

Datasheet

Fujitsu Market Place Cloud

Digital Retail Commerce

Market Place Cloud is a composable digital commerce solution designed for retailers demanding a consistent customer experience, deployable in the Cloud or as a hybrid with in-store resilience

What is Market Place Cloud?

Market Place Cloud is the orchestrator of the digital retail enterprise. It is a composable, MACH application, deployable in different ways, such as a till checkout (including an image-driven interface for café and concession), self-checkout, associate mobile and Scan & Pay to support retailing your way - managing many of the complex and demanding retail processes necessary today.

It sits at the very heart of the retail enterprise and serves both the customer experience via the different customer touchpoints, as well as the data essential for trading managed from and to the retailer's enterprise systems.

What can it do?

Market Place Cloud supports key omni-channel use cases, including Click and Collect, Buy Online, Return in Store, Order online, pickup and pay in-store and others. It also supports Enterprise Pricing, Store Operations, Back Office operations, Enterprise Operations and Data Maintenance.

What deployment options are there?

Market Place can be deployed in multiple ways, including fully in the Cloud. This enables retailers to easily, quickly and more cost effectively take advantage of the power of Market Place.

Market Place flexibility

For retailers concerned about the in-store aesthetics, cloud deployment means no bulky till equipment and store servers, thus reducing hardware costs. And because we don't have all of the data and services to support on the device, this gives you the flexibility to sell how

you want to, whilst still delivering the full store commerce functionality you need.

Market Place Cloud opens up the ability for retailer business teams to deploy mobile devices - better suited to creating a richer customer experience. For example, running on a cost-effective tablet or a lightweight till, the device connects to Market Place data and services hosted in the Cloud.

This approach also provides you with options to allow you to offer mobile 'on-floor' selling or self-service options to your shoppers. Self-Service is available either via self-checkout or via shopper Scan & Pay from their own devices.

The good news is that Market Place is cloud-agnostic, so although we recommend Azure, we can run on any public cloud, keeping things simple there too. And, for those retailer IT teams who worry about being able to trade regardless of network connectivity, it is easier than ever to build network resilience to provide in-store back-up.

Market Place Cloud efficiency

Market Place Cloud has been designed to support dynamic scalability, this means you can pay for the resources you need, as you need them. We help you find your average run rate and then Market Place Cloud can flex to add resources during peaks and then auto-scale down again when business returns to normal levels.

Quick and easy

As you grow, it becomes easier than ever to expand to new locations or pop-ups. Having

lost all of that heavy till and store server equipment and the need to pre-configure, build and deploy equipment for the store, we literally open the door to pop-up stores. Now, to support a new location or pop-up, you just need to install the selling solution on a tablet, have the device at the new location and connect securely to the retail network. Once connected, that's it, you're in business!

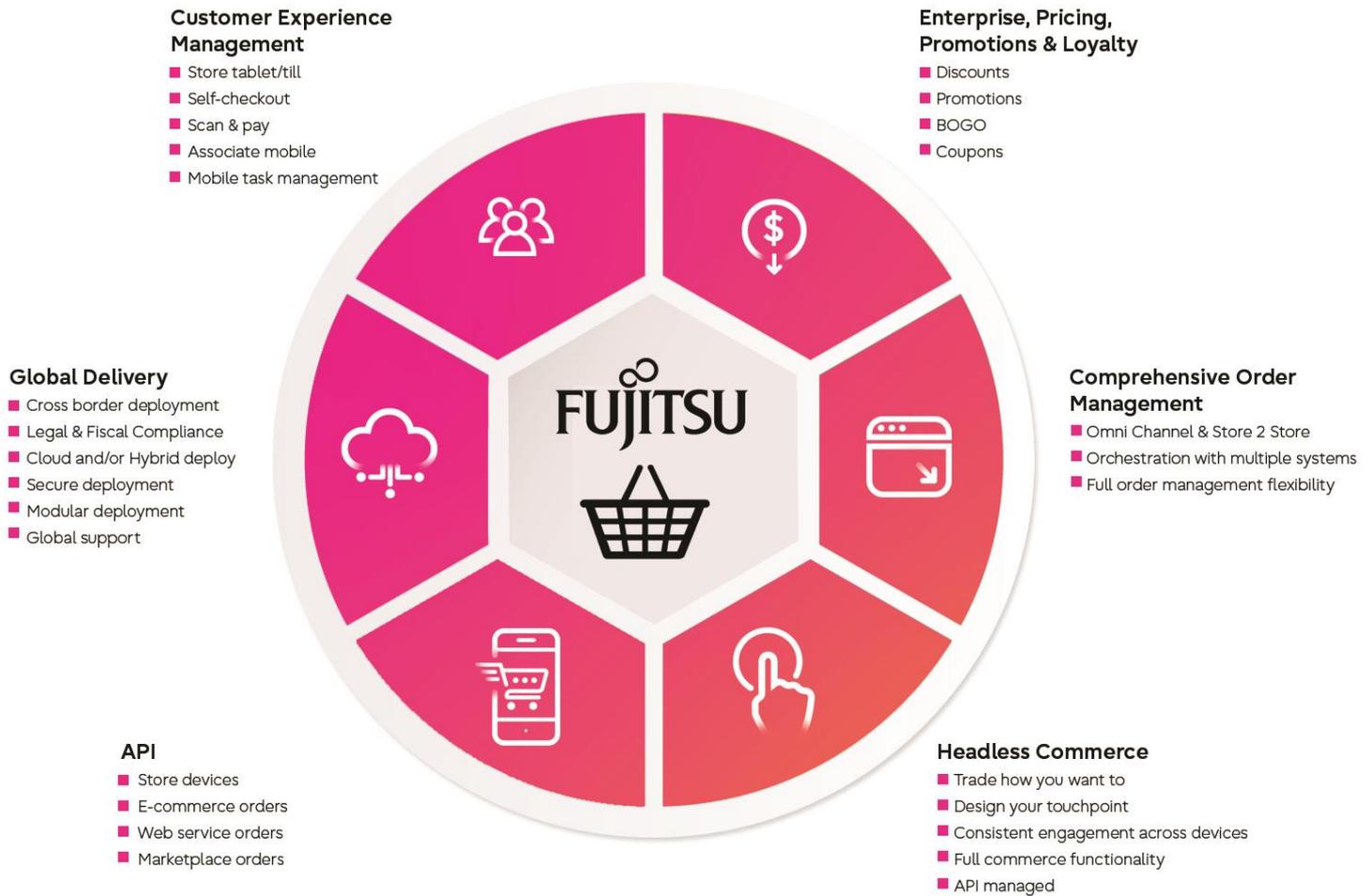
Optional extras: providing support centrally

It's also easy to take advantage of Fujitsu's Market Place Retail Commerce solution to provide support centrally for end-to-end order management, inventory management, pickup and delivery management, customers, pricing, promos and coupons e-commerce, employee management, enterprise reporting and cloud payments.

Features and Benefits

Main features	Benefits
<ul style="list-style-type: none">■ Comprehensive composable Retail Commerce functionality designed for today's flexible omni-retailing and pay■ MACH (micro-services, API first, cloud-hosted and optionally headless)■ Supporting touchpoints including mobile, café/concessions, traditional checkout or via self-service: self-checkout or Scan & Pay■ Easy deployment via Azure Springboard template■ Open-API framework to support easy integration to third party apps to add further flexibility and service value to your business■ Full end to end cloud and application monitoring, management and support■ Cloud payments for fully integrated fast and secure retailing■ Dual currency, multi-currency and unit of measure conversions	<ul style="list-style-type: none">■ Options to allow you to design the ultimate customer experience from in-store, across channels, through self-service to pop-ups■ Composable to allow you to create the solution you need and to transition more easily to meet business needs■ Streamlining your store with lower cost, retail-centric cost-effective hardware with full store peripheral device handling■ Fast deployment, with configurable options to suit your business model■ Dynamic Cloud scalability to easily manage your peak trading cost effectively■ Optional extensions for managed services and/or our enterprise solution to extend to order management, CRM, back office and reporting

Market Place Cloud – enabling cloud retail



More information

Fujitsu products, solutions & services

Solutions

<http://www.fujitsu.com/global/solutions>
The Fujitsu solutions combine reliable Fujitsu software with the best in Fujitsu services, know-how and worldwide partnerships.

Fujitsu's Solutions include parts of one or more activity groups (e.g., planning, implementation, support, management, and training services) and are designed to solve a specific business need.

Infrastructure Solutions are customer offerings created by bringing Fujitsu's best services and technologies together with those from partners to deliver benefit to our customers' businesses.

Industry Solutions are tailored to meet the needs of specific verticals.

Business and Technology Solutions provide a variety of technologies developed to tackle specific business issues such as security and sustainability, across many verticals.

Services

www.fujitsu.com/global/services/
Several customizable Fujitsu Service offerings ensure that IT makes a real difference and delivers true business value. We do this by leveraging our extensive experience in managing large, complex, transformational IT programs to help clients in planning, delivering and operating IT services in a challenging and changing business environment.

Application Services support the development, integration, testing, deployment and on-going management of both custom developed and packaged applications. The services focus on delivering business and productivity improvements for organizations.

Business Services respond to the challenge of planning, delivering and operating IT in a complex and changing IT environment.

Managed Infrastructure Services enable customers to deliver the optimal IT environment to meet their needs – achieving high levels of IT service quality and performance for data center and end user environments.

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More information

To learn more about Fujitsu, contact your Fujitsu sales representative, Fujitsu business partner, or visit our website.

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