

The retailer's perspective
**Speed and
convenience**

FUJITSU

» How can I provide the fast and convenient tech to delight our customers? «

"We're all working hard to grow our retail business in a difficult market. My role is particularly challenging. Increasing demands from consumers mean I need to make technology a differentiator. But I must also simplify IT, secure the business and control costs.

Recently, we've seen too many 'dropped baskets'. This is because customers don't want to wait long for their online order to be processed or when queuing at the tills. How can I change our IT to avoid lost sales and get ahead of the competition?"

The challenge of balancing budgets versus investment in customer experience is nothing new in retail. Yet the sudden rise in fast, convenient, and personalized digital services makes IT a differentiating factor.

» 79% of shoppers say a good tech experience makes them more likely to buy other items «

Influenced by digital experiences beyond retail, customers want to receive items and customer service quickly. They expect tailored experiences and to interact with IT that adds value to their visit. Cloud powered retail can be the difference. At Fujitsu, we're making it happen.

Powered by the cloud, you can use IoT and automation to transform inventory management, speed up supply chain logistics, and streamline distribution. With intelligent stock sensing via RFID, you can respond to peaks and troughs in demand. You can use real-time processing to fulfil orders. By linking up your existing back-end systems and transforming your supply chain, you can deliver a seamless customer experience at speed. Cloud technology enables you to give customers what they want, quickly and easily.

Uncover new ways to delight your customers with cloud powered retail. **Find out more by visiting**

<http://www.fujitsu.com/au/solutions/industry/retail/cloud-power>

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