FUJITSU

Datasheet

Transform Your Store Operations, Drive Business Growth

Fujitsu Managed Digital Commerce Services is a standardized end-to-end set of commerce services specialized for retailers to outsource all aspects of commerce service confidently for faster innovation and growth using best practices and speedy implementation.

Commerce business rely heavily on the quality and availability of technology to deliver outstanding customer experience and services, ensuring effective commerce services such as in-store systems are critical to maintaining the customer's journey and promoting brand reputation. Hence, there is an increasing need to continuously implement new digital services and manage commerce technology in time to respond to ever-changing customer requirements and succeed in business transformation.

At the same time, commerce business is facing challenges:

- **High operating and maintenance costs in commerce organizations globally.**
- **Building economy of scale and full utilization of key resources.**
- **Disjoint support models from many service vendors.**
- **Keeping up-to-date with international legal and fiscal compliancy.**
- **Non-automated processes creating labor intensive tasks.**
- **Introduce new functionality in time due to long development and deployment process.**
- **Tight labor market in many geographies and in short supply of specialized technical skills.**

Therefore, they are looking for high availability and scalability management and want to minimize risk and regional complexity (legal, fiscal, payments…) from a single trusted and proven partner.

Managed Digital Commerce Services will:

- Bring together everything you need to enable advanced store operations.
- Provide end-to-end set of global services, delivered by Fujitsu as a consistent, replicable managed service.
- Take responsibility as one prime partner by consolidating several service vendors ensuring centralized management.
- Deliver maintenance and support service not only for Fujitsu services but also for 3rd party retail vendor services.
- Establish a repeatable and scalable service model to provide standardized maintenance and operation services.
- Optimize utilization and skillsets of resources by shared assignment and continuous knowledge transfer.
- Provide compliance management continuously monitoring the local, fiscal, and regulatory requirements across the retailer's landscape.

All of this is achieved at scale and pace, and delivered across multiple stores round the globe, as a fully Managed Service with the following selective service menus:

- **Service Governance**
- **1st Line Support & ITSM Service Management**
- **2nd Line Support**
- **Application Maintenance & Support**
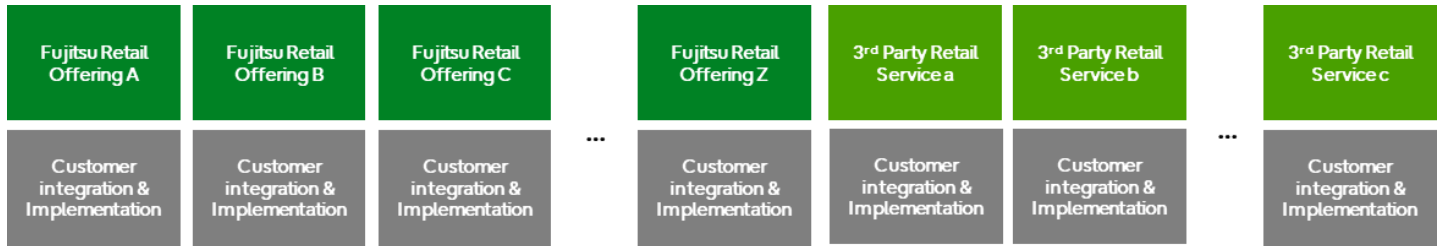- **Cloud & Infrastructure Services**

- **Application Management & Development**
- **Legal & Security Compliance Management**
- **Professional Services**

Fujitsu will manage the end-to-end operations of opening and closing new stores. The retailer advises what, where and when and Fujitsu will deliver to the agreed deadlines.

Retailers gain values by using Fujitsu Managed Digital Commerce Services:

- **Scalability and Cost Efficiency**
  Our shared service offering allows us to provide this service at a significantly lower cost point than the retailer or direct competitors .
- **Trust and Reliable Global Support**
  Via our vast experience in 100+ countries providing commerce as a service, we can offer specialists and knowledge to operate in global markets.
- **Centralized Managed Service**
  Provide consistent and scalable enterprise operation and maintenance services to ensure that all systems are well maintained and stable.
- **Work Efficiency**
  We handle digitization and automation of new services and retail operations, reducing involvement - allowing retailers to focus on core business.

Offering Outline

Fujitsu Retail Offering A	Fujitsu Retail Offering B	Fujitsu Retail Offering C	...	Fujitsu Retail Offering Z	3rd Party Retail Service a	3rd Party Retail Service b	...	3rd Party Retail Service c
Customer integration & Implementation	Customer integration & Implementation	Customer integration & Implementation		Customer integration & Implementation	Customer integration & Implementation	Customer integration & Implementation		Customer integration & Implementation

Managed Digital Commerce Services
Maintenance and Operation

Managed Digital Commerce Services provides maintenance and operation services not only for Fujitsu retail offerings, but also for 3rd Party Vendor Retail Services so that retailers can entrust whole operation for Fujitsu.

Total Scope of Managed Digital Commerce Services

Application Maintenance & Support	Cloud & Infrastructure Services	Legal & Security Compliance Management	Professional Services	Financial Services
• 3rd Level Application Support • 3rd Level Test and Quality Assurance	• 3rd Level Infrastructure Support • Application Deployment • Environment Management • Configuration Management • Capacity Management • Network & Firewall Management • Systems Management • Monitoring & Alerting • End point Security Management • Asset & Inventory • Hardware Lifecycle Management • Data Center Services & Management	• Country Handbook • Legal & Fiscal Monitoring • Cyber Security Services • 4th Level & Fiscal Support • Legal & Fiscal Governance	• Pre-configured set of IMAC services • Implementation of New Store • Managing Store Closure • New Market Entry • New Brand Entry • Field Services • Training Services • Data Analytics	• Coming Soon
Application Management & Development	• Integration Services • Application Development • Development Architecture • Test and Quality Assurance			
Service Governance	• Service Delivery Management • Vendor Management • License Management • Performance Management • Continuous Improvement • 3rd Party Vendor Management			
1st Line Support & ITSM Service Management	• 1st Level Service Desk • Test and Defect Management • Release Management	• Incident Management • Problem Management • Change Management • Onsite Support		
2nd Line Support	• 2nd Level Application Support • 2nd Level Infrastructure Support • Knowledge Management & Training			

Unlike a bespoke approach for each customer, Managed Digital Commerce Services provides standardized operation and maintenance services with organized service menus and components.

Features and benefits

Main features	Benefits
Service Governance Manage vertical services (application maintenance & support, cloud & infrastructure services, legal & security compliance management, professional services, and financial services) and related vendors, licenses, performance, service delivery, and c**ontinuous service improvement.**	■ Providing consistent and scalable enterprise operation and maintenance services to ensure that all systems are well maintained and stable. ■ Consolidating the service interface and responsibility with one clear owner of ongoing operations, requests, and escalations.
1st Line Support & ITSM Service Management Provide 1st level service desk and management of test and defect, incident, problem, change and release processes.	■ Single point of contact, taking full incident and service request SLA ownership end-to-end ■ Improved productivity of business processes. ■ Integrated management of incidents and requests across all solution services, vendors and technologies.
2nd Line Support Provide 2nd level support for both commerce application and infrastructure as well as training and knowledge management.	■ Via our vast experience in 40+ countries, offering specialists and knowledge to operate in global markets. ■ 24x7 follow-the-sun store update, deployment and restoration ensuring maximum service availability.
Application Maintenance & Support **Provide efficient 3rd level maintenance and support for all the commerce applications and test and quality assurance.**	■ Focusing on core business by handling digitization and automation of new services and retail operations, reducing involvement. ■ Customer specific adaptation and component integration to overcome complexities of a multi-vendor solution. ■ Quality controlled problem correction in the customer unique implementation to ensure seamless operation.
Cloud & Infrastructure Services Manage all infrastructures on which the application is executing and enabling systems management functions such as deployment support, capacity, and configuration management Consolidated management of end points as well as cloud or data center back office systems.	■ Maximizing utilization and scalability of the infrastructure. ■ Reducing the burden of maintaining legacy IT systems while having a fully managed service. ■ Enabling retailer's digital journey by removing complexity of current IT systems.
Application Management & Development Manage and develop the commerce application and infrastructure in on-going phase and ensure the latest features and functionalities are always available.	■ Structured and repeatable implementation of new features and extensions of the solution (new brands, locations, geographies). ■ Speed of deployment and high level of accuracy in configuration.
Legal & Security Compliance Management Guarantee legal compliance of the commerce solution towards fiscal and security frameworks by monitoring and interpreting the regulatory requirements across the world.	■ 75.5% reduced cost of legal compliance monitoring. ■ Preventing retailers from the risk of breaking legal and fiscal regulations and data breach. ■ Facilitating new market introduction and store openings in specific countries and regions.
Professional Services Provide a pre-configured set of services based on IMAC (installs, moves, adds, changes) services, and requests such as onsite and remote training, field support and data analytics service.	■ Empowering retailer's store associates and deliver customers a great. ■ Repeatable and pre-priced services to for smooth opening or changes of stores, regardless of country and location.

More information

Fujitsu products, solutions & services

Always open retail

Fujitsu's mission is to keep you always open to serve, trade, operate, and innovate. Come talk to us and let us guide you to the idea of Always Open Retail, where we will open the imagination, innovation, culture, and ecosystems that all retailers need to transform the value of their business in the next normal.

Retail Core Capabilities

Product support services with different service levels agreements are recommended to safeguard each product and ensure smooth IT operation.

- Innovative retail solutions – to support and future proof the customer experience in today's omni-channel world
- Connected enterprise – within the store, between the front and back office, and between multiple vendors to deliver a seamless and integrated customer journey, working enterprise solutions, and outcome-based enterprise services
- Global delivery – the assets and capabilities to deliver consistent cross-border solutions

With over 50 years of co-creating innovative retail solutions with our customers, we understand and know what makes retail experiences different for you, the retailer, and for your customers. Over 500 retailers in 52 countries have successfully simplified, innovated, and grown with our end-to-end retail solutions, along with our global knowledge and delivery capabilities.
Retail is at the heart of Fujitsu and we look forward to working with you and keeping

your customers. Over 500 retailers in 52 countries have successfully simplified, innovated, and grown with our end-to-end retail solutions, along with our global knowledge and delivery capabilities.
Retail is at the heart of Fujitsu and we look forward to working with you and keeping retail always open.

More information

To learn more about Fujitsu, contact your Fujitsu sales representative, Fujitsu business partner, or visit our website.
www.fujitsu.com/global/solutions/industry/retail/

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