

Pathfinder Guide  
Unlocking Retail  
Operations

Fujitsu and ServiceNow

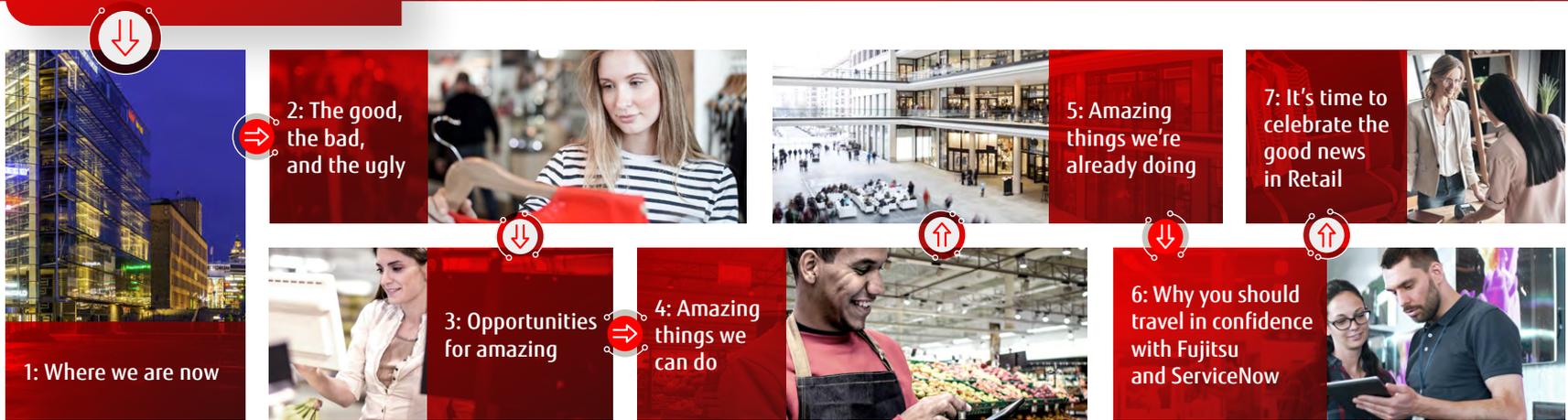
FUJITSU

shaping tomorrow with you

servicenow



# Retail Pathfinder



Key steps to digital transformation in retail with Fujitsu and ServiceNow



## 1: Where we are now

Retail is at the frontline of digital disruption. It has been since the first wave of e-commerce in the late 90s. The sector has had to constantly adapt to cope with changing consumer behaviors (not just those linked to technology) and there's been a radical shakeout of well-established brands. High-streets, main-streets, malls, and shopping districts have changed and are changing as 'footfall' becomes both physical and digital and buying is now a 24/7 possibility for anyone and everyone.



Where are we now? The omnichannel approach is a given. The sector does not need to be told that digital is the answer; it knows it. The point is to ensure that digital is smart and boosts the brand in-store, online, and everywhere in-between. That means reducing friction between consumer desire and the shopping cart (real and/or virtual) with deep relationships that extend beyond checkout to ensure customer loyalty.



## 2: The good, the bad, and the ugly

It's a mixed, complex picture out there. You know that. Digital retail excellence is still patchy. The predictions that bricks-and-mortar will disappear have been disproved – in fact previously pure-play brands are moving into the real world – but the pressure on physical stores is intense. And it will continue to be so.



What's the problem? It's not leadership. You have that. It's an ability to cut through the complexity and fear of escalating costs to see that there are clear steps to success. Fujitsu can enable you to leverage the power of ServiceNow to transform the present and build the future. And do it without forcing a revolution.

This is a practical, immediate, and deliberate change that proceeds at the pace which suits you. There are quick wins, but the focus is on steady progress to a destination of your choosing. That's why you need a passport.

What's ugly about the present? The answer is simple: the processes and systems within and across departments and organizations need to be streamlined and freed from clunky technology,

siloed operations, and the drag of manual, repetitive procedures. The latter prevent store associates from engaging with consumers and adding value by driving sales and reducing friction.

Fujitsu is ideally placed to leverage the power of ServiceNow to ensure fragmented systems are joined up, workflows are connected, and you get 360° visibility so you can accelerate change and report in real-time to take the right decisions (from stock levels to targeted promotions as well as staff deployment) through to boosting productivity. Margins are under pressure, so the more you can do to widen them the better. Our CSAT score of 9.2 reflects our pedigree.

That's more than good, It's brilliant. It's the 'wow' factor that will be felt by consumers at each touchpoint.



### 3: Opportunities for amazing



In a hyper-connected and consumer-orientated world focusing on being amazing is a vital element in any digital strategy. How can you make your retail operations truly intelligent across supply chains to warehouses, deliveries, and within each store? How can you make the most of the present and then build 'tomorrow's store' faster and stay ahead of both consumer demand and market changes? The point is to improve service and responsiveness so that consumers get what they need, when they need it, in the most efficient and transparent way possible. That's the 'wow factor'.

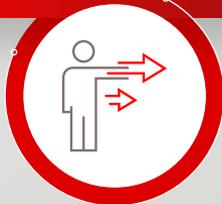


What gets in the way? Here are some factors. They sound bad, but they're really opportunities:

- An unconsolidated IT estate
  - Redundant capabilities
  - Existing systems and technologies which aren't being used to their maximum potential
  - Processes and systems which aren't connected, or are partially connected
  - Data that does not flow through the organization
  - Siloed departments and systems which lead to duplication, endless re-keying, and inevitable errors
  - Store associates who cannot make instant decisions on the shop floor to reduce friction at checkouts or make the sale when items are out of stock
- A lack of speed in introducing things like AI at self-serve checkouts to reduce friction and save staff-time dealing with simple issue such as age-verification.

The answer? Digital technologies orchestrated by ServiceNow which deliver a user-centric responsiveness and seamless service.

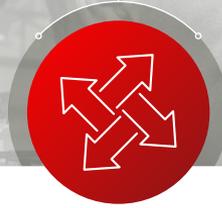
Everything is connected. Internal systems are joined up and a host of mundane processes are automated, cutting the time it takes to deliver a great outcome. Consumers can engage faster across all channels, and their interactions are more transparent, frictionless and rewarding.



## 4: Amazing things we can do

There's a lot going on across retail to build on the great things you've already achieved and move forward to get ahead of change and the needs of consumers.

Fujitsu is helping retailers of all shapes and sizes to unlock the great ideas and capabilities of ServiceNow to deliver real change and tangible benefits – quickly.



This isn't a journey with just one destination: it's a journey with a lot of great highlights along the way. Here are just some of them:

- **Overcoming siloes to achieve 360° visibility:** we're connecting systems, workflows, departments, and people from management to store associates, partners, suppliers and, of course, consumers so that you get total transparency and the ability to make decisive market-orientated decisions in real-time. Optimizing and automating core processes also achieves costs by between 30-40%
- **Customer engagement:** When a consumer contacts you, it's vital to respond quickly and accurately – whether it's about store cards / loyalty schemes, promotions, or returns – the point is to engage and satisfy. It's also important to enable consumers to know when the thing they want is in stock and where
- **Service is about people:** Automating the management of staffing and instore equipment (like handheld devices) is vital to a great service experience – it enables more face-to-face interaction and boosts sales.
- **Dealing with perishables:** IoT sensors can transform the way food retailers deal with perishables. Real-time information on location, temperature, and stock levels means that you can ensure maximum freshness and minimum waste across the entire estate, from port to warehouse to store to refrigerator and, ultimately, to the customer's basket





## 5: Amazing things we're already doing

The 'wow' is happening. It might not make headlines – or look like the 'wow' most people expect – but for retailers it really is a giant step on the journey they want and need to take.



We worked with ServiceNow to streamline the IT operations of a large Norwegian retailer – here's what we did:

- Simplified IT service management by reducing 30 contact points to one so that end-users got the support they needed quickly
- That reduced errors and cut time wasted which meant staff were more productive and data more accurate
- Set up a self-serve portal for consumers with store card issues to improve service and reduce friction
- When 300 new stores were added to the estate after an acquisition, ServiceNow enabled consolidation, branding, and staff training and deployment to run smoothly and transparently

- Workflows were improved and streamlined with bespoke handheld devices enabling project management teams to be always up-to-date and in the loop
- ServiceNow's ITBM solution is now an integral part of running the entire business.

With the success of the project, ServiceNow is being deployed to simplify a range of processes across other departments – from finance and HR where onboarding, for example, is now simple and matches seasonal needs with much greater ease.





## 6: Why you should travel in confidence with Fujitsu and ServiceNow



Fujitsu is a ServiceNow Elite partner and we have over 20 years of ITSM experience.

Working as one, Fujitsu and ServiceNow are helping retail organizations to grow trust, and achieve transparency, value and efficiency. We're connected customers, systems and workflows; empowering store associates to drive sales and deliver customer satisfaction.



## 7: It's time to celebrate the good news in Retail

Let's be honest; it's tough for retailers, there's no point denying that, but there is a fightback going on, great things are happening, and the future is definitely exciting. Consumers want to shop. It's our challenge to enable them to shop with your brand in ways that suit their needs.



We need to drive change forward with innovation confidence. Fujitsu's retail customers are leading the way, creating new things in new ways by enabling innovation through the integration of digital services and seamless workflows.

**If you've already invested in ServiceNow, we can help you fully maximize its innovative potential. And if you're new to it, we'll work with you to unlock its amazing capabilities to transform your business.**

Yes, the current climate is uncertain – economically and politically – but is that really something new? The point is to focus on what you do best and getting closer and closer to consumers to offer the frictionless experience they crave.

It's happening. Fujitsu and ServiceNow are making it happen. We can make it happen for you – now. All you need is to set a course, grab your passport, and start moving.



Talk to us about how  
we can help you make  
the most of ServiceNow.

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