

The retailer's perspective Omni-channel experiences

FUJITSU



» How do I deliver the multi-channel experience that will build our brand? «

"My company simply cannot afford to lose customer footfall in stores. It will force us to close outlets and mean our brand has a lower profile on the high street. However, the rise of online retail has changed the way people shop.

If we can't replicate the ease of browsing and purchasing online in our stores then we will be forced to close them. How can I bridge online and offline so our brand can offer a unified multichannel experience?"

What if... visitors to your stores could use their smartphones to see if an item is in stock, where it is located and select home delivery without visiting the till? What if your mobile app users could order three pairs of shoes and then head to the store to try them on before they buy?

This crossover between online and offline adds value to the customer. It gives the retailer a physical presence and a competitive advantage over digital-only retailers.

It's all about cloud powered retail. At Fujitsu, we're making it happen.

A retail business powered by the cloud can unify the shopping journey whether the starting point is mobile, in-store, or with a call to customer services. When customer needs change, the cloud gives you the opportunity to respond quickly through the delivery of new apps, services and in-store concepts. If something works, you can roll it out quickly. If it doesn't, you can easily improve it at low cost.

From systems integration and real-time processing to data-driven insights, the cloud allows you to deliver unified multi-channel experiences. **Take a look at what cloud powered retail could do for your brand by visiting <http://www.fujitsu.com/au/solutions/industry/retail/cloud-power>**