

Customer Solution Profiles

As the following brief profiles illustrate, Fujitsu's comprehensive IT system and service offerings support a wide range of businesses and enrich individual lifestyles.

Kanebo: A Beautiful Solution

What is the most efficient way of raising the effectiveness of your sales force? In the retail cosmetics business, being able to clearly explain a product's features and benefits is essential. The key to success, however, is being able to offer the right product for each customer's individual needs.

Kanebo, one of Japan's leaders in beauty and skin care products, teamed up with Fujitsu to develop a knowledge management system for its nationwide force of 7,000 beauty counselors. Using Fujitsu's Pocket LOOX handheld devices, beauty counselors can access information on the latest styles, products and make-up techniques, as well as key selling points. The system consists of three user-friendly modules covering employee communications, new topics and sales tips. The content is conveyed through voice and images, making it easy for beauty counselors to get the information they need without reading through lengthy manuals. The content is also tailored to the type of retail outlet, location and sales background of each beauty counselor, enabling her to more effectively respond to the needs of her customers. By using this advanced knowledge management system, Kanebo is able to quickly transmit information to its beauty counselors and translate knowledge into sales. And that's a beautiful thing.





ChevronTexaco: Global Contract for Point-of-Sale Systems

In February, Fujitsu successfully concluded a global agreement to provide electronic point-of-sale hardware to one-third of ChevronTexaco Corporation's branded service stations worldwide. ChevronTexaco is the second largest U.S.-based energy company and fifth largest in the world. The agreement is expected to result in the installation or replacement of electronic point-of-sale systems in more than 8,500 of ChevronTexaco's 25,000 branded service stations and convenience stores worldwide over the next five years. Fujitsu's TeamPoS2000 system is based on industry-standard Intel architecture and offers scalability, flexibility and the ability to meet future functionality needs, all of which are anticipated will help ChevronTexaco to reduce its total cost of ownership.

ChevronTexaco sees the alliance with Fujitsu as a key step toward achieving its strategy of global standardization for electronic point-of-sale systems at its branded service stations and convenience stores, and it expects the agreement to deliver products that better meet its customers' needs, greater efficiency, and cost savings across its worldwide downstream business units. That's IT on the move.

Post Office: Comprehensive Services and Systems Integration for Business Transformation

In Europe, where postal system deregulation has been gaining ground, postal authorities must compete against new market entrants while continuing to improve operational efficiency and services delivery. Post Office Ltd., a subsidiary of Royal Mail Group plc of the U.K., is relying on Fujitsu to help transform its business to meet these challenges. London-based Fujitsu Services has been providing the Post Office® with the most advanced and secure electronic banking services and retail network in Europe to support the 170 products and services available, ranging from



financial products, travel services, bill payments, government information and retail products as well as postal services. The systems, which incorporate leading-edge XML and PKI software technologies and feature an easy-to-operate one-touch touch screen interface, are being used to service an average 28 million customers a week across all 17,000 UK Post Office branches.

Under a new seven-year contract for an extended range of services announced in January 2003, Fujitsu Services is developing and integrating the infrastructure, security, reconciliation and accounting systems to enable the Post Office to operate an electronic banking service through its branch network, making possible a range of new online transactions, such as smart card applications, and the processing of some 600 million transactions a year. The system will also allow high street banks, where they have agreements with the Post Office, to offer their customers the facility for deposits, cash withdrawals and balance inquiries through the Post Office branch network. That's business transformation you can bank on.

Panasonic Mobile Communications: Enterprise Resource Planning for Integrated Global Operations



Mobile phones are enjoying increasingly widespread use around the world, but the market is constantly changing. To stay on top of consumer trends and meet market demand, manufacturers need an integrated view of procurement, production, inventory and sales. One leader in this field is Panasonic Mobile Communications, which is actively expanding its business on a global scale under the banner "new communication life to global customers." Using Fujitsu's glovia.com ERP solution, Panasonic has been able to integrate its production activities around the world in a common business platform for a more efficient and coordinated production flow.

Panasonic's previous system was a collection of stand-alone systems for production management, materials procurement and

sales management. The data from the individual systems could not be integrated, and it took a considerable amount of time to grasp the total inventory situation.

With glovia.com, however, the company is now able to integrate information from each area and quickly adjust production to reflect conditions in the fast-changing mobile phone market, advancing the optimization of its production flow enterprise-wide. For example, the company can manage sourcing of key product components from Japan, manufacture the units in Beijing, package them to specific customer specifications in the Czech Republic, and then ship the finished handsets to other markets in Europe. That's global integration.

The National Diet Library: Online Access to Japan's Cultural Heritage

Japan's National Diet Library collects materials published in Japan and preserves this cultural heritage for the benefit of the legislative, executive and judicial branches of government as well as the people of Japan. To deal with an ever-expanding collection and provide a full range of library services, in October 2002 the library opened a new facility with a capacity of roughly six million volumes in Kansai Science City in Kyoto Prefecture. The new facility includes a digital library system designed by Fujitsu that features an online archive of historic documents dating from the Meiji Era (1868 – 1912) and a navigation service with links to various online databases. The system also includes functionality to archive web-based information for the benefit of future generations. In addition to designing this massive system, we continue to provide ongoing support. For people anywhere in Japan or around the world, a visit to the new digital library is only a few clicks away. That's IT with room to grow.

