

# Turning your legacy PoS dilemma into a real opportunity

Retail as a Service

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**Retailers are faced with a cluster of challenges around technology, including rising customer expectations, increased competition across all channels and changes in the systems vendor market.**

**Nobody likes to have key business decisions forced on them. But this development has a positive flipside for retailers: it can be an opportunity to take control of your in-store IT, create greater business agility and reap the rewards of cloud-based computing for yourself. And once you've made the move, you gain the power to address the other challenges too.**

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## Forced to choose?

The market is changing rapidly as big tech companies swallow up specialist retail technology vendors, hoping to grow their market share and sales revenues. In order to drive this planned value, the new owners must rationalise their offerings and drive customers towards service-based consumption.

That's good for them, but it couldn't come at a worse time for retailers. With competition intensifying, operating costs continuing to rise and margins under pressure, retailers don't need added uncertainty about their systems capability.

How should retailers respond? From the point of view of the traditional vendors, the choice is simple. Customers can go along with the vendor's plan, diverting significant capital and human resources from planned business initiatives, disrupting operations and paying the costs of decommissioning their old systems. Or they can stick with their now-obsolete retail systems, incurring increased vendor support and maintenance charges, and managing the ongoing platform integrity and security risks.

It's not a great choice. Stay with what you have and incur the penalties, or move to the vendor's preferred option and burn resources on a change that will bring no new value to the business.

There has to be a better way.

## Fujitsu's Retail as a Service: The benefits in a nutshell

- Typically, up to 30% cost reduction
- Smoothed commercial model with predictable monthly charging
- Enable your digital journey by removing complexity of current IT estate
- Reduce the burden of maintaining legacy IT while having a fully managed service
- Buyback and lease of infrastructure to perpetually refresh estate, removing investment spikes
- Modify and differentiate services by store and trading patterns
- Enable the store of the future with a flexible and innovative platform

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## Let's turn this around: Fujitsu's Retail as a Service

We have a way for retailers to take this situation and turn it around for their own advantage. Our Retail as a Service (RaaS) model gives you back your technology choices while expanding your potential in three easy steps.

**Step 1:** Fujitsu can take over your existing platforms to ensure you continue to receive first-class, continuous support for your current estate. We provide a trusted service, maintain the integrity and security of the platform, develop the platform to support business requirements, and work closely with the vendors to maintain the stability of the source code.

**Step 2:** RaaS enables you to evolve your systems strategy at your own pace and according to your own business criteria. We provide unbiased support and guidance throughout the selection process and support customers to migrate – when the time is right for you.

**Step 3:** We smooth the financial impact of migration. Platform migration projects are normally capital intensive, but RaaS includes migration costs with support and maintenance to produce a single, predictable monthly service charge. Customers see a reduction in overall operation costs due to Fujitsu's economies of scale. And our global retail systems and application specialists offer a cost effective service which scales to deliver key business initiatives at pace – so you get to market on time.

RaaS covers all technology and services for the retail environment, including PoS, CRM and mobile. You can include all your store equipment for a clear and straightforward price per store.

With this industry-leading Fujitsu solution, you can concentrate on retailing while we look after your technology infrastructure for you. RaaS is ideal for retailers looking for a simpler, outcome-based contract for technology services while reducing total cost of ownership across the organisation. RaaS gives you greater agility, and you only pay for the services you use.



## Why Fujitsu?

Fujitsu is one of the leading global IT companies and top 3 for retail in the UK.

With over 30 years retail experience, we have the experience to understand your needs. We have the products, services and people to deliver the stability, efficiency and predictability your business needs.

Fujitsu's global reach enables us to deliver IT services around the world and is underpinned by one of the largest global IT infrastructures. Our Global Delivery Centres support our customers in more than 41 languages and have a local presence in 70 countries.

Fujitsu is a partner, not a vendor. We believe in long-term relationships. We manage your technology so you can focus on the business.

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## Trusted Partner – A safe pair of hands

Our customers speak for us by trusting Fujitsu to maintain and support their business critical retail systems around the clock.

At Fujitsu we provide services to retail and hospitality customers across the spectrum, including direct operators, franchisees, Symbol groups and cash and carry businesses.

We not only support our own systems but we also have the skills and capability within our Global Delivery Centers to support infrastructure hardware and software from other vendors whether this is delivered on premise or from within the cloud.

Our ability to deliver comprehensive end to end service and support that can scale across our customers' retail systems enables Fujitsu to respond rapidly to the needs of the business and support our customers retail operations.

To find out how Retail as a Service can help your business contact Fujitsu.



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