People like to shop in real shops. That's why the top ten retailers in the USA are still brick- and-mortar stores.2

That's why it's vital to use technology to gain a deeper understanding of consumers in a hyperconnected world.

But... 48% of retailers can't accurately predict in-store traffic.

Welcome to a world of hyperconnected business in retail

Front to back and back again...

Digital technology across the supply chain and into the store achieves the right stock and staffing levels so consumers get what they want, when they want it, with no Point of Sale queues.

And 54% can't accurately predict in-store traffic.

Up close and personal...

Connecting personal data with in-store and online behavior history can deliver targeted offers in real-time to generate sales.

48% of retailers lack customer insights...

Fujitsu helps you...

We're working with retailers to help them thrive in an emerging hyperconnected world.

Understanding each customer journey...

Just browsing or on a mission? Sensors, RFID tags, IoT and Wi-Fi beacons, can create a rich picture of each customer journey.

That's why it's vital to use technology to gain a deeper understanding of consumers in a hyperconnected world.

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Bricks and mortar still stand

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It's a critical issue that demands urgent action.

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Talk to us about how we can enable you to become a hyperconnected business retailer.