

Fujitsu World Tour 2015

Connected Retail

FUJITSU
shaping tomorrow with you

Human Centric Innovation

A large, dark silhouette of a person's head and shoulders is positioned on the left side of the image, facing right. The background is a grayscale cityscape at night, featuring numerous illuminated buildings and a prominent skyscraper with two antennas. The overall image has a bokeh effect with out-of-focus light circles.

Connecting Retailers and Shoppers

João Carvalho
Head of Retail WEMEIA

FUJITSU



Traditional Commerce

Focus Client



LI 25 - BOULANGERIE - PATISSERIE 25

FUJITSU

Traditional Commerce

Focus Client

Small scale



Traditional Commerce

Focus Client
Small scale

Personalized



Traditional Commerce

Focus Client
Small scale
Personalized
High price



Modern
Retail
Focus Supply

LE SUPER-MARCHE

EST OUVERT

1910

1960

Modern Retail

Focus Supply
Scale

Modern Retail

Focus Supply
Scale

Standardization

Modern Retail

Focus Supply
Scale

Standardization

Attractive PRICE

The background of the slide is a high-resolution image of the Earth as seen from space. The horizon of the planet is visible, with a bright blue glow from the sun. The landmasses are shown in green and brown, and the oceans in deep blue. The night side of the Earth is visible on the left, showing city lights as small white dots.

EDLP

Low price
Small assortment
Rational Value Proposition

PROMOTIONS

Attraction / moment / unique
Large assortment / choice
Emotional Value Proposition

OWN BRANDS

FUJITSU

AND

Confusion
Convergence
(increased levels of) Competition

THEN

Discounts increase assortment
Discounts enter Loyalty & Promotions
Hypermarkets communicate PRICE

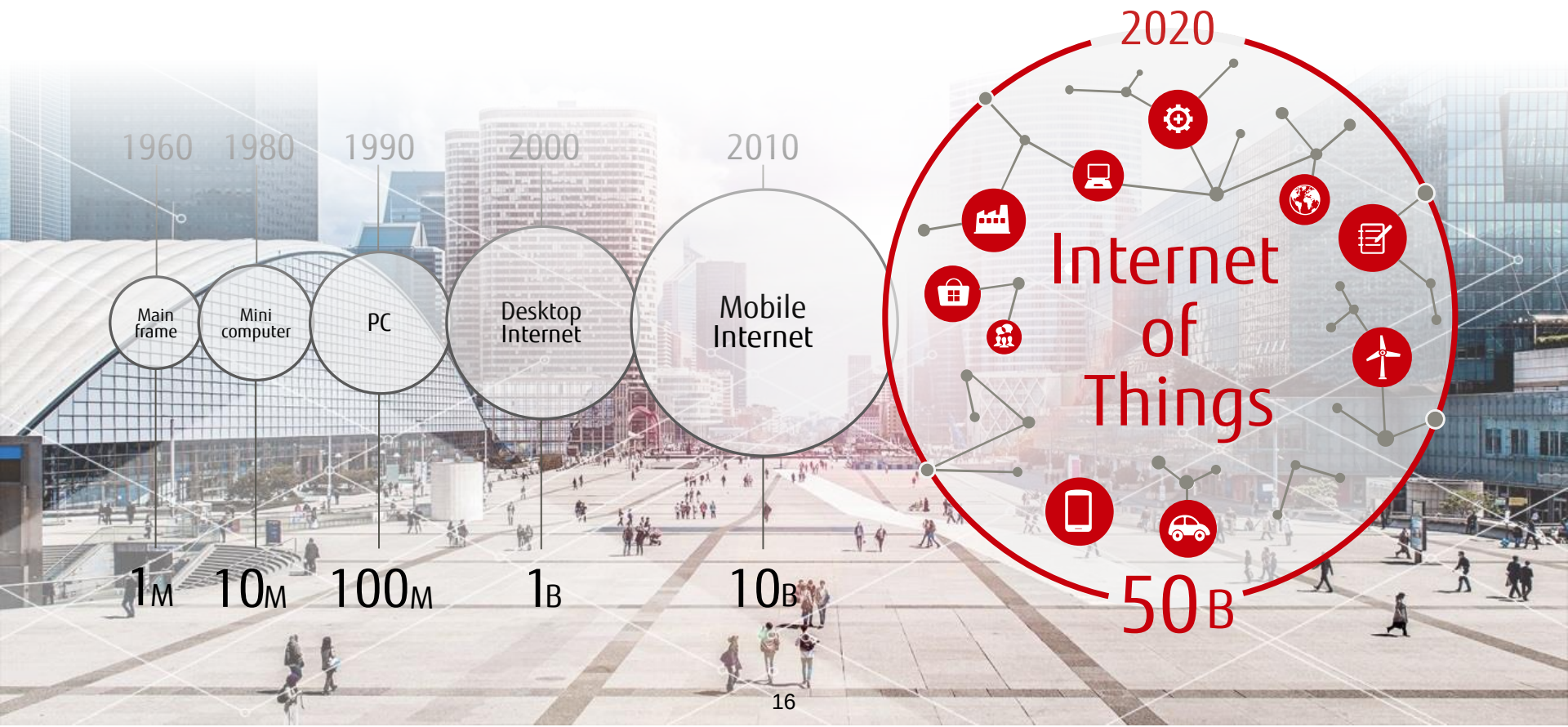
AND
THEN





**CHANGE
AHEAD**

An hyper connected world



A new **competition also** came...

FUJITSU



Technology brings **power** to the **CLIENT**

FUJITSU

Your **POWER**

Client's **POWER & CHOICE**

Mass Media

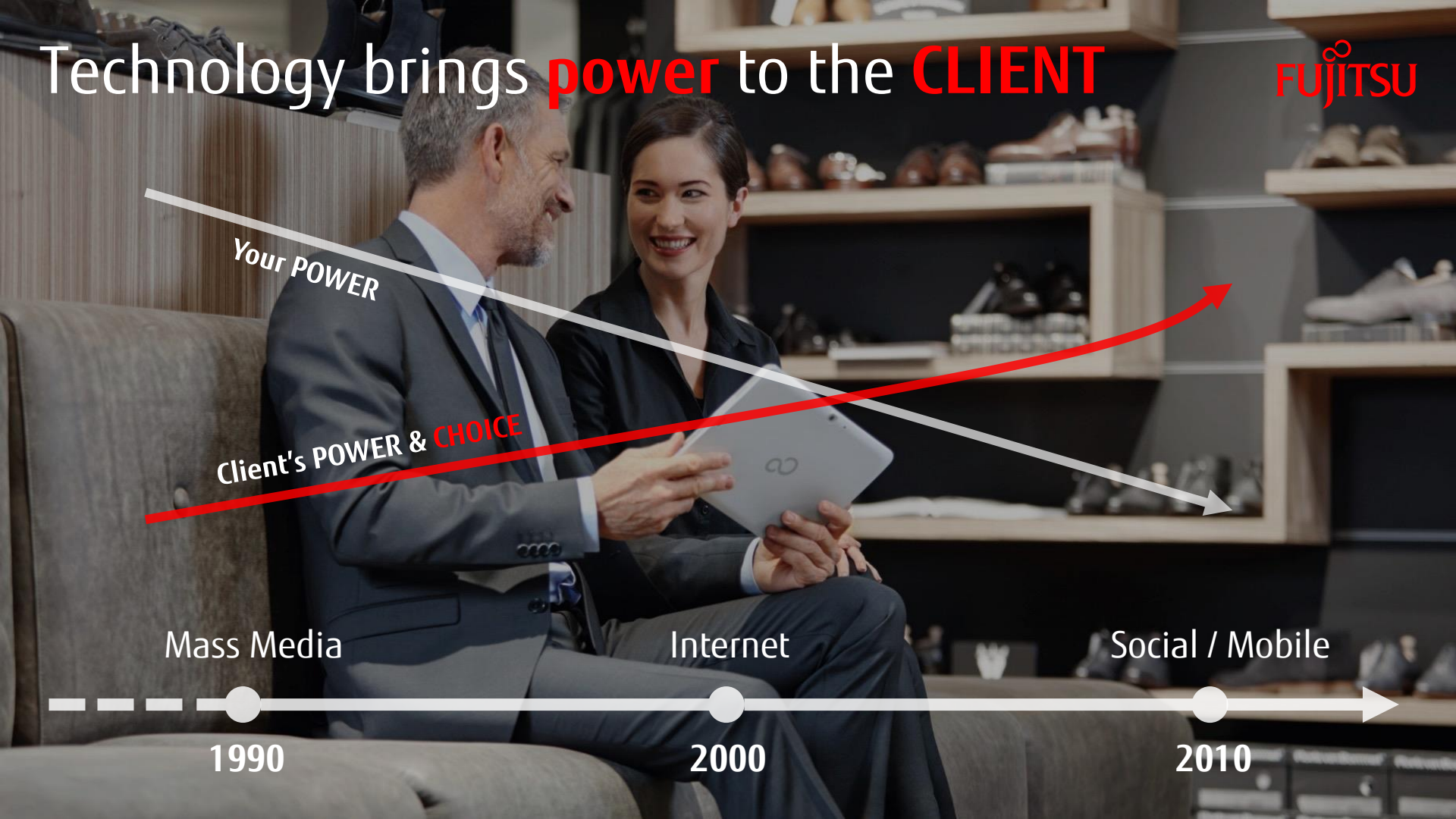
Internet

Social / Mobile

1990

2000

2010



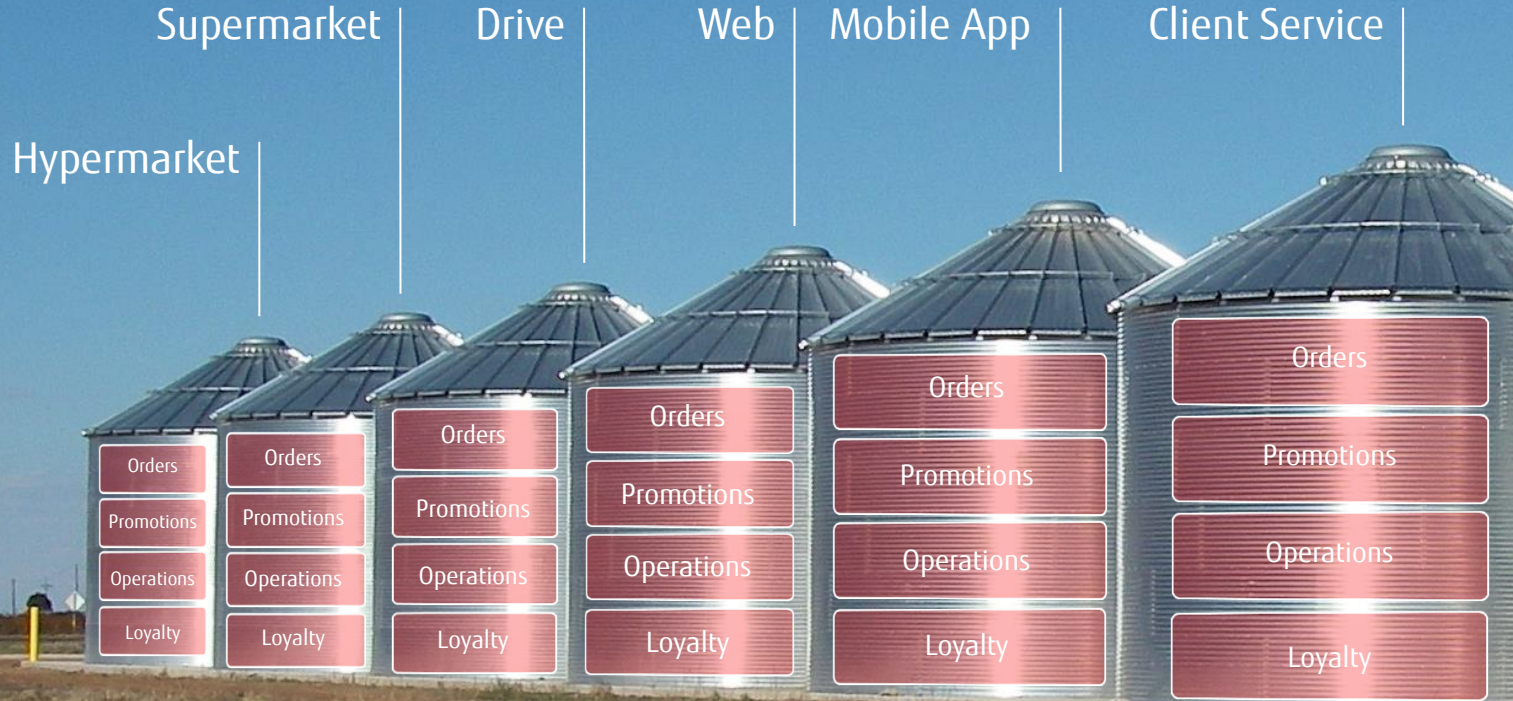
The **DIGITAL TRANSFORMATION** its happening

FUJITSU



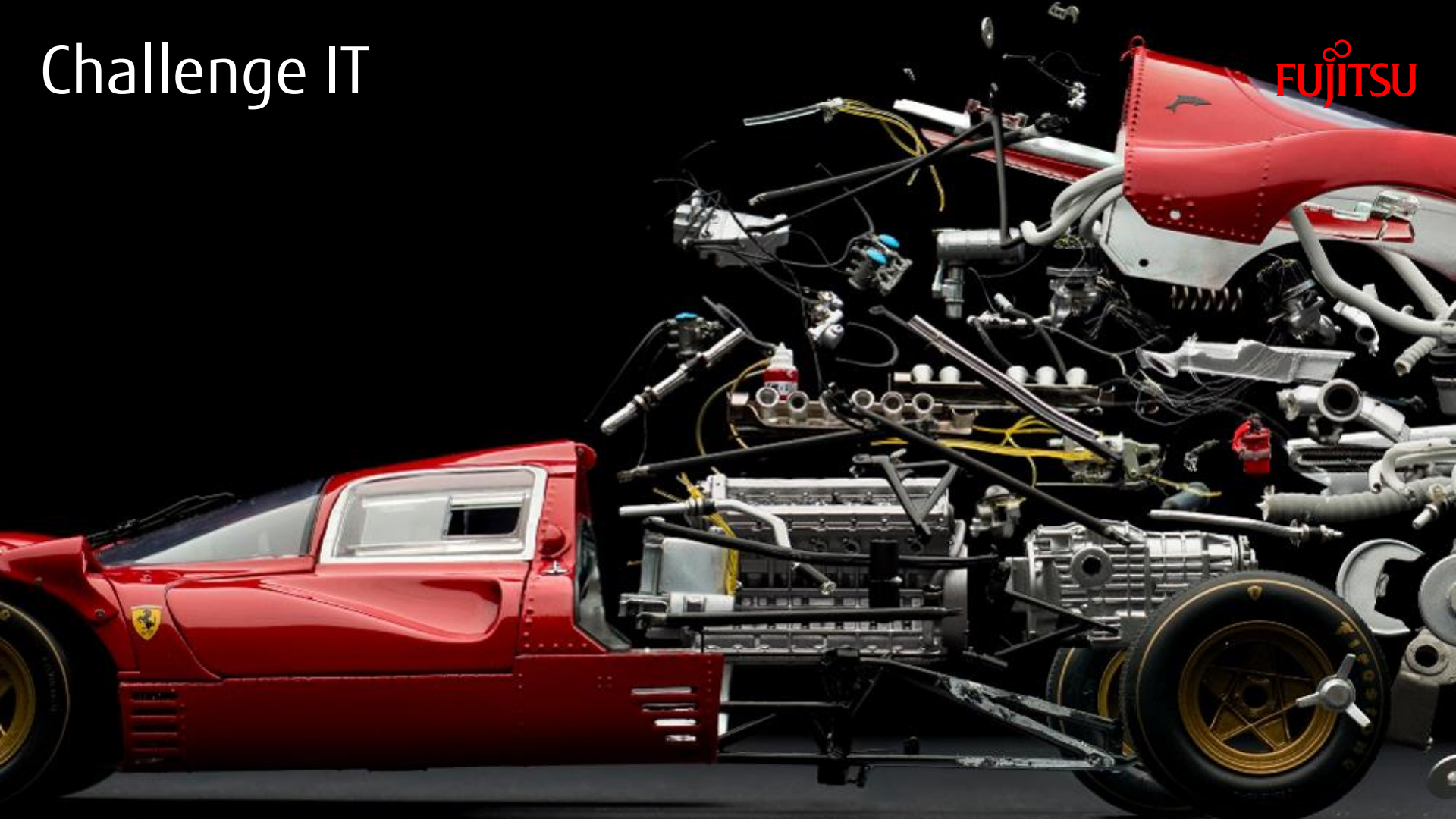
**CHANGE
THE GAME**
DON'T LET THE GAME CHANGE YOU

Challenge Enterprise



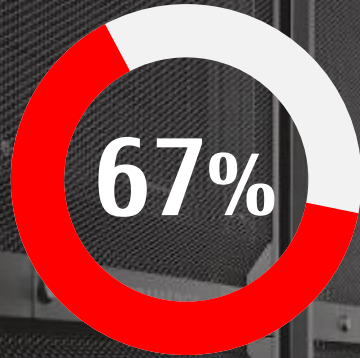
Challenge IT

FUJITSU



IT budget

FUJITSU



Run



Organic growth



Transformation

Source: Gartner "IT Key Metrics Data 2015: Executive Summary", December 2014

A man and a woman are sitting on a grey sofa in a retail store, looking at a tablet together. The man is wearing a dark suit and the woman is wearing a black shirt. They are both smiling. In the background, there are wooden shelves displaying various shoes. A white network overlay with nodes and lines is visible across the entire image. A red speech bubble is in the top left corner, and a white text box is at the bottom.

Connected
Retail.

FUJITSU

Il nostro **mondo iperconnesso** è la base del moderno retail.

Un nuovo mondo stà emergendo , dove ognuno ed ogni cosa sono interconnesse, condividendo informazioni. E' tutto intorno a noi e per il nuovo consumatore significa retailing senza barriere.

Questo è il **Connected Retail**.

Il portafoglio retail di Fujitsu



Servizi Retail



Store Managed Services



Retail as a Service



Managed Mobile



SAP Retail Competence Center



IT Application Services

Applicazioni Retail



Fujitsu Market Place



Fujitsu EuroSTORE



Business Analytics & Big Data



Cloud Solutions

Infrastrutture Retail



PoS



Self Service



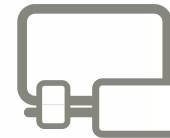
Kiosks



Mobile



Scan & Pay



Digital Media

Piattaforma di vendita Omni-channel



FUJITSU Market Place è una nuova applicazione Point of Service rivoluzionaria che incrementa le revenue migliorando sia la qualità del servizio che l'efficienza aziendale in un mondo omni-channel

Realizzato su una piattaforma applicativa innovativa basata su **architettura service-oriented (SOA)**, garantisce il futuro degli investimenti IT e riduce la complessità e i costi di rilascio

Il **patrimonio di esperienze** di Fujitsu nel mondo retail, la presenza globale e i servizi di integrazione enterprise ci rendono il partner ideale per la implementazione di questa nuova piattaforma di vendita



Connected
Retail.



Innovazione nel
Retail

FUJITSU



Innovazione per il retail

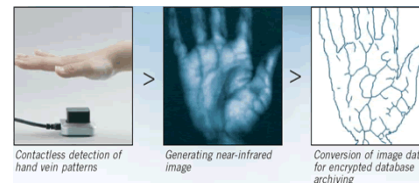
Costantemente inventiamo, realizziamo prototipi e facciamo progetti pilota per soluzioni innovative in risposta alle esigenze e alle richieste dei nostri clienti

Benefici

- Laboratori di Ricerca in Giappone, USA e Europa
- Tecnologia sviluppata per l'implementazione sul campo
- Focus su soluzioni digitali, analisi predittive e comportamentali e riconoscimento del cliente
- Migliorare le operazioni di vendita al dettaglio, la soddisfazione del cliente, e vantaggio competitivo



Analisi del comportamento



	IRIS	VOICE	FACE	FINGERPRINT	VEIN
EASY TO USE		•	•	•	•
CHEAP		•	•	•	•
ACCURATE	•			•	•
SECURE	•				•

Biometrics – Palm Secure



Realtà Aumentata

**While everything may be better,
it is also increasingly **the same****

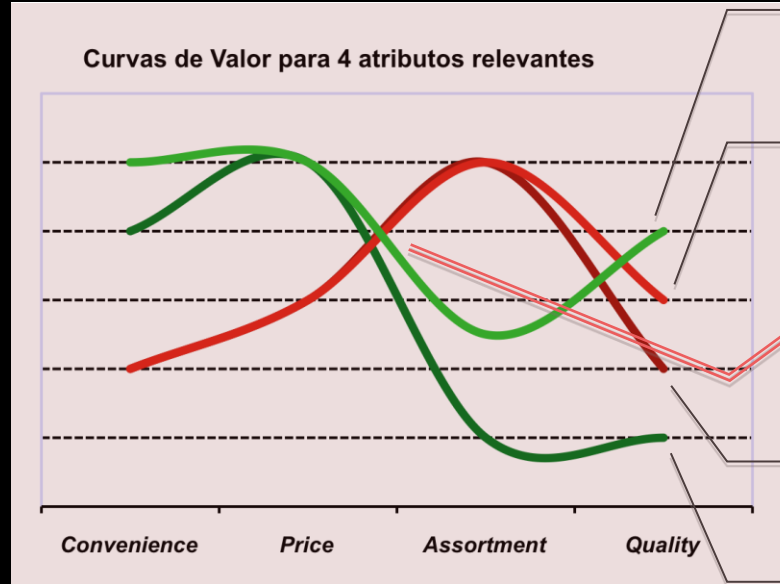
Paul Goldberger on retail, *"The Sameness of Things"*
The New York Times

**"Companies have defined so much 'best practice' that they
are now more or less identical."**

Jesper Kunde, *Unique Now or Never*

Inovation based on the **VALUE PROPOSITION**

Map competitive positioning



How Mercadona differentiates

How El Campo tries to differentiate (and, sometimes, does) from its market standard (hypermarkets)

Main point: all formats converged to low prices reducing differentiation on that attribute. The generic perception of price by the consumer isn't relevant between brands.

Market standard for Hypermarkets

Market standard for Discounts (Lidl, Aldi, Dia)

90's

*Store Manager's
Dilemma*

I N C E R T E Z Z A

N u m e r o d e C l i e n t i

B a s k e t s i z e (n ° d e a r t i c o l i)

S t a g i o n a l i t à (s e m a n a l , m e n s a l ...)

I N C E R T E Z Z A

N u m e r o d e C l i e n t i

B a s k e t s i z e (n ° d e a r t i c o l i)

S t a g i o n a l i t à (s e m a n a l , m e n s a l ...)

P R O V A

R i s o r s i M u l t i - t a s k

R e g o l e e m p i r i c h e (e u r i s t i c a s)

R e a z i o n e e m p i r i c h e

I N C E R T E Z Z A

N u m e r o d e C l i e n t i

B a s k e t s i z e (n ° d e a r t i c o l i)

S t a g i o n a l i t à (s e m a n a l , m e n s a l ...)

P R O V A

R i s o r s i M u l t i - t a s k

R e g o l e e m p i r i c h e (e u r i s t i c a s)

R e a z i o n e e m p i r i c h e

R I S C H I

S o v r a c c a p a c i t à

M a n c a n z a d i c a p a c i t à

P e r d i t a C l i e n t i

PERDITA COMPETITIVITA

20

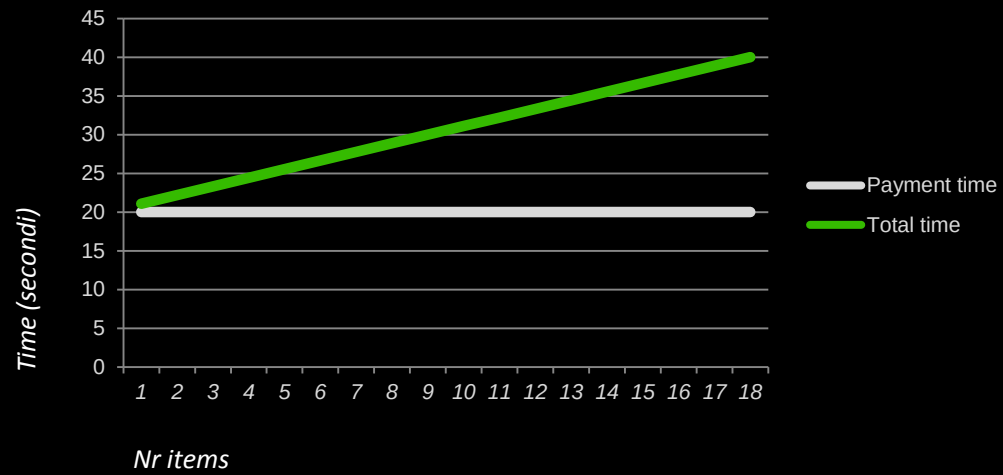
s e c o n d i

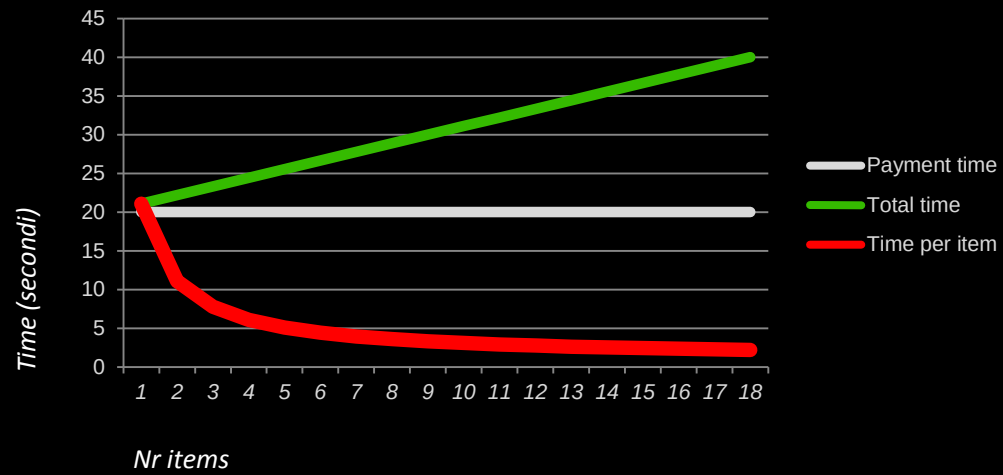
1.1

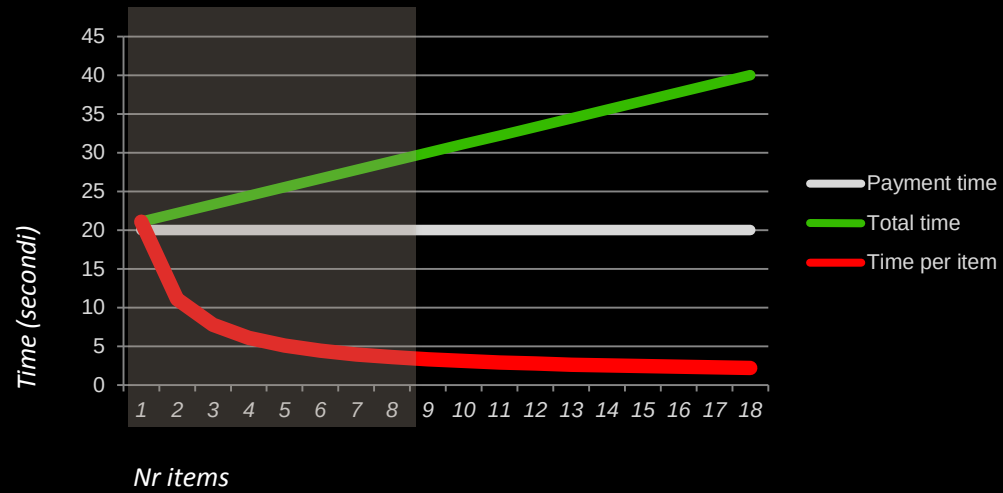
s e c o n d i

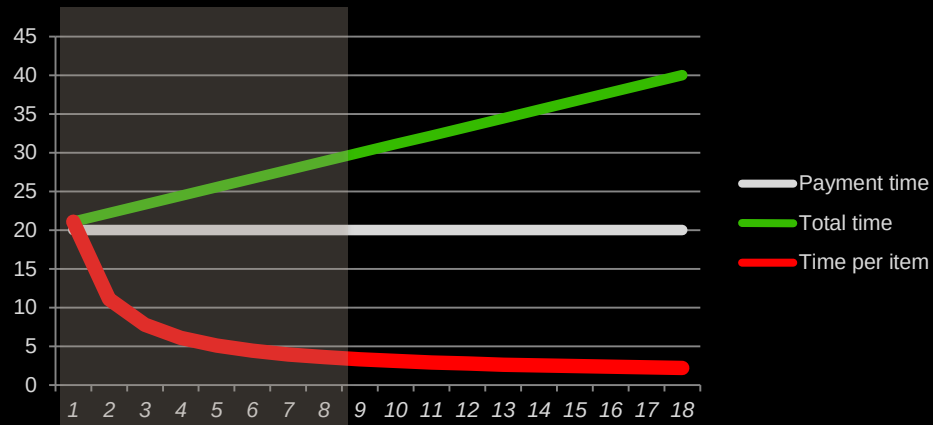
18

A r t i c o l i









Effetto + S C O
Small transactions

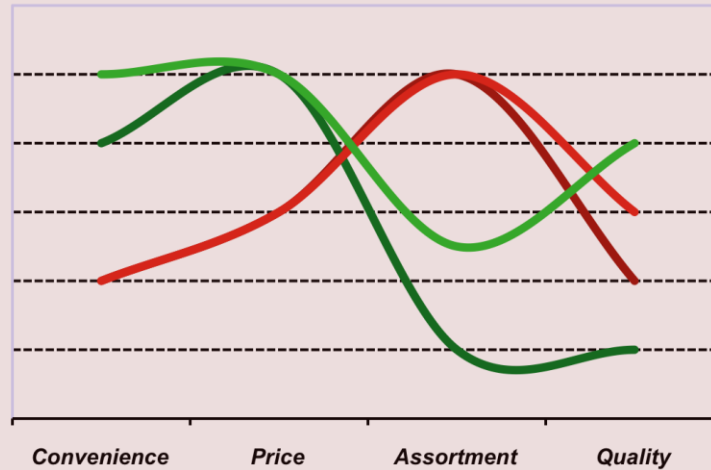
PREZZO

T u t t i u g u a l i

Inovation based on the **VALUE PROPOSITION**

Map competitive
positioning

Curvas de Valor para 4 atributos relevantes



Reposition
Value proposition

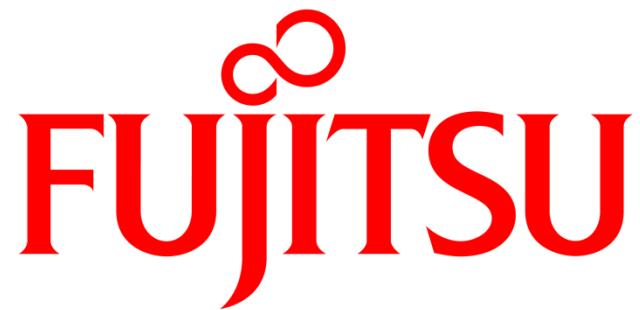
Proporre buone esperienze al Cliente

FUJITSU



Modèle de Kano simplifié





shaping tomorrow with you