multi-channel strategy; it's joining the dots to deliver the best possible customer experience. From online to in-store, from kiosk to car park, the retail landscape is morphing while the supporting technologies are converging. We'll coordinate and merge your channel activities, so that your customers get a consistent, high-quality, unified brand experience wherever and whenever they choose to engage. Instead of exposing customers to a plethora of interaction options, you'll be conversing with them naturally and fruitfully, regardless of the technology path. Some call this omni-channel, we like to think of it as one-channel: the customer's.

"Retailers looking to maximize revenues from frequent online buyers must enable frequent online buyers to research and purchase products across all channels including the mobile channel."

Prepare For Mobile-Driven, Cross-Channel Shopping, Forrester Research, Inc.

Today's customers are armed with knowledge and choices. Their buying behaviour is subtly integrated with their increasingly complex lives. The true retail innovators will be those who can adapt to these new lifestyles, and earn a place in the customer's world.

**In other words, all-channel excellence isn't a nice-to-have. It's an essential.**

### At your service

**Retail Consulting:** Helping you build capability and improve performance, especially in the store and core IT services.

**Store Managed Service:** Service Desk and Engineering services for all in-store systems to ensure you can always trade effectively.

**Customer Center Loyalty Product:** Delivering cross-channel loyalty and customer engagement programmes (including mobile device coupon offers).

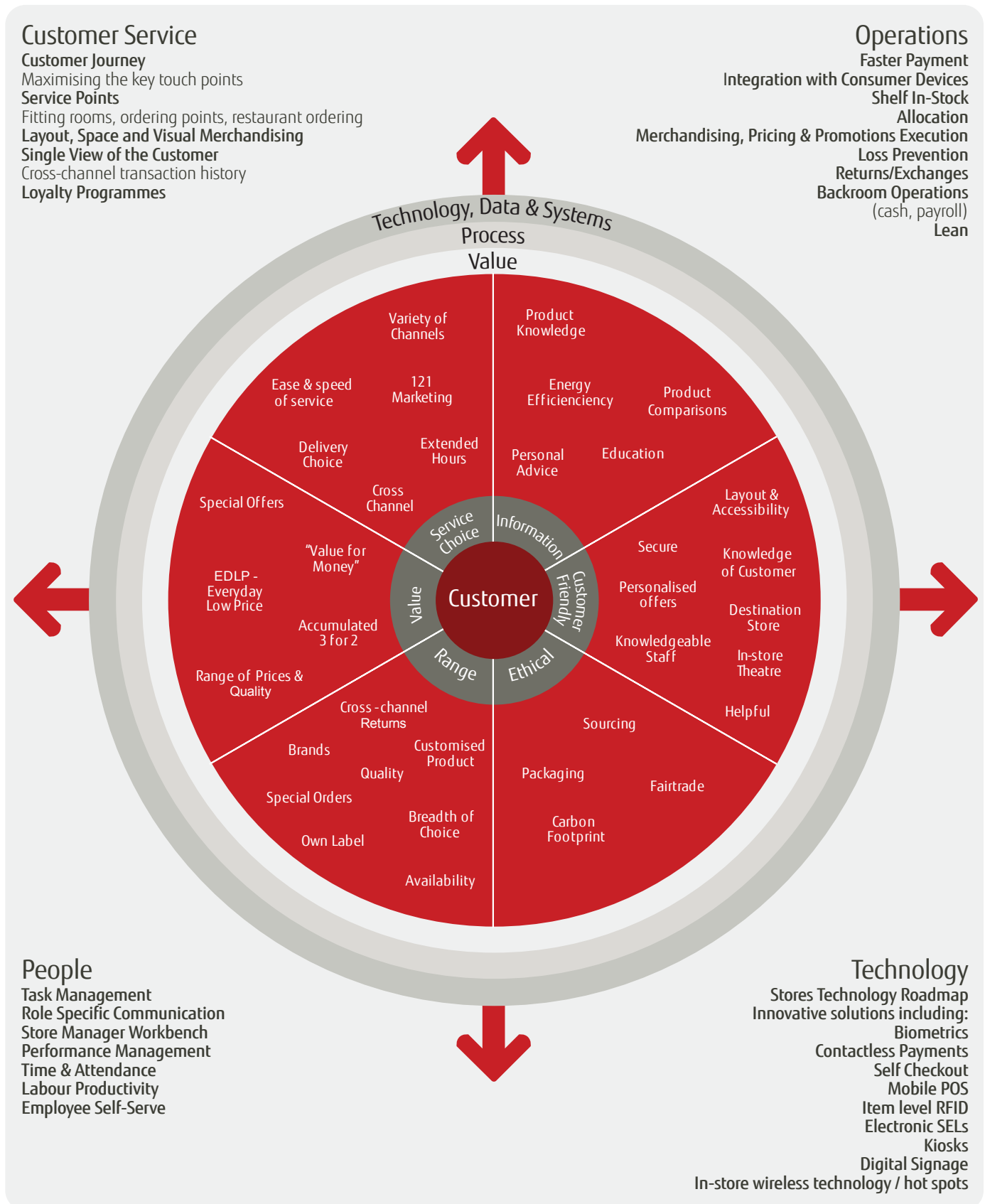
**Kiosks:** Dedicated, full-feature devices ranging from ergonomic self-service terminals to "concierge" kiosks that act as virtual sales assistants.

**Specialist Handheld Devices:** Tablets and mobile POS terminals to cut queue times.

**Digital Media:** Innovative in-store communications that mesh with your other channels.



# Fujitsu: retail portfolio





# Fujitsu: running the Retail Engine

"I want Fujitsu to continue as a key partner in the future and we are widening the portfolio of services and technologies that are being shared with them".

António Manuel Leal, IT Director, Jerónimo Martins Group

"Fujitsu is a key element in the services we provide to our retail stores, who are extremely reliant on the tills and devices that it provides and supports. Fujitsu not only meets our requirements, but goes beyond the call of duty to provide us with the best possible service."

Andy White, Service Manager, Everything Everywhere

"We needed a robust and flexible EPoS system with the necessary functionality to manage our global stores estate, GlobalSTORE provided a good fit with our business requirements."

Catherine Brewaeys, Vice President, Staples Inc.

"We have worked with Fujitsu for many years and have developed a strong collaborative relationship with them. As the partnership has deepened, we have entrusted Fujitsu with more and more responsibility for the support of our business-critical backbone."

Ruskin Snow, IT Operations Manager, Specsavers

"Fujitsu's scope and capability as a company and proven track record in large-scale retail installations convinced us that we will be well-supported for the long term. The full lifecycle solution Fujitsu offers ideally complements our requirements."

Jan Walsh, Vice President and Business Information Officer, Nordstrom

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Ref: 3395

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1689 / 09.12 / IDEAS