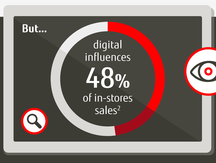
Welcome to a world of hyperconnected business in retail

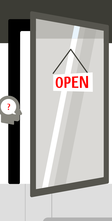
FUJITSU

Bricks and mortar still stand

People like to shop in real shops. That's why the top ten retailers in the USA are still brick- and-mortar stores.[1]



That's why it's vital to use technology to gain a deeper understanding of consumers in a hyperconnected world.



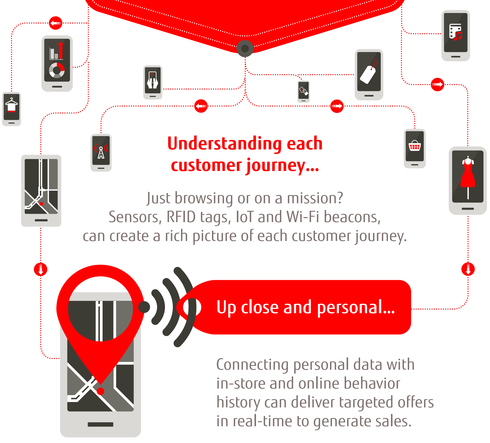
It's a critical issue that demands urgent action.

And **54%** can't accurately predict in-store traffic.

The answer is in the consumers' pockets...

...their smartphones.

A new generation of solutions are linking shoppers' behavior – online, in store, out on the street... and retailer performance.[4]



Understanding each customer journey...

Just browsing or on a mission? Sensors, RFID tags, IoT and Wi-Fi beacons, can create a rich picture of each customer journey.

Up close and personal...

Connecting personal data with in-store and online behavior history can deliver targeted offers in real-time to generate sales.

Front to back and back again...

Digital technology across the supply chain and into the store achieves the right stock and staffing levels so consumers get what they want, when they want it, with no Point of Sale queues.

Fujitsu helps you...

We're working with retailers to help them thrive in an emerging hyperconnected world.

[1] IDOMS Magazine Top 100 Retailers List 2017
[2] EIN Engaging Connected Consumers through Digital Insights 2017
[3] EIN 2015 European Contact Power research
[4] Forrester Retail's Future in a Hyperconnected World Whitepaper 2013

Talk to us about how we can enable you to become a hyperconnected business retailer.

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