

Connecting
colleagues
to create the
future of retail



shaping tomorrow with you

CITRIX® | **FUJITSU**

Introducing a new era for retail

Welcome to the dawn of a new era in retail. Driven by digital advances, emerging technologies and greater customer demand. The challenges this new era presents are matched only by the opportunities.

For the smart retailer, two things are clear. First, they must adapt and evolve. Second, they must solve an underlying conundrum: how to keep pace with customers' growing expectations while running operations for less.

In this new retail world, competitive edge is achieved by delivering exceptional customer experiences. It means understanding, engaging and serving consumers who are 'always-on', connected 24/7. It means exploring how technology advancements such as the Internet of Things (IoT) and augmented reality can help reimagine commerce, merchandising, marketing and operations. It means analysing Big Data to predict customer behaviours and create bespoke experiences, online and in-store.

In the new retail world the virtual hasn't replaced the physical – 90 per cent of retail sales involve at least some interaction within a physical store¹. The challenge, therefore, is how to meld the on- and offline experiences where the latter has become the showroom to touch, feel and test

and the former the place to complete the purchase and arrange delivery.

Meanwhile, retailers must work hard to protect profit margins in an increasingly competitive commercial environment. How can they do this? By improving productivity, optimising stock management and minimising loss, wastage and shrinkage.

Finally, by empowering the retail workforce with the mobile access and real-time information they need, these newly connected colleagues will deliver a first-rate customer experience.

Enabling a connected experience

If these are the opportunities and challenges of 21st century retail, then creating a connected workforce offers the solution.

Hyperconnectivity is the foundation of modern retail. Think of the customer who is always a click away from a purchase wherever they are – day or night – thanks to their mobile device. This customer is better informed, offered greater choice and given unparalleled flexibility to move between channels before making a purchase decision.

The only way to match – and exceed – the needs and expectations of the connected customer is to deliver a connected experience. This means arming in-store staff with hand-held devices so they can browse product information, compare prices and guide customers through their purchasing decisions. They can respond to competitor pricing and offer exclusive discounts in real time.

From this, retailers can systemically learn more about their customers: their preferences, habits, purchases and behaviour, to create a richer, more personalised shopping experience that builds loyalty. This kind of consultative in-store experience elevates the role of the on-the-floor employee. Equipped with the right data a responsive and connected employee can better address customer needs.

It's not just about customer experience – but also about the employee's own experience. The consumerisation of IT has fuelled employee expectations and transformed the way people work. Armed with a device of their choice and the data they need, the connected workforce becomes more productive. A connected

workplace is more likely to attract new talent and retain the best staff. In turn, a highly motivated, expert workforce with everything at its fingertips drives greater customer satisfaction, business growth and efficiency.

Back office functions improve too. Access to big data analytics enables stock controllers to enhance category management and predict customer behaviour. At the same time, digital advancements such as the Internet of Things and augmented reality optimise supply chain operations, providing better intelligence and support. Taken together, these measures minimise loss, wastage and shrinkage.

Meanwhile, human resources, finance, procurement and marketing colleagues all benefit from anytime, anywhere access to data from any device. These advantages are also felt by the regional store manager, who is on the road and needs access to real-time information when travelling from one outlet to another.



[1] 'The Forrester Wave: The 10 Providers That Matter Most And How They Stack Up', Forrester, July 2015

[2] 'The Retail CIO Agenda 2015: Secure And Innovate', Forrester, 2015 <https://www.forrester.com/The+Retail+CIO+Agenda+2015+Secure+And+Innovate/fulltext/-/E-RES121188>



What your business can expect from a Workplace Anywhere solution

In-store colleagues

- Have the right data and tools to deliver the very best customer experiences
- Can increase sales with on-the-spot offers, pricing or cross-selling
- Can minimise waste using up-to-the-minute stock and asset data

Back-office colleagues

- Enjoy full visibility of your supply chain and inventory
- Can therefore avoid stock shortage and disappointed customers
- Can optimise inventory management for higher profits

Head-office colleagues

- Can work flexibly on their chosen device, anywhere
- Can collaborate easily
- Can make fast, actionable decisions in a changing market environment



From better in-store experience and instant mobile access to customer records and preferences, the promise of a connected workforce is compelling. With Workplace Anywhere from Fujitsu, retail businesses can harness these trends and meet the challenges that are shaping this sector.

Workplace Anywhere is an innovative, managed solution that enables your staff to work more productively, and create a retail environment that fosters customer loyalty. It is the ideal foundation to deliver applications, such as Fujitsu Marketplace, to colleagues.

Using a device of choice, key retail employees can access all the applications, data and communications tools they need – in the right place, at the right time. As such, Workplace Anywhere delivers a computing and communications experience that's personalised for every employee. On the shop floor, colleagues get instant access to the latest data to improve customer service. At headquarters, too, HR, finance and marketing colleagues can have anytime, anywhere access to analytics.

Workplace Anywhere is a service that is centrally managed and securely delivered, guaranteeing peace of mind. For the retail business it boosts efficiency by streamlining processes; reduces IT overheads by moving from Capex (capital expenditure) to more flexible Opex (operational expenditure); and creates value by freeing up IT teams to focus on business outcomes and away from systems management. Ultimately, it drives revenue growth and enables store colleagues to be more customer centric.

Why Workplace Anywhere is the CIO's choice

- Shifts costs of IT from Capex to flexible Opex
- Simplifies management across all end-user services
- Supports all BYOD strategies regardless of device
- Delivers peace-of-mind security from a trusted supplier
- Boosts efficiency by streamlining key processes
- Frees up IT teams to focus on business outcomes
- Increases value from existing IT investment

User-friendly

Workplace Anywhere gives employees the freedom to access all the services they need on their preferred device, regardless of time or location. From Head Office to the shop floor, businesses benefit from a happy, productive workforce.

Simple

Workplace Anywhere is a single solution that offers a complete portfolio of services, and device support. These range from traditional desktops and thin clients to mobile and unified communications, which are fully managed, leaving business leaders to focus on business growth.

Cost effective

Workplace Anywhere's utility-based pricing model means costs scale proportionally with business growth, thereby protecting margins.

Secure

Fujitsu's background in defence, government, finance and retail demonstrates deep understanding of – and extensive experience in – protecting data and preserving reputations.

Fully supported

Fujitsu offers a full range of support options from a single point of ownership and accountability to managing the entire computer and communications life cycle.

Fujitsu coordinates maintenance and consolidates service contracts, as well as offering global delivery of service level agreements (SLAs) to guarantee the best possible business continuity and reduced downtime. A multi-lingual service desk is on hand to offer further support as required.

Why Fujitsu



Positioned by research specialists Gartner as a leader in end-user outsourcing for three years running, Fujitsu has been working for 50 years working in the retail sector. Fujitsu serves more than 500 retailers in 52 countries, powering over 82,000 stores worldwide.³

A unique blend of Japanese ownership, global reach and local accountability means that Fujitsu has a long-term vision and commitment to help the retail sector achieve results. At Fujitsu we help unlock innovation and drive operational excellence.

The perfect retail partner

Fujitsu helps retailers reach their potential by becoming more efficient. We help them increase store productivity, improve cash management, modernise applications, and reduce shrinkage, waste and loss. We also help them grow their customer base through better analysis of customer data, improving customer experience, driving brand loyalty, and using social clienteling and in-store navigation to their best advantage. And it helps retailers develop their business in order to expand globally, up- and cross-sell, and increase availability and reach.

Believing in innovation through partnership

Fujitsu and Citrix have been worldwide strategic partners for over 10 years delivering workplace innovation in more than 70 countries. Fujitsu embraces the Citrix product portfolio, combining key offerings for both virtual desktop and managed mobility into market leading joint technology solutions.

Investment in people and innovation

Fujitsu employs 159,000 people around the world, spends \$1.7bn a year on research and development, and holds 97,000 patents globally.

A deep understanding of sector needs

Fujitsu designs its products and services to match retail ambitions, always ready to respond to large scale, societal megatrends. Fujitsu is the only service provider that delivers a virtualised blended service at scale, bringing together applications, data and communications into a single and secure environment.



Case Studies

Keeping employees connected

One leading high street retailer selected Fujitsu to provide Workplace Anywhere solutions for staff in its 600 UK stores, head office and distribution centres. Fujitsu manages and supports over 48,000 devices and underpins the retailer's IT help desk efforts with a service desk offering designed to address five distinct areas of the business. This also includes remote deployment services and smartphone support. A deskside and VIP engineering support service monitors systems for over 5,000 head office users ensuring that issues are managed and resolved at speed. Fujitsu's Workplace Anywhere solutions is designed to keep staff connected and productive and is supporting the customer with its strategy to use technology to increase sales and revenue whilst reducing operating costs.

Keeping operations running

As part of a broader relationship, Fujitsu deployed Workplace Anywhere solutions for one globally renowned retailer that operates over 700 stores, more than 30 distribution depots, 18,000 point of sale terminals and 12,000 handheld devices. The deployment includes the implementation and management of five key service desks assisting applications, infrastructure, stores, multi-channel and international operations. Retail infrastructure support services including point of sale, local networking and multi-channel management stretches across the UK and mainland Europe while end user computing, service design and transition also form part of the delivery from Fujitsu. By providing a flexible service to accommodate changing business requirements Fujitsu has enabled the business to respond quickly to scaling demands, while reducing costs and improving operational efficiency.

[3] Fujitsu Connected Retail e-book <http://edition.pagesuite-professional.co.uk/launch.aspx?pbid=54eef9bc-cec2-4517-b774-032436078c23>

Learn more

Discover how Fujitsu can help retailers reach their potential by improving productivity, enhancing customer experience and reducing costs.

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