

# Fact Sheet

## The FUJITSU Retail Solution Market Place

### Challenges

Tying all your selling and delivery resources into one coordinated entity is a major undertaking; it is what successful stores are currently doing. It is becoming something your customers have come to expect when shopping—one seamless experience from finding the product, purchasing it and finally taking possession of it. You may already have all the pieces of the selling/delivery puzzle but integrating them is a complex process and may be something you do not want to take on yourself.

### How we can help

FUJITSU Market Place is designed for the retailer who:

- Is focused on an architecture for maximum future growth
- Wants to be leading edge
- Wants to create a truly seamless integration for cross-channel sales & order fulfillment
- Is looking to centralize transaction, pricing and promotion engines across channels
- Has interest in eventually going to a thin store configuration

### Benefits

With FUJITSU Market Place, your customers are empowered to buy anything, anywhere, and at any time - even combining orders and purchases in a single transaction. In-store customers can

buy items that aren't physically available at the time, while web customers can buy items online and pick them up at their local store. This means that you can offer superior customer service and serve shoppers on their own terms - where, when, and how they choose. It also supports communication and promotion via social media so you can see who "likes" what and even have your associates reserve items in the customer's local store.

FUJITSU Market Place isn't just about selling, it's about fulfilling orders. It doesn't just manage the sale, it can manage order fulfillment in real-time so you know whether an item is actually available and where it is currently located - at a fulfillment center or another store, for example. Not only does this 'save the sale', it also drives growth from additional selling opportunities when the item is picked up at the requested store.

FUJITSU Market Place also gives you complete flexibility, allowing you to sell the way it makes sense to sell - everywhere in your store. You can mix up selling via tablets (for those departments that need detailed item information), via handheld devices (for quick payment processing) or via registers and tethered tablets (where a hands-free selling space is required). Best of all, these options have the same clean, intuitive user interface that makes training store associates a breeze.



### The Problem

- Are you struggling to keep up with your customers' desire to use their mobile devices when shopping?
- Do you need to improve your customer's purchasing experience?
- Would you like to combine your customers' web and in-store purchasing experiences?
- Having sales walk out the door because a product was not readily available?

### What we offer

FUJITSU Market Place supports true Omni-channel retailing; providing seamless common customer and transaction visibility, promotion processing and pricing across all channels, including POS, mobile, ecommerce and call centers.

### How it works

FUJITSU Retail Solution Market Place combines enterprise Point-of-Service and support for Omni-channel order fulfillment. This provides a seamless means of purchasing and returning products across all selling channels, so shoppers can buy anything, anywhere, anytime. It future-proofs retail by easily supporting the addition of new acquisitions (brand or market), new channels, new technologies or new store formats.

Fujitsu offers a fully Service-Oriented application which supports the easy introduction of new sales channels, new technologies and new store formats via a revolutionary five layered application architecture. This approach also offers fast, simple re-use of business functions to standardize the selling process and workflow across all channels.

### Why Fujitsu

Deployment flexibility allows for:

- True service-oriented design – not an SOA wrapper
- the ability to locate any service at any level
- Choice of either thick client, thin client or any combination

The separation of services from functionality and data provides:

- Data and services that can be located anywhere, even in other systems
- Workflow managers the ability to define functional operation specific to tasks and devices – even ones you haven't thought of yet!
- Services that can serve other systems – kiosks, mobile, future concepts

Specifically architected for Omni-channel operation:

- Built-in understanding of the store vs. order items
- Provides promotion capability across channels and spanning channels
- Can provide tender processing that manages both store and order items

Enterprise Integration designed into the architecture

- Includes out-of-the box connection to SAP® Retail ERP
- Has advanced web services integration capability

Provides robust, enterprise accessibility - offering a single solution anywhere

# About Fujitsu America

Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies. For more information, please visit: <http://solutions.us.fujitsu.com/> and <http://twitter.com/fujitsuamerica>

## Fujitsu platform solutions

In addition to Fujitsu PRIMERGY servers, Fujitsu provides a range of platform solutions. They combine reliable Fujitsu products with the best in services, know-how and worldwide partnerships.

### Dynamic Infrastructures

As a global IT infrastructure provider, Fujitsu offers a complete range of servers designed to fill any role in today's business. Whether your business requires affordable entry-level servers, compact and scalable blade systems, or advanced multiprocessor servers capable of handling the most demanding data center applications, the PRIMERGY® line delivers Intel® Architecture servers with the rock-solid reliability and industry-leading performance you need.

### PRIMERGY Servers

[www.fujitsu.com/global/services/computing/](http://www.fujitsu.com/global/services/computing/)

- PRIMERGY: Industrial standard server
- SPARC Enterprise: UNIX server
- PRIMEQUEST: Mission-critical IA server
- ETERNUS: Storage system

### Software

[www.fujitsu.com/software/](http://www.fujitsu.com/software/)

- Interstage:  
Application infrastructure software
- Systemwalker:  
System management software

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