

## Fujitsu secures the backbone of shopping

*“Our collaboration with Fujitsu works very well and the services it provides are clearly based on its professional experience within this industry.”*

**Päivi Hokkanen - Head of Information Management, Stockmann**



### Challenge

Established in 1862, Stockmann is the fastest expanding listed retail company in Finland. Today it has more than 15,000 employees and its annual revenue is estimated to be approx. 2.3 billion in 2008.

Stockmann's four business units consist of the department store group, fashion trade store chains Lindex and Seppälä and the mail order business Hobby Hall.

During the last few years, Stockmann has rapidly expanded into new countries and cities. The stores of its different chains already serve customers in Finland, Sweden, Norway, Russia, Estonia, Latvia, Lithuania, the Ukraine, the Czech Republic and Saudi Arabia.

Fujitsu has been working with and providing solutions and services to the Stockmann Group since the 1980s.

*“The retail solution is one of the most important IT systems in Stockmann,”* says Mrs. Päivi Hokkanen, Head of Information Management at Stockmann. *“Its reliability and security are critical factors for all of our business operations.”*

*“Our cash points are expansive as one department store alone might have hundreds of them, while others only have a few of them.”*

### Solution

Stockmann wanted to implement a unified Point of Sale (PoS) solution in all of the business units within the Group.

As the same retail solution can be used flexibly to manage both department stores and smaller sales outlets, Fujitsu's GlobalSTORE will soon be in use in all of the countries where Stockmann has department stores, sales outlets or other retail operations. The GlobalSTORE solution also generates information for use in the other systems of the Group, such as the sales and customer database systems.

In addition to GlobalSTORE and the PoS systems, Seppälä also uses the StoreCENTER support system developed by Fujitsu, in which store operations such as campaign pricing are centrally managed from one single location. All of the receipt information is also transferred into StoreCENTER.

### SUMMARY OF KEY FACTS

#### Organisation

The Stockmann Group, including Stockmann department stores, fashion trade store chains Lindex and Seppälä and mail order business Hobby Hall

#### Services delivered

GlobalSTORE retail solution, Point of Sale (PoS) systems and associated support and maintenance services; Seppälä also has the StoreCENTER support system implemented

#### Key metrics

- Approximately 1,500 PoS/cash points across five countries

#### Benefits

- Reliable and user-friendly PoS solution
- Flexible system based on the size of the stores
- Same supplier for both the hardware and services
- Services via Fujitsu's partners in all the countries where Stockmann operates
- On-going development work

Specific attention has been made to cater for Stockmann's occasionally huge processing demand for large sales volumes. An example is the annual "Hullut Päivät" (Crazy Days) event, which takes place simultaneously in Finland, Russian and the Baltic states and creates a tremendous extra demand on all of the cash points.

Expansion, for example beyond the Ural Mountains, brings significant challenges in the field of information technology. *"Our operations take place in many different time zones, the data communication connections are extensive and the system has to be able to adjust itself to the local languages and legislation. Hence, our solution provider must also be capable of meeting these requirements,"* says Päivi Hokkanen.

Fujitsu also supplies the managed services associated with the retail solutions. Through the global Fujitsu network, all of Stockmann's stores have been allocated a local business partner.

According to Päivi Hokkanen, Stockmann believes that it is important that further system development, general maintenance and on-going service operations are obtained from a single supplier. She says, *"It is a significant benefit for us that Fujitsu is able to provide the same services and level of support in all the countries in which we operate, being in Helsinki or Moscow."*

### Benefits

As a result of the long and extensive collaboration with Fujitsu, Stockmann now has:

- A retail solution that is reliable and flexible
- A retail solution that can be rapidly deployed and extended further as the business grows, even across borders
- A retail solution that is comprehensive yet still easy to manage
- Contingency of continuous development and assurance for the life cycle of the solutions.

*"Our solution providers have to keep up with technological developments in order to be able to pro-actively initiate enhancements and new possibilities. I appreciate that we share a joint point of view with Fujitsu regarding this, as well as in the life cycle management of our systems,"* says Päivi Hokkanen.

### Approach

The new generation of GlobalSTORE PoS and in-store support systems are the core solutions offered by Fujitsu to retailers. GlobalSTORE is a full-featured, customisable PoS solution, cash management system and back office platform.

Operating on a Microsoft Windows platform the modular architecture of GlobalSTORE has led it to be used by retailers all around the world. GlobalSTORE is easy to tailor, maintain and integrate with other systems, such as customer database management and store systems.

StoreCENTER simplifies the store chain management process and the management can be done centrally, without the need for every store to undertake these functions separately.

### Expertise

With over 40 years of experience and working with more than 130 retailers across 52 countries and 82,000 stores worldwide, Fujitsu provides a broad portfolio of offerings within the retail market, from in-store technology, multichannel digital media advertisement, loyalty schemes, RFID and supply chain, through to network management and traditional IT managed services.

Fujitsu's managed service operating models (called Patja and Sohva in Finland) transfer the total responsibility for the support services, operations and development of the basic information technology and operational applications of the customers to Fujitsu. Currently, in Europe, Fujitsu maintains the systems of over 80 customers covering 16,000 stores and 78,000 points of sale.

*"Our confidence in Fujitsu is built on a long term relationship. Large system projects like ours are usually not very easy to manage and implement, but have been always been very successful with Fujitsu,"* Päivi Hokkanen summarises as a compliment.

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