



# Reimagine and Redesign Retail

FUJITSU Market Place



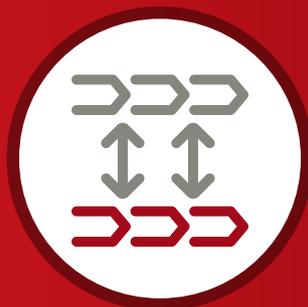
shaping tomorrow with you

# Digitally empowered Human Centric Retail

Tough times don't last, but tough people do. This is true for retail as it braves the storm by focusing on people – putting the shoppers first, empowering associates to help shoppers find what they want, and then bringing relevance and responsiveness to your business.

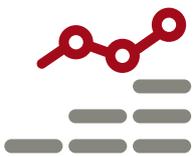
However, modern retailing in this brave new world means embracing the shift to digital business to make the most of sky-rocketing online sales.

FUJITSU Market Place helps you digitally empower people by bringing together new experiences that have an impact on how people shop in your stores, via self-checkout or mobile, in your cafes or in-store concessions, not to mention picking up online orders in the store – Market Place delivers it all and ties everything together elegantly to make life easier for you to manage. You can even use your checkouts for self-service – changing from one mode to another in seconds to help you efficiently manage the throughput in your stores. How about that for flexibility?





## Reinvent the retail experience with Market Place Cloud



Store teams need efficient selling tools in order to make and drive sales. FUJITSU Market Place is all about operational efficiency – making sure your colleagues have what they need, when they need it, being able to sell quickly and efficiently to minimize queues, offering alternative ways to shop and pay, and making it easy for shoppers to get the most out of online shopping with easy in-store pickup.



Market Place is also about helping you reduce costs while also delivering great service. Market Place Cloud lets you replace bulky old hardware with tablets and mobile devices, making retailing stylish as well as mobile, thus enabling you to evolve by simplifying and speeding time to market for the introduction of new features in your stores.



Market Place Cloud supports your retailing strategy by offering you resilience and supporting auto-scaling, so that you can easily manage costs by adding operational resources as required at peak times, and then auto-scaling back when things return to normal.



Furthermore, the flexibility of Market Place Cloud means that you can launch new pop-ups quickly and easily to bring your style of retailing to even more people.



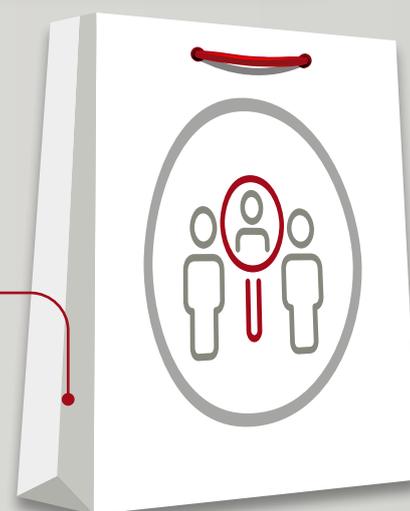
## Move from one revenue stream to many with Cloud Commerce



As daunting as it may seem, being available to shoppers 24/7 is an absolute must in today's retail world. FUJITSU Market Place Cloud Commerce is an out of the box solution that helps you easily manage sales, online commerce, order orchestration, pricing, promotions, customer management and payment – the solution is pre-integrated and ready to go.

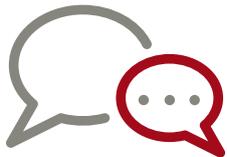


It offers numerous customer journeys – including click and collect, order online and pay in-store, reserve online and pay in-store, and much more – giving you the flexibility to offer shoppers the perfect choice, yet manage what makes the most sense for your business.





## Be a really cool retailer



When you want absolute freedom to deliver unique customer experiences, without complications and restrictions, communicating with shoppers is vital.

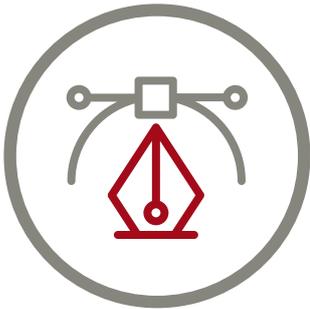


Connecting web apps to FUJITSU Market Place is easy, extending your communication channels for more connections to more customers. All transactions and related data are collected centrally in one place, bringing together key information that enables you to see and manage revenue and pricing. We know that you don't want the time-consuming hassle of having to manage multiple systems, so Market Place brings it all together seamlessly – one end point, with as many touchpoints as you like – leaving you free to focus on selling and improving the shopper experience to deliver seamless, easy, cool retailing.

# Bend it both ways – be flexible



FUJITSU Market Place is designed for specialty and general merchandise retailers. We've delivered to a diverse group of some of the largest and most demanding retailers in the world. Whatever your business model, Market Place is flexible enough to respond and deliver operational excellence in line with your specific requirements.



And if you want to design your own shopper experience, Market Place supports headless commerce. This lets you design the shopper experience via the interface and workflow while Market Place does all the business logic heavy lifting behind the scenes. We give you the best of both worlds: You get to do the cool stuff, and we make sure it all works seamlessly and delivers what you need.



FUJITSU Market Place provides ultimate flexibility – whether you want on-premise resilience or cloud, self-service or manned checkout, web apps or an out of the box commerce solution – to deliver your brand of personalized customer experience. Flexibility is the key to success in the dynamic world of retailing!

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