

Media Backgrounder Fujitsu in Retail

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Hyperconnectivity, where everyone and everything are linked, is changing modern retail. In today's competitive market environment, creating a unique and engaging shopping experience is critical to driving store sales and is vital to retailers' success. Being able to derive meaningful insights into shopper behavior, engagement and preferences gives retailers the edge – and it is the digital transformation of retail, enabling stores to leverage the power of technologies such as the Internet of things and artificial intelligence, that allows traditional retailers to compete with their online counterparts. Now, just like in the online world, retailers have access to insights into shopper behavior, enabling them to tweak store layouts, effectively deploy associates and provide excellent customer service. This is Connected Retail.

Fujitsu's retail portfolio is based around this hyper-connected world, and focuses on four areas that enable retailers to deliver a differentiated customer experience:

- **Innovative retail solutions** – to support and future-proof the customer experience in today's multichannel world; this includes Fujitsu Market Place – our omni-channel PoS application– and new solutions from our innovation labs in Japan
- **Connected enterprise** – linking applications, information and communication within the store, between the front and back office, and between multiple vendors to deliver a seamless and integrated customer journey, including enterprise solutions, and outcome-based enterprise services
- **Leading-edge hardware** – underpinning the in-store applications are a range of Fujitsu integrated and modular Point of Service terminals based on a common set of components to reduce deployment and support costs.
- **Global delivery** – the assets and capabilities to deliver consistent cross-border solutions.

Building on a deep understanding of retailing that we have gained over the past 40 years with more than 500 customers and 82,000 stores in 52 countries worldwide, Fujitsu's mission is to deliver a differentiated customer experience that will increase sales, operational effectiveness and customer satisfaction for our retail clients.

Fujitsu lowers the risk to retailers of implementing next generation solutions as it understands the constantly changing challenges that they face. It supports them with consultancy, the design and implementation of bespoke solutions and the appropriate technologies necessary to meet and satisfy consumer demand for anywhere / anytime retailing. Its portfolio of applications supports the omni-channel world and fully integrates with existing enterprise systems to protect and enhance previous investments. Not only can Fujitsu deliver solutions and any relevant third party components anywhere that a business wants to trade, but it also offers complementary elements relating to networks, helpdesks and applications support, server and cloud infrastructure

Fujitsu's Retail Portfolio

The Fujitsu retail portfolio encompasses the front and back office and beyond, including point of service, mobile and self-service solutions, end-to-end retail business applications including business analytics, customer loyalty and dynamic digital media. These comprehensive solutions are delivered through a suite of managed IT services across the store, networks, applications and infrastructure.



Customer Cases

- [S Group subsidiary ABC Petrol implements a new payment platform to transform payment for fuel.](#)
- [McDonalds UK partnered with Fujitsu to co-create the Customer Aligned Regional Engineering \(CARE\) program and, as a result, has enhanced the customer experience in its franchise stores.](#)
- [Fashion's Park chooses Fujitsu Retail Suite](#)
- [Ocado case study](#)

Online resources

- Fujitsu Retail solutions: <http://connectedretail.global.fujitsu.com>
- Connected Retail video: <https://www.youtube.com/watch?v=OemOn2hyBhs&feature=youtu.be>
- Read the Fujitsu blog: <http://blog.ts.fujitsu.com/>
- Follow Fujitsu on Twitter: http://www.twitter.com/Fujitsu_Global
- Follow us on LinkedIn: <http://www.linkedin.com/company/fujitsu>
- Find Fujitsu on Facebook: <http://www.facebook.com/FujitsuICT>
- Fujitsu pictures and media server: <http://mediaportal.ts.fujitsu.com/pages/portal.php>
- For regular news updates, bookmark the Fujitsu newsroom: <http://ts.fujitsu.com/ps2/nr/index.aspx>

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About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company, offering a full range of technology products, solutions and services. Approximately 155,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.5 trillion yen (US\$40 billion) for the fiscal year ended March 31, 2017. For more information, please see <http://www.fujitsu.com>.

About Fujitsu EMEIA

Fujitsu enables customers to capitalize on digital opportunities with confidence, by helping them to balance robust ICT and digital innovation. Fujitsu's full portfolio of products, solutions and services gives its customers a competitive advantage in the era of digital transformation. In Europe, the Middle East, India Fujitsu promotes a Human Centric Intelligent Society, in which innovation is driven by the integration of people, information and infrastructure. In the Europe, Middle East, India and Africa region (EMEIA), our 28,000-strong workforce is committed to Digital Co-creation, blending business expertise with digital technology and creating new value with ecosystem partners and customers. We enable our customers to digitally transform with connected technology services, focused on Artificial Intelligence, the Internet of Things, and Cloud - all underpinned by Security. For more information, please visit <http://www.fujitsu.com/fts/about/>