

Cashier-Free Stores

Automated checkout that finally
delivers freedom from lines



Pioneering a new era in retail

Technology is continuing to transform retail. Add the impact of the pandemic on consumer behaviors and it's clear that we have entered a period of rapid change in the way we all shop. Automation is making its mark across all aspects of retail operations, from the back office, through the supply chain and, most importantly in stores. People want to shop because they like to shop. But they also want to shop in different ways depending on the goods they are looking for.

Automation is being pioneered predominantly in high-footfall locations and small-basket shopping in, for instance, convenience stores or outlets in transport hubs, stadia, academic or corporate campuses. Shoppers can just walk in, browse, take goods from the shelves, and then just walk out.

The technology embedded throughout the store – cameras in the ceilings, sensors on the shelves – tracks what has been taken (and importantly, put back on shelves when consumers change their minds), adds it to the bill of the shopper who has swiped their smartphone on entry, and then charges them using their chosen payment method as they step outside the store.



Minimum friction, total freedom

Cashier-Free Stores delivers fully line-free shopping to consumers who, especially in the wake of the pandemic, are even less eager to wait in long lines at either staffed checkouts or the self-serve variety. It's the ultimate frictionless store experience. Experience from brands like Amazon Go and the UK's Tesco supermarket chain, show that retailers are keen to leverage the power of automation to achieve specific business objectives in suitable locations.

We designed Cashier-Free Stores to deliver not just the technologies you need, but also to enable retailers to achieve business benefits for their entire organization, as well as their brand.



Cashier-Free Stores: How it works instore

The first principle is that it is highly accurate. That gives the consumer confidence that they will only be charged for what they leave the store with. Accuracy is delivered by the seamless interaction of technologies.

The consumer downloads the Cashier-Free Stores app to their smartphone, either from the app store or via the retailer's website. After registration, when they swipe their unique QR code on their phone at the turnstile as they enter the store, the cameras link an anonymous view of the consumer – and any people that they are with – to that account. It does NOT identify them as an individual, only as an anonymous shopper in that store at that time.

As the consumer moves about the store, the cameras track where they go, where they linger, what they browse, and ultimately what they pick for purchase. Sensors on each shelf use changes in the weight to confirm which item has been taken and how many.

The items are added to the shopper's 'basket' in real-time or removed if the item is replaced on the shelf.

The consumer, once they have got what they want, then just leaves the store. No physical checkout, no lines, no friction. As they leave, the items which have been added to their bill are then charged to their registered payment method and a receipt appears on their phone.

In the unlikely event that there's a mismatch, then the consumer can query the bill and the support team can check the video that has been captured during the consumer's visit. That video is only kept for a short period of time. Again, to ensure personal privacy for the consumer.

The data from each of those transactions can then inform your back-office systems for the purposes of inventory management, fulfilment, merchandising and so on.

Driving operational efficiency, cost reduction, and higher sales



The ability to offer automated shopping in checkout-free stores elevates your retail proposition. It also puts data at the heart of both your operations and your engagement with consumers.

Speed and improved throughput in store

With Cashier-Free Stores, on average, it takes just eight seconds for a customer to checkout. That's 81% faster than the average staffed checkout (when stores are busy that can take much longer).

Anonymized data that reveals consumer trends

Instore cameras do not use facial recognition. The consumer's identity is not revealed. Only their actions are tracked; where they go, what they look at, and what they pick. This provides anonymity for the consumer, but also gathers important shopper behavior data about which products are moving faster or slower, shifting peak and slow times, and other useful insights.

Real time analytics: stores and inventory

Tracking your inventory throughout your supply chain makes sense only if it extends to each shelf or area of individual stores. Because Cashier-Free Stores tracks every product taken from every shelf or in every chiller in real-time, re-stocking can be almost immediate (happy consumers), and supply chains are more informed (happy store managers and operations staff). That leads to increased sales because consumers are more confident that they'll always find what they want, and they will return to your store.

Improved operational efficiency

Store associates no longer have to perform repetitive checkout duties. Scanning barcodes isn't the best use of talent. Checkout-free stores free associates to undertake necessary operational activities in the store and add operational value.

More space to sell

Cashier-Free Stores delivers cost benefits across the entire store and back-office operations. Taking out the checkouts frees space for goods and improves the flow of your stores. A smaller workforce is needed which helps to alleviate the constant turnover of store staff. This can cut operating costs per store substantially and boost margins.

A boost to growth

Not only can sales rise, but you can drive your brand's growth into new high-footfall areas or locations including outlets in stadia or on corporate / academic campuses which can be facilitated by automated shopping. You are free to innovate, experiment, and find new markets for your brand. And for outlets within sports or concert stadia and arenas, Cashier-Free Stores boosts sales by banishing lines that can deter consumers afraid that they'll miss the start of the game or the opening number by their favorite band.

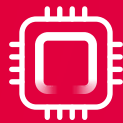
All you need to go checkout-free

All you need to do is focus on your brand and your consumers. Fujitsu will do the rest.

The individual technologies which make up Cashier-Free Stores are tried and tested. It's how they are combined to cleverly deliver a seamless, totally automated experience that consumers want, that counts.

The service covers the entire range of elements needed to ensure that each store functions efficiently and reliably. That's why we offer technologies and support behind the scenes and instore; from supply chain to checkout and payment through to data analytics to drive sales, lower costs, and improve efficiency.





The right technology at the right price: Cashier-Free Stores does not demand expensive proprietary tech. We use mostly commodity hardware to ensure that installation and ongoing support are both simple and cost-effective. Installation is affordable and fast.



Low cost of installation and ownership: You don't necessarily have to adapt the format of your shelving or your store layout (other than removing checkouts). There is no need to place servers on site (saving space and power) because operations and data capture are handled exclusively in the cloud. Installation can be done in just two to five days. We install ceiling cameras, smart shelf sensors, and store entry turnstiles / scanners too. And then we support you throughout the technologies' lifecycle.



Run your store more dynamically: The solution is tested and calibrated by us so you can use it from day one to run your store more efficiently. It's easy to change your inventory at speed to meet market demand. Products can even be scanned into the inventory system instore. There's no need to rely on us to manage inventory. Add new products or remove items at will.



Being busy is no obstacle: Cashier-Free Stores handles busy trading times effortlessly. Designed for high-traffic locations, the cameras and sensors keep track of every individual consumer and item within the footprint of the store. And we can also handle larger square footage stores, as well as high numbers of SKUs.



Artificial Intelligence drives checkout-free retail

Retail has always been about intelligence: consumer behavior, market trends, new ways to engage shoppers, technology that reduces friction instore and opens up omnichannel opportunities. Automated shopping is the logical extension of that tradition. And Artificial Intelligence (AI) is the key to making them work.

See everything more accurately

Cashier-Free Stores captures data through its array of cameras and sensors and then immediately combines each data point using specially written AI algorithms. They take the input and use visual cognition to achieve deep machine learning to constantly improve the data.

Learn more about consumers and trends

AI's power transcends complexity. Even when a store is busy, the combination of technologies can cope to extract valuable information which can then inform better decisions in real-time, as well as more insightful planning. You get better visibility of the store environment, as well as clear indications about what consumers want, or don't want. It's super-charged market and consumer intelligence.

Total support throughout your journey

Fujitsu provides all the support you need to plan your checkout-free journey. We can help identify which stores or new locations will benefit from the technology and then ensure a swift installation that gets you up and running quickly. We provide 24/7 technical support remotely for all back-end functions and onsite support for the technologies embedded within the store itself.

Why Cashier-Free Stores?

We have used our global experience in retail to source the best technology partner to deliver the most effective and reliable checkout-free retailing. And together, we are well-placed to evolve as the needs of your business and consumers change.

Our focus is on delivering accuracy, efficiency, productivity, cost savings and higher margins – at every stage of the retail process. Most importantly, we enable you to be innovative and agile, able to stay ahead of consumer trends and drive change to deliver better experiences for both consumers and associates.

With over 50 years of retail experience with all kinds of retailers, we understand the need for partnership and support, as well as what it takes to deliver cutting-edge technology. We offer a comprehensive integration service that spans the entirety of your business – from inventory, to operations, to data analytics and all varieties of instore experience.

Fujitsu will take the journey to free your shoppers from checkout lines with you. Supporting you every step of the way.



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