

FUJITSU Market Place

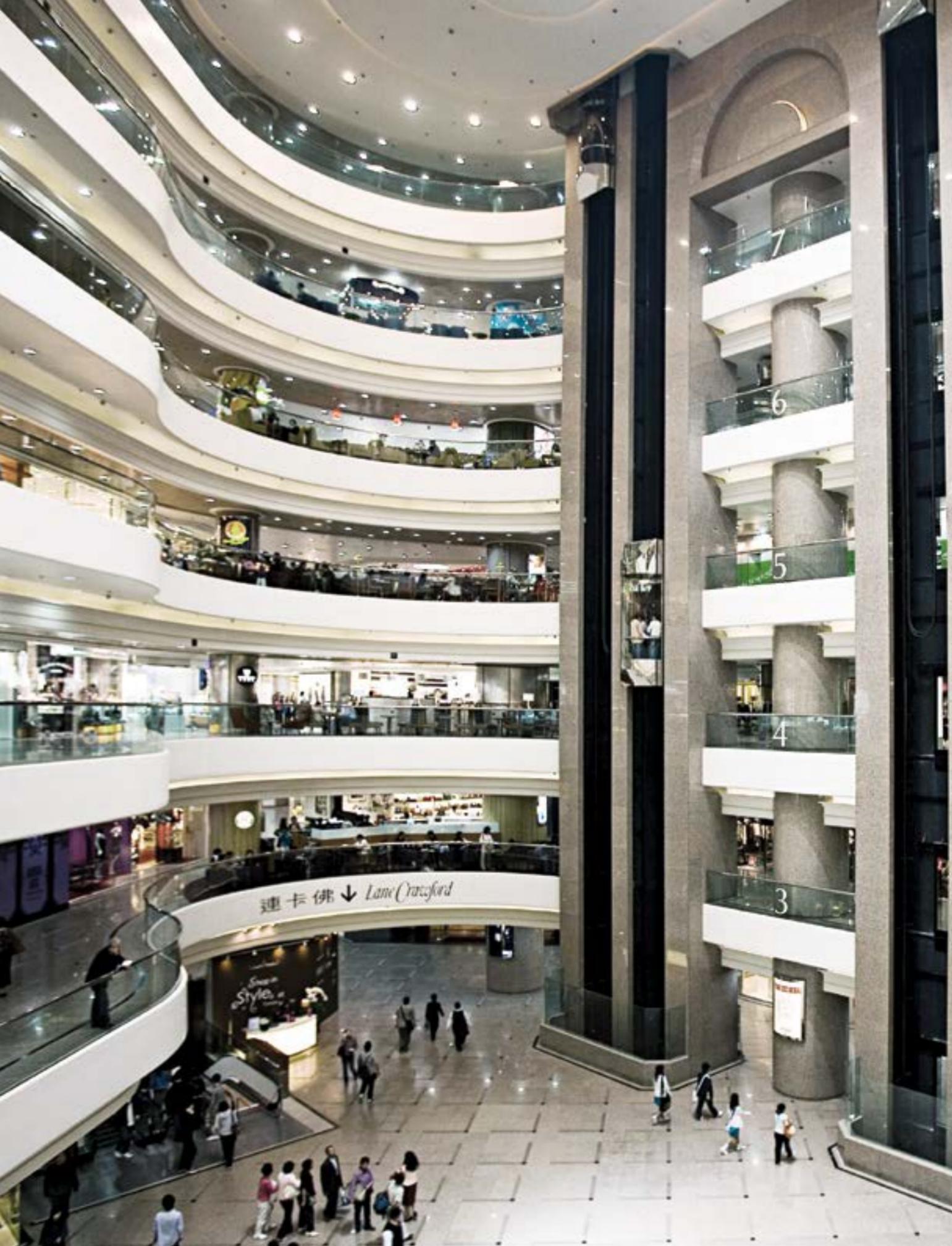
Experience  
the power  
of 'One'



One customer view. One customer experience. One interface.  
One FUJITSU Market Place.

shaping tomorrow with you

FUJITSU



# Open up new retail opportunities with FUJITSU Market Place

The convergence of the digital world with the physical one carries the potential to transform all our lives.

Our vision is a world where knowledge is continually harnessed to drive new value and support sustainable growth. We call it the Human Centric Intelligent Society and it is in the retail sector that this revolution is already becoming a reality.

## The retail revolution

The key challenge for retailers has always been how to sell more and how to sell better. In a major Fujitsu study<sup>1</sup>, 63% of retailers told us that increasing the average sale per customer is their number one focus.

This comes at a time when the retail sector is experiencing the biggest upheaval in its history.

## The analyst prediction:

» IDC predicts that delivering an omni-channel customer experience will be the number one issue to address in 2014«

IDC Retail Insights  
2014 Predictions:  
Worldwide Retail, 2013

## Changing customers

Customers now expect a seamless, personal and more mobile shopping experience whenever they choose to engage with a brand – from the physical store environment to the digital sphere.

## Changing workflows

Big Data, analytics and cloud technologies have created new expectations – both for customers and internal teams seeking to raise sales revenues through new forms of retailing.

## Changing business

Competition from all quarters has intensified with the shift towards local to global retailing. Meanwhile, shifting demographics are shifting spending patterns.

Internally, the impact is no less significant. Today's retailers are still operating in channel silos, where data and transactions are kept separate. For example, just because a retailer has a mobile e-commerce platform, it does not mean that ecommerce data is integrated with the information gathered by in-store PoS terminals.

In many cases, the problem has been that there was no single view of the customer. Without that, how could retailers ever hope to sell more and sell better in a changing retail environment?

**At Fujitsu we have developed the answer: FUJITSU Market Place.**

<sup>1</sup> Fujitsu International Retail Survey 2013

# What are the key features?



With FUJITSU Market Place, your customers are empowered to buy anything, anywhere and at anytime. By providing enhanced customer service, item accessibility and channel transparency, your customers benefit from a seamless retail experience.

FUJITSU Market Place also breaks down the barrier between orders and in-store shopping, allowing both to be combined in a single transaction and via a single application.

At the same time FUJITSU Market Place improves store efficiency by giving you a 360°, real-time view of your customers and their value across all channels as well as real-time stock visibility.

FUJITSU Market Place delivers a uniform pricing, promotion and customer relationship experience whether online, mobile or in-store.

What is more, with FUJITSU Market Place, you can now bring down Total Cost of Ownership thanks to a revolutionary service-oriented architecture that enables all forms of deployment - from thick to thin, cloud or a hybrid approach.

- Sell where it makes sense to sell
- Get a single view of your customers
- Drive growth from order fulfilment

# What is FUJITSU Market Place?

FUJITSU Retail Solution Market Place is a revolutionary new Point of Service application that increases retailer revenues by improving both customer service and enterprise efficiency in an omni-channel world.

Built on innovative modular and service-oriented application architecture, it future-proofs retail IT investment and reduces the complexity and cost of technology deployment.

Backed by Fujitsu's retail heritage, global scope and enterprise-integrated solutions and services, FUJITSU Market Place is the ideal solution for regional, national and international retailers.

- Offer 'Anything, Anywhere, Anytime' shopping
- 'Save the sale' with real-time order fulfilment
- Future-proof with a flexible and modular system
- Gain a 360° view of your customers

## FUJITSU Market Place Retail Solution



# Who is it for?

FUJITSU Market Place makes shopping more convenient for your customers while providing a flexible, robust retail system for your COO and simplicity and efficiency for your CIO.

## For shoppers

FUJITSU Market Place offers a personal, seamless and cross-channel shopping experience. Your customers can now search for the items they want, check availability, confirm the purchase online and collect in your store – all from a single system.

- **“They have a better understanding of what I want”**
- **“I can find a suit I like online and know the store will have it ready to try on”**
- **“My store knows who I am so can send my shopping home with no fuss”**

## For retailer COOs

FUJITSU Market Place provides a single view of your customers and will turn your IT department into a new profit centre. With real-time visibility and order fulfilment, FUJITSU Market Place generates happier customers, ‘saves the sale’ and increases revenues by making the whole process more convenient. Stores and digital channels are intrinsically linked so that the retail journey becomes effortless for customers and staff alike.

- **“We’ve found new ways to encourage shoppers into our stores”**
- **“We can now challenge the e-commerce players”**
- **“We can sell items in-store even if we don’t have them in stock”**

## For retailer CIOs

FUJITSU Market Place is a standardised five-layer architecture to simplify and speed up integration with existing systems. However, its modular design makes it easy to customise and upgrade over time, future-proofing your organization against market change. With multiple deployment options, FUJITSU Market Place can be introduced in months, not years – bringing down costs and guaranteeing a swift return on investment.

- **“We are more agile and able to meet ever-changing business needs”**
- **“We can keep total costs down thanks to a flexible but robust architecture”**
- **“Now we have a plan we can rely on for the next 10 years”**



## What are the benefits?

### **‘Anything, Anywhere, Anytime’ selling**

Get shopping basket transparency on common transactions, pricing and promotions plus the convenience of a single application.

### **Save the sale**

As an enterprise-grade retail solution, benefit from end-to-end Point of Service and real-time order fulfilment across your entire retail operation.

### **Future-proof your IT**

Stay on top of retail IT developments with a revolutionary service-oriented application architecture, low-risk modular approach and flexible deployment.

### **360° view of your customers**

Experience a common view of your shoppers across all retail channels and use this information to provide consistent service and effective communications.

# Fujitsu technology enhancing customer experience

People matter in retail. Empowering employees and customers with devices that allow richer engagements is critical. Fujitsu's workplace technology portfolio caters for all roles from sales to warehousing.



The FUJITSU STYLISTIC Tablet PC, part of the semi-ruggedized tablet family, is optimized for highly mobile roles in retail. Its 10.1-inch form factor and light weight of only 640g, and water and dustproof design mean sales personnel can take it wherever and whenever they need it. Digital catalogues, virtual fitting rooms and other applications and content are perfectly visible on a super-high-resolution screen. And real-time warehousing, based on Fujitsu Market Place, is supported with latest connectivity features like 4G/LTE and near field communication (NFC).



In retail, salesforce automation can enable significant increases in consultation efficiency and employee productivity, as well as enhancing customer satisfaction.

Fujitsu offers a complete portfolio of workplace systems – from stylish notebooks to semi-ruggedized tablets – to support salesforce automation. With a water and dustproof design, they are ideal devices for key retail tasks, including warehousing, consultative selling, self-service terminals and many other applications. A variety of role-based devices are available, to empower everyone from sales clerks to area managers.

# Fujitsu servers supporting real-time operations

Technology is especially critical to the success of a retail business, enabling rapid responses to market changes and new business opportunities. The IT infrastructure powers every aspect of the business, from sales and purchasing systems, to trade and warehouse logistics and real-time inventory control.

With PRIMERGY servers, Fujitsu offers a comprehensive portfolio of products for all operational purposes, from point-of-sales (POS) systems at front-of-store, to high-performance, fault-immune servers and solutions in the back office. This includes expandable PRIMERGY tower servers for smaller environments with high demands, versatile rack-mount servers with leading efficiency and performance, compact and scalable blade systems, density-optimized cloud server infrastructures, as well as **PRIMEQUEST** servers to meet the highest failsafe requirements.



Fujitsu servers offer excellent price/performance and consistently achieve world records and best-in-class results in a variety of industry benchmarks.

# Why Fujitsu?

At Fujitsu, our aim is to develop products, solutions and services for all people who love retail – in order to make their lives easier.

The figures...

-  **30+**  
years' experience in retail
-  **52**  
countries in which Fujitsu is present
-  **500**  
retail customers around the world
-  **82,000**  
stores use Fujitsu retail solutions every day

As a world-leader in technology, systems integration and retail software solutions, we combine our global strengths in innovation, solution management and support with local understanding to create new retail solutions.

FUJITSU Market Place is the latest in a long line of retail innovations built on our unrivalled understanding of the retail market and the knowledge gained from working in partnership with our retail customers. Designed as a single solution for every part of the retail selling process, FUJITSU Market Place offers the robust, enterprise-grade technology you would expect from Fujitsu.

Find out how FUJITSU Market Place could revolutionize your retail environment.

 To find out more visit: <http://ts.fujitsu.com/rl/solution/marketplace/en-uk/contact.html>



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