*Store*CENTER™

Centralized store management

Staying ahead of the competition in today's retail environment requires *agility and speed.* This is especially true when it comes to the data that drives your business. Being able to move data to and from your stores in real time—and *make critical decisions* based on that data—is essential to gaining *that competitive edge.*

StoreCENTER,™ Fujitsu's centralized store management solution, provides the tools for real-time movement of data, giving you a much more effective way to interact with your stores. As a result, you can *rapidly respond to opportunities,* improve operational efficiency and significantly *reduce costs.*

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WITH RETAILING™

Seize opportunities

StoreCENTER delivers real-time reporting that allows you to identify opportunities at the store level, and quickly respond accordingly. Unlike traditional batch process reporting systems, StoreCENTER's trickle-poll methodology delivers up-to-the-minute results that provide the information you need at any given moment.

For example, run a report to learn whether the price reduction of a particular item is boosting sales. If the results aren't acceptable, determine if you need to lower the price further or institute another promotion—and implement the hange instantaneously across your entire chain or any grouping of stores.

StoreCENTER also helps you reduce the costs associated with errors, such as pricing mistakes, by providing instant visibility to them and giving you the ability to quickly make corrections chain-wide.
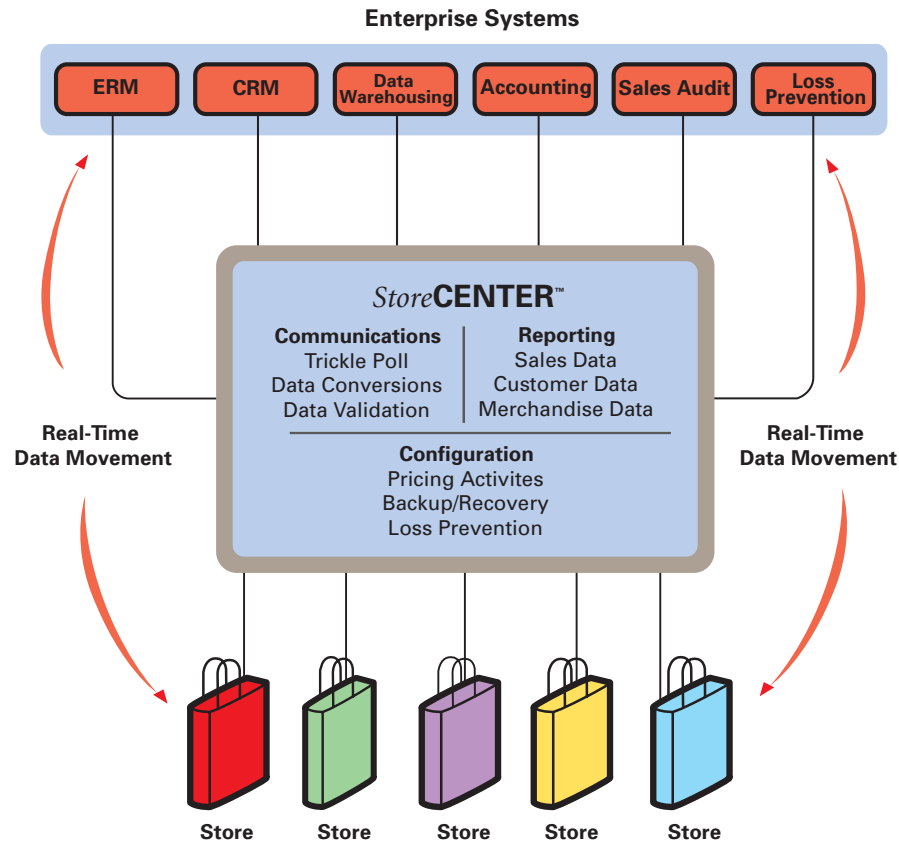
Improve efficiency

StoreCENTER consolidates the data that flows to and from your individual stores into one repository. You can make configuration changes to retail locations centrally from the enterprise, rather than on a one-to-one basis, thereby improving the efficiency of many store level administrative tasks.

In addition, because data is collected from your stores centrally in real time, you significantly reduce the likelihood of data loss.

Reduce IT costs

With StoreCENTER, managing and supporting store-level operation changes at a corporate level reduces the resources spent on in-store IT operations. Rather than relying on multiple IT programmers, you need only one IT administrator at the corporate level, thereby enabling you to focus those resources on strategic retail programs. Streamlining of operations also minimizes overhead and decreases hardware costs related to in-store backups and similar IT operations.

Enterprise Systems

| ERM | CRM | Data Warehousing | Accounting | Sales Audit | Loss Prevention |

StoreCENTER™

Communications
Trickle Poll
Data Conversions
Data Validation

Reporting
Sales Data
Customer Data
Merchandise Data

Configuration
Pricing Activites
Backup/Recovery
Loss Prevention

Real-Time Data Movement

Store · Store · Store · Store · Store

Examples of real-time reports

- Sales
- Electronic journaling
- Customer data
- Promotional results
- Merchandise information

Examples of centralized configuration changes

- Category management
- Assortment control
- Pricing and promotional activities
- Business reporting
- System configuration
- Backup and recovery
- Loss prevention

The Fujitsu difference

Fujitsu is your one-stop resource for Pervasive Retailing solutions. In addition to StoreCENTER, we offer a complete range of application software, including point-of-service, loyalty, data movement, stored value cards, centralized returns and workforce management. We also deliver the hardware and services you need to excel in today's challenging retail environment. Our focus on relentless cost reduction means we'll partner with you to significantly lower your store technology costs—not only in the beginning, but over the entire life of your system.

For more information on StoreCENTER and the full range of Pervasive Retailing solutions from Fujitsu, contact us today.

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