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RETAIL SOLUTION GUIDE

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The convergence of the digital world with the physical one

The key challenge for retailers has always been how to sell more and how to sell better. In a major FUJITSU* study, 63% of retailers said that increasing the average sale per customer is their number one focus.

Currently, retailers need to offer their customers the best possible customer service as well as ensure a seamless transition between shopping on the Internet and in the store, if they want to provide a unique shopping experience and resulting customer retention to increase sales.

Also, retailers are finding they need to build and maintain increasingly complex integrations to deliver a multi-channel experience to the customer.

Historically retailers have many sources of data from each channel, and typically these are not well integrated. This leads to multiple datasets on the same customer with a confused and inaccurate view of each customer. Unscrambling this has historically been difficult and costly.

Also, many of today's retailers are still operating in channel silos, where data and transactions are kept separate. For example operating multiple channels doesn't necessarily mean that the data from those channels is shared, integrated or even transparent to in-store PoS terminals.

Technology is changing all our lives, but if it's not serving business it can be an obstacle. That's why retailers should focus on delivering real business benefits with technology. Well implemented technology should help improve efficiency, grow the business and know the customers better, by using IT solutions to solve current challenges and create new opportunities. Everything done in the retail arena should be geared towards these three growth directives.

In many cases, understanding their customer well - across all channels - is still a major difficulty for retailers. Without this, selling more and selling better in a changing retail environment will continue to be a real challenge:

- The retail environment is currently going through a period of significant transformation that is seeing the customer's shopping experience changing on an unprecedented scale, this transformation typically being driven by customers demanding change.

- Whilst this is an exciting period in the evolution of the retail industry, it is creating significant challenges for those organizations that are competing to maintain their relevance, market share, and competitiveness within this sector.

- Technology (and specifically the Internet) has been a key driver of change in this period, offering customers new sources of information and product sourcing and allowing new online entrants to take market share from traditional retailers, in some cases (like books and electrical goods).

- Therefore, while customers are focusing on the present, retailers should also be keeping their eyes on the future, by evolving and adapting to the customer's needs and to the rapidly changing marketplace

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- Understanding these challenges allows us to consider some of the emerging trends which may enable retailers in the near future:

  - **Crowd sourcing** whereby online communities negotiate product discounts based on high volume product purchases.

  - **Enhanced service** whereby, via beacon technology, geofencing and advanced predictive analytics, retailers are communicating directly with shoppers to drive customer benefits, by increasing convenience, better customer service, better product visibility or availability. Also allows to make store visits more rewarding, more personal engagements, even providing personal shoppers or avatars to support and guide the customers when shopping.

  - Companies moving beyond products to sell **new services/outcomes**: e.g. delivery/collection on demand.

  - **Intelligent lockers** that allow online retailers to obtain national coverage at a low market investment entry point (Amazon* Groceries* in the US, Tesco* and Waitrose* in the UK).

  - **Predictive retailing** in which retailers use advanced analytics and business process management tools to improve performance, manage new store based tasks around order fulfillment, reduce costs and drive customer satisfaction.

In order to help retailers to address their omni-channel challenges, simplify their retail business environment and increase the volume of business at the same time, FUJITSU has developed FUJITSU* Market Place*. This innovative retailing solution is able to run on many devices, including Windows tablets powered by Intel®.

The use of mobile devices will be crucial to increasing the shop-floor interaction between customer and store employees and will positively influence the shopping experience, leading to more convenience, more product information and a more personalized in-store visit.

FUJITSU is very much focused on the future, embracing these disruptive forces in order to build the innovative solutions and services our customers will require to maintain and grow their business and retain customer satisfaction and loyalty.
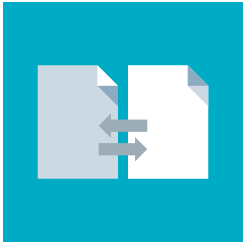
The retail revolution

Retailers are building and maintaining increasingly complex implementation to deliver an integrated multi-channel experience to the customer. Historically retailers have many sources of data from each channel, and typically these are not well integrated.

Customers are a business's greatest asset and getting the best value from them is paramount. By satisfying more of their needs retailers can increase their loyalty, and ultimately their wallet share. Suggesting complementary purchases, or encouraging upgrades, requires the store employee or the marketing team to have the best relevant information at its fingertips.
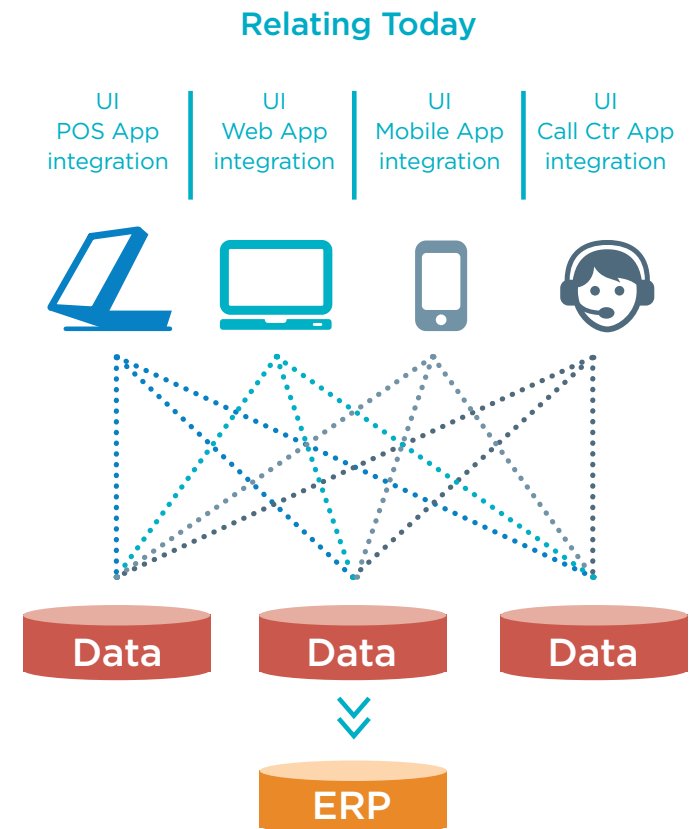
Today's customers are provided with knowledge and choices. The best retail innovators are those who can adapt to these new lifestyles and earn a place in the customer's world. If a business can achieve consistency across a brand, across all sales channels and have consistent pricing in-store or online, customers will feel reassured and will be more likely to stick with it.
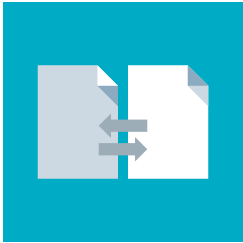
The Challenges

There are several challenges that hinder the successful implementation and operation of IT Solutions in the retail environment include:

- Channel "silos": data, services and transactions

- View of the customer is not always common

- Integration between channels can be extremely complex and costly

- Limited deployment options

- High development and maintenance cost

- High cost to add additional channels

Relating Today

| UI POS App integration | UI Web App integration | UI Mobile App integration | UI Call Ctr App integration |

**Figure 1:** Channel silos: **data and transactions.**

The solution:

FUJITSU Market Place is about breaking the barrier between enterprise and the store. Retailers have traditionally treated the Internet as another store, now they will be able to treat the store as another channel in a seamless shopping experience.

FUJITSU Market Place delivers:

- Single selling engine: anything, anywhere, anytime
- Provides a single view of the customer

- Enabled shopping and order management across channels is enabled
- Support multiple deployment options enabled by its Service Oriented Application (SOA) based architecture
- Reduces development and maintenance cost/ business risk
- Support the introduction of additional channels with less effort and cost

New Omni-Channel Retailing Platform
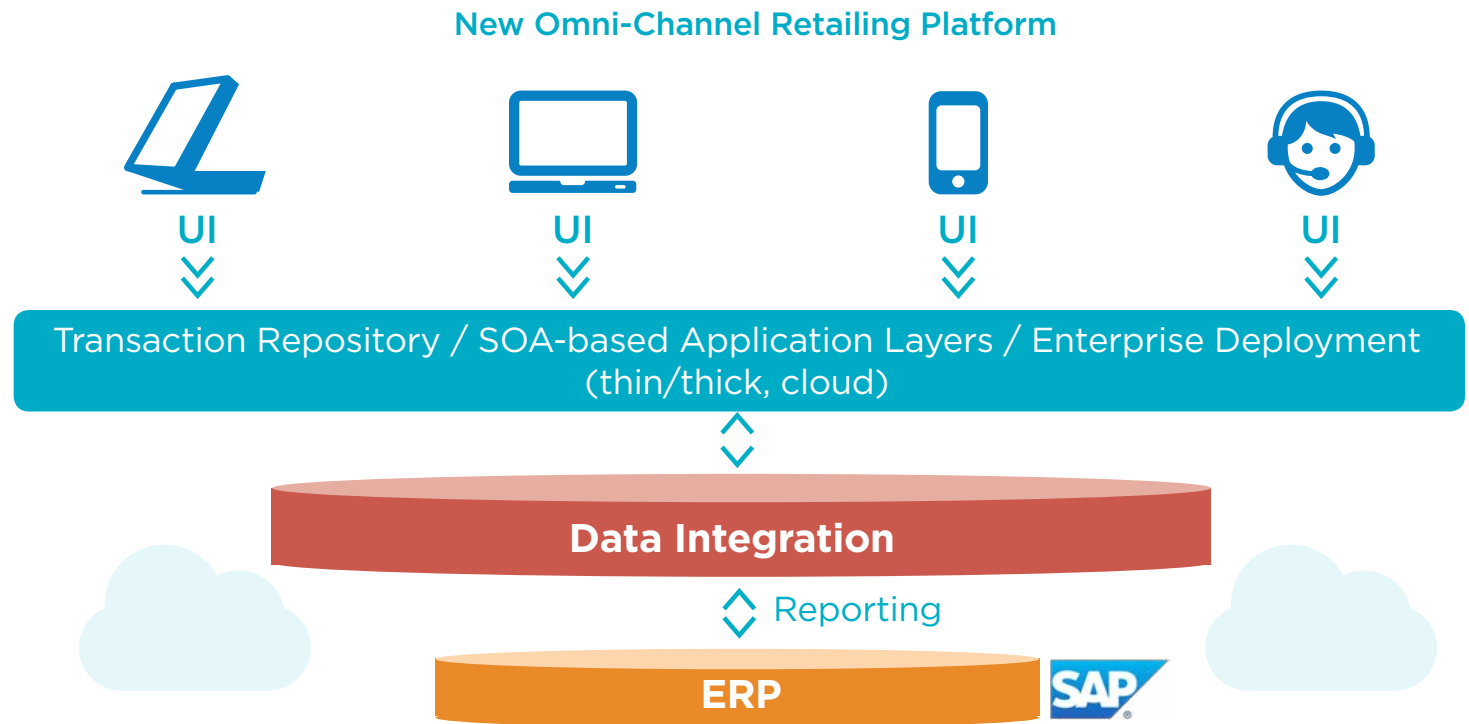
Figure 2: Single selling engine. Single view of the customer.
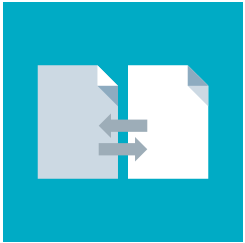
Within the retail environment, there are three key challenges for today's CIOs: omni-channel enablement, accurate order management and flexi-IT deployment.

Enabling effective omni-channel via a single centralized set of repositories now allows retailers to consolidate data in a single source accessible to all channels in real-time. This creates a single record for each customer, which can be accurately updated to provide the most up to date information on each customer is available widely, reflecting their activity across all channels.

The FUJITSU Market Place Mobile application extends sales and omni-channel order capabilities out onto the shop floor in the hands of the associate and customer and enables transactions to continue uninterrupted, even if the mobile device loses access to the in-store network mid-transaction. FUJITSU Market Place Mobile is a full PoS and omni-channel sales and ordering touchpoint, leading to fewer dropped baskets and increased customer confidence through a personalized customer in-store experience.

With this solution, the mobile device enables staff to spend more time on the shop floor interacting with customers while delivering a better service.

Lets take the example of a typical situation in which:

Customers enter a store and they could be knowledgeable about the product they intend to purchase.

Staff equipped with a mobile device are able to interact with back-end support systems to provide a whole
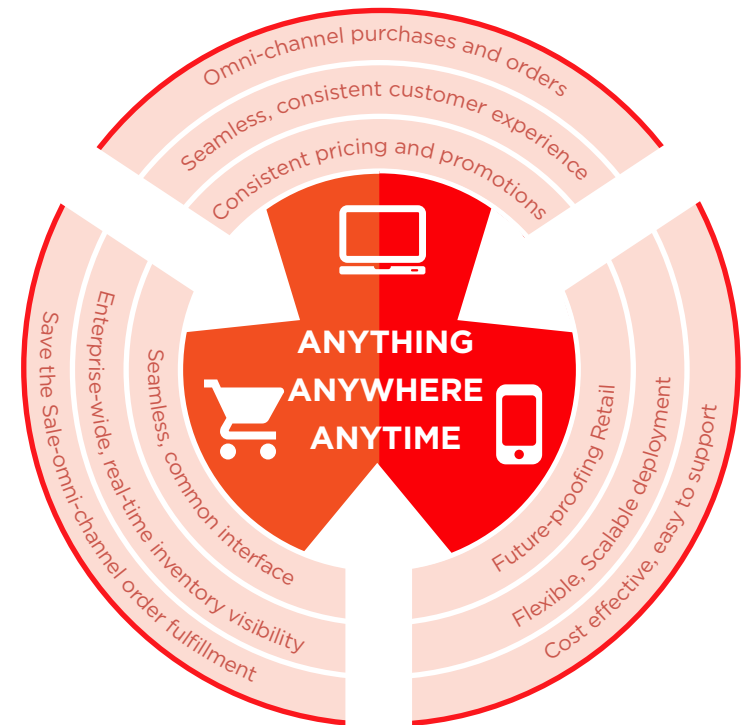

Figure 3: Multi-layer, fully service-oriented application architecture

range of information to prospective customers and delivering better service at the same time.

As well as having access to detailed product information, the mobile device can allow the associate to confirm availability and suggest alternative or complementary products.

If the associate can identify the customer into the system through a loyalty scheme, then they may also be able to identify specific promotions available to offer.
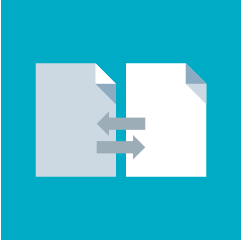
Once a customer has been identified, purchasing history may also be available to guide the associate as to the customer's preferences or enable them to suggest similar or complementary products.

At the same time the device´s high-resolution screen allows product information to be shared with the customer. Pinch and zoom functionality facilitates detailed examination of product images.

Transaction

With the Payment Entry Device (PED) attached to the device it is possible to complete a transaction.

Transactional capabilities include:

- Queue busting for customers who have selected goods and are waiting in line at a traditional pay-point.

- Allowing a customer to reserve items or select goods form a company website that are not normally held in store (sometimes called "Infinite or endless Aisle"). These could then be delivered to the store or alternate location.

- Returns and exchange processes.

Also, the mobile device could be used by the associate to offer discounts (using pre-defined business rules), to save the sale against a competitive store or through an Internet site.

By using the camera, the mobile device could also be used to read promotional printed or mobile phone 1D and 2D coupons.

Manager's Workbench

The Fujitsu* V535R* tablet is an ideal tool to provide store management with a dashboard of how the store is performing and expected activities such as deliveries, head-office promotions or staff availability.

Accurate visibility of on-hand stock and sales of an item may enable markdowns to be carefully controlled.

A large high-resolution screen allows head-office to simply distribute product layout and display information (planograms) saving time and the expense of distribution paper material.

The result

The result is a functionally rich Point of Service selling application that increases retailer revenues by supporting sales and orders in a flexible cross-channel business model.

Designed as a single solution for every part of the retail selling process, FUJITSU Market Place offers the robust and enterprise-grade technology that any retailer would expect from Fujitsu.

Based on a RIS* (Retail Info Systems) News Magazine study, the top three mobile POS objectives for retailers are[1]:

- Improve face-to-face customer engagement: 50%

- Move customers out of store faster: 47.4%

- Enable stores to increase labor Productivity: 39.5%

Based as well on this study, the vast majority of retailers believe that return on investment (ROI) is achievable within two years of a rollout, which is broken out as follows: 18.4% say ROI will be achieved within 12 months, 21.1% say it will be within 18 months, and 10.5% say it will be within 2 years.

Speed to market is imperative and FUJITSU Market Place makes integration straightforward and fast. This is possible thanks to FUJITSU´s large retail market experience with regional, national and international retailers:

- 50+ years' experience in retail

- 52 Countries in which Fujitsu is present

- 500 retail customer around the world

- 82,000+ stores use Fujitsu retail solution every day

The Mobile Device

FUJITSU* STYLISTIC* V535R* Tablet

With shopper expectations rising all the time, in-store staff need the tools to provide excellent service from the moment customers walk through the door. Nowadays, customers are often very well informed and have an increasing expectation that store staff will be equally knowledgeable about product details, stock availability, complementary items and personalized promotions linked to a loyalty scheme membership.

The most effective way that a store can meet these expectations and deliver an exemplary level of customer service is to equip store associates with a mobile device able to access back-end systems with product details, local availability, alternative product suggestions and recommendations to build the sale. This is where the **FUJITSU STYLISTIC V535R**, a ruggedized tablet PC designed for retail stores, delivers Connected Retail.

The STYLISTIC V535R powered by **Intel® Atom™ Z3795** processor provides exceptional flexibility and value so that it can be deployed throughout the store to deliver improved customer service and staff productivity. With the ability to provide support for most retail applications, including existing PoS software, it frees store associates to move out onto the sales floor and into the aisles with their customers.

Figure 4: Detail of the FUJITSU Stylistic V535R.

With its unique "Smart Shell" accessory back, the functionality of the STYLISTIC V535R can be further extended with the addition of a third-party Payment Entry Device (PED) to enable the acceptance of credit and debit cards with PIN authentication. This turns the tablet from just an information device into a fully-functional transactional terminal. Not only does the Smart Shell provide an attachment point for the PED, it also provides power so it can be automatically charged. For maximum convenience the PED can be simply detached from the back of the tablet and handed to the customer for easier PIN entry. Communication with the application continues via an encrypted Bluetooth* link.

Full-shift battery runtime, and the optional enhanced impact-resistant drop-case enclosure, make the STYLISTIC V535R retail tablet one of the most capable and versatile mobile devices designed specifically for the retail store.

The STYLISTIC V535R is simplifying the retail business and allowing it to focus on what's important.

With FUJITSU's wide range of mobile solutions for the retail environment, retailers can optimize their connected customer experience, while mobilizing their workforce. Staff traditionally tied to the counter are now free to walk down the line, take payments and engage with customers with the STYLISTIC V535R. By connecting Information and Communication Technology* (ICT) systems, such as the innovative omni-channel PoS application FUJITSU Market Place, retailers can also give their sales associates the real-time information they need at their fingertips aiming to ensure every customer interaction is well informed and supports the end-to-end buying experience.

Mobile solutions can support a sales associate with information from multiple sources; it acts as a transaction device to finalize a sale or act as a manager's workbench. For example, FUJITSU's Retail Engagement Analytics solution can be displayed on a mobile tablet to provide store manager's and other key retailer roles with the data they need to understand shopper behavior in store to be able to respond on those actionable insights.

Intel® Atom™ Processor
The Intel Atom processor Z3700 series delivers excellent performance with four processing cores and I**ntel® HD Graphics with Intel® Clear Video™ Technology**. The energy-efficient system-on-chip (SoC) design helps conserve battery power and enables thin and light designs.

Devices based on the Intel Atom processor Z3700 series are designed to meet the different mobility needs of users and the security requirements of the businesses.
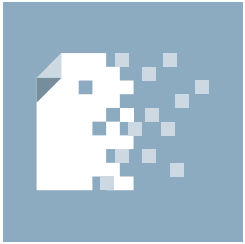
FUJITSU Market Place Mobile applications are truly native for best performance and simpler integration. Cross-platform capability is delivered through the use of **Xamarin*** tools, providing cost-effective support for Windows* (and iOS*) users. Implementation on each platform is constructed with the relevant design paradigms in mind to aim to ensure simplicity, usability and intuitive interaction, whichever one is chosen. As the underlying application code is shared cross platform, together with the FUJITSU Market Place business rules, functionality remains the same, regardless of platform choice.

FUJITSU Market Place Mobile is designed to offer the retailer mobile PoS out of the box, but it also recognizes that many retailers want to be able to enhance mobile applications to suit their individual business needs. With this in mind, FUJITSU offers a **Mobile Retail Framework*** to enable retailers to build on top of, or alongside, FUJITSU Market Place Mobile and other applications in the mobile retail portfolio.

FUJITSU Market Place Mobile offers a solution truly designed for retail: a fully functional cross-platform retail PoS application that runs the same business logic as the full in-store PoS; together with full support for continuous offline selling with the aim of ensuring maximum customer service for customers.

Operating System
The stability of the platform, management infrastructure, security and permanent application management are qualities that have made Windows one of the most common operating systems when developing new mobile solutions. Due to its widespread implementation, the use of Windows facilitates the integration with the systems already deployed by the retailer.

FUJITSU Market Place Mobile works on mobile devices (tablets), which have Windows 8.1 operating system, or subsequent versions, and incorporates all the security updates notified by the software manufacture thus far. The new functionalities of biometric recognition such as writing, voice, fingerprint, etc., as well as other improvements in security and user experience have turned the Windows operating system into the perfect complement for the solution.

Figure 5: Detail of the STYLISTIC V535R with Windows*.

To deliver a robust user experience, any solution must be implemented on devices able to improve the performance, output, efficiency and reliability of service demanded by the customer. 24x7 availability and easy maintenance must be taken into account when deploying these kinds of solutions.

In order to present information clearly and with a high level of detail, FUJITSU Market Place Mobile should run on tablets with a high-resolution screen, so that the customer gets the best user experience. Preferred tablet screen size is from 8.1 inches to 10 inches with a 4:3 aspect ratio and supporting multi-touch technology.

WiFi connection reliability is especially relevant in an increasingly mobile world. In these scenarios it is necessary to consider possible failures of connectivity or bandwidth limitations and to optimize the communication system of each service for a more reliable performance. FUJITSU Market Place mobile addresses this issue with a full off-line mode to enable operation to continue in network dead-spots. In this situation, data essential to complete the transaction is accessed from local databases on the tablet. This allows the transaction to complete all the way through payment, depending on the retailer's payment floor limit rules. On restoration of network connectivity, data is automatically synchronized.

STYLISTIC V535R: Made for rough and tough environments

FUJITSU Market Place Mobile works on the STYLISTIC V535R, which includes the 64 bit enabled **Intel Atom Z3795 processor.** It also supports Connected Standby with Windows 8.1, which allows it to resume instantly from sleep and continue to connect and receive information from the network while sleeping.

The STYLISTIC V535R features a rugged design with an 8.3" screen multi-touch, 1m drop specification, toughened glass HD display, IP65 rating and, with optional rugged case, compliance with MIL-STD-810G standard to 1.8m drop.

Figure 6: Image of the STYLISTIC V535R rugged case.

High Performance with long battery life

A full day's productivity: The STYLISTIC V535R retail tablet is equipped with a powerful and efficient **Intel Atom Z3795 Processor** Bay Trail-T Quad Core Processor. This 22nm design is extremely well suited for multi-tasking applications typical in a retail environment, whilst delivering long battery life and extended availability.

The energy-efficient **System-on-Chip (SoC) design of the Z3795** helps to conserve battery energy and facilitates the thin and light design for the STYLISTIC V535R.

SmartShell backs

Versatile attachment for key peripherals: An ingenious design allows the attachment and powering of different peripherals such as Smartcard Readers and detachable EFT* Payment Entry Devices (PEDs) from leading manufacturers such as Ingenico* and Verifone*.

Figure 7: Detail of the optional Payment Entry Device

Universal Docking Cradle

This provides external connectivity for standard peripherals and/or a second screen. A universal Retail I/O gateway accessory provides retail-specific connectivity with a full set of powered USB and Serial ports to deliver full desktop PoS functionality.

Easy manageability

Running Microsoft* Windows* 8.1 operating system or subsequent versions, provides full compatibility with existing in-store applications and enterprise management tools.

Extended Lifecycle for Retail

Product stability to support protracted roll-outs: The STYLISTIC V535R, with guaranteed availability for up to 3 years from the date of release, reduces the risk of rapid obsolescence and short-cycle product platform availability commonly encountered with customer mobile devices. This delivers a constant platform throughout a significant roll-out.

Intel® Architecture

FUJITSU Market Place Mobile is optimized to work on devices equipped with Intel Atom processor Z3700 series, which have been designed to satisfy the mobility and security needs in the work place.

The Intel Atom Z37XX processor series provides a portfolio of solutions to address the diverse needs that different users demand in terms of performance, manageability, security and user experience.

Intel Atom Z37XX processors integrate the performance levels and collaboration capabilities that stores need today, while delivering the security and management capabilities IT requires. These processors were designed for high- performance and lightweight devices and with built-in, hardware-enhanced features that allows IT to protect the enterprise and keep costs low.

Furthermore, a robust ecosystem of device manufacturers and application developers offers a breadth of products and applications that companies can choose from, to meet a range of user and IT needs.

The 64-bit support also enables companies to extend their existing software investments to new enterprise-class tablets, and to deliver a common image across the client spectrum. Such compatibility allows companies to more easily provision new tablets with existing sources, simplifying support, reducing and speeding up deployments while preparing for demanding 64-bit applications and usages yet to come.

To prevent the tablet becoming a target for planting malware, stealing data and credentials it incorporates Intel's hardware-enhanced security in this new processor for business-class tablets, hardware-accelerated encryption with **Intel® Advanced Encryption Standard New Instructions™** and I**ntel® Identity Protection Technology™ (Intel IPT).**

With Intel Identity Protection Technology enabled on tablet devices, Intel provides a hardware root-of-trust that can be utilized by multi-factor authentication solutions. In particular, Intel IPT One-

Time Password, available with Intel Atom processors, can help organizations to implement robust, strong authentication. The One-Time Password feature provides a unique, one-time use, six-digit number generated every 30 seconds embedded in the chipset, that is tamper-proof and enables seamless two-factor authentication and VPN access.

Intel IPT with protected transaction display (PTD) protects and hides PC display from malware scrapping and proves human presence at PC by first creating a secure PIN input prior to the release of credentials and creating a window that cannot be viewed by a hacker.
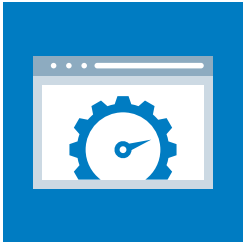
Store associates can be on the move with all the information they require at their fingertips. It allows them to approach their customers as they browse the store, and provides them with a personal service away from the traditional pay-point. Also, customers can complete the transaction and pay for their goods.

Figure 8: Store associates can attend to customers with all the information at hand.

From the customer point of view they have a better understanding of what they want. FUJITSU Market Place offers a personal, seamless and cross-channel shopping experience. Customers can now search for the items they want online check local store availability, confirm the purchase online and collect it from the store (Click and Collect), all through a single system.


FUJITSU Market Place Mobile is engineered specifically for mobile devices, so it deals effectively with known mobility challenges, such as unreliable wireless networks and the need to minimize power to provide extended battery life and deliver maximum benefit between charges on the sales floor.

The information can be shown on the tablet even when offline to the store network. Once the connection has been re-established all the information is automatically updated.
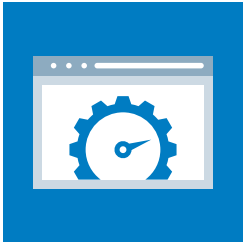
All the general information is shown on the screen:

- Product details
- Product pricing
- Item visibility
- Complementary products and suggested up-selling
- Pricing schemes and available discounts
- Customer data and history (CRM when integrated with CRM)

Figure 9: All the information at hand.

Transactions and Payments

- Line busting
- Order reservations
- Sales and in-store web orders
- Returns and Exchanges
- Payment
- Promotions and offer
- Security

Figure 10: Detail of PoS capabilities.

For retailer COOs

With real-time item visibility and order fulfillment when integrated with ERP or OMS systems, FUJITSU Market Place generates happier customers, "saves the sale" and increases revenues by making the whole process more convenient. Stores and digital channels are intrinsically linked so that the retail journey becomes effortless for customers and staff alike.

For retailer CIOs

FUJITSU Market Place uses standardized five-layer Service oriented application architecture to simplify and speed up integration with existing systems. Its modular design makes it easy to customize and upgrade over time, future-proofing the organization against market change. With multiple deployment options, FUJITSU Market Place can be introduced in months, bringing down costs and optimizing a swift return on investment.

Enhanced Touch Optimizations

FUJITSU Market Place Mobile also supports innovative features such as **"Swipe to Remove"**, utilizing familiar touch gesture support to remove line items from a transaction and Fujitsu's unique **TouchLoq*** which locks
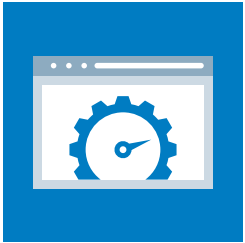
the touch screen to stop inadvertent touch activity when completing a payment via the PED. TouchLoq automatically blocks the screen as soon as the associate enters the tender state and disappears once the transaction is completed, thereby completely protecting the transaction data from unintended touch entry.

Figure 11: Enhanced touch and swipe options.

TouchLoq is flexible; if the associate needs to edit the transaction prior to completing the tender, it can be opened manually by simply placing two thumbs at the lower corners of the screen.

Figure 12: Detail of TouchLoq*.

This means the tablet can be safely handed to a customer for Chip & PIN payment without risk of inadvertently pressing a key.

Point of Sale (PoS)

FUJITSU Market Place Mobile offers a solution truly designed for retail: a fully functional, omni-channel cross-platform retail PoS application that runs on the same business logic as the full in-store PoS, together with full support for continuous offline selling to ensure maximum customer service.

FUJITSU Market Place Mobile supports standard PoS transaction features: such as item lookup, promotions, discounts - including manual discounts, suspend and resume, receipt options - including email and payment via an attached Payment Entry Device (PED), supporting Europay MasterCard Visa* (EMV) standards.

In addition, customer order and profile information can both be accessed through the **FUJITSU Mobile Clienteling*** application, offered as part of the "Mobile for Retail" portfolio.

Figure 13: running totals. Additional keys to modify line items or the whole transaction.

Fujitsu's Mobile Managed Service allows implementing the mobile strategy, fully mobilizing sensitive business applications and embracing BYOD. It's also highly scalable; it meets increasing IT demands as the business grows. What's more, it comes with 24x7 end-user support.

The modular, flexible architecture simplifies integration across the enterprise with whatever best of breed retail solutions the retailer happens to use and allows **data** to be shared, visible and accessible across all relevant channels, whatever those channels might be.

Figure 14: Modular. Flexible. Omni-channel.

Multiple deployment options simplify the operational deployment and lower costs by allowing the retailer to remove costly hardware from some stores, thus reducing the Total Cost of Ownership (TCO), thanks to a revolutionary SOA architecture that allows all types of deployments: fully resilient, serverless store or thin - or a mixture.

Deployment
FUJITSU Market Place Mobile offers a solution truly designed for retail: a fully functional, omni-channel cross-platform retail PoS application that runs on the same business logic as the full in-store PoS, together with full support for continuous offline selling to ensure maximum customer service.

FUJITSU Market Place was designed with the particular support needs of a store in mind, so FUJITSU Market Place was developed from the ground up to support all retail channels.

Based on these fundamentals, the key considerations to successful retailing today and in the future are:

- How data flows
- What customer information gets captured and where it needs to be visible
- How and where the shops need to be able to view inventory
- How baskets get started in one channel and resumed in a different channel
- How stores need to be deployed in the modern retail world
- How devices will manage data and offline transaction handling
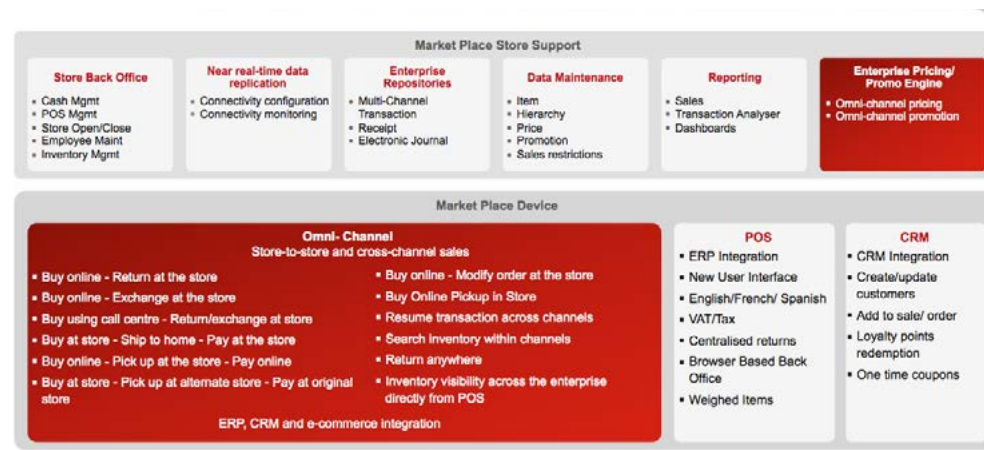- How we integrate with other retail solutions quickly and easily

Figure 15: Market Place functional landscape.

The proposed solution describes multiple benefits for all the main participants involved into the business processes:

For Shoppers

- Anything, Anywhere, Anytime selling. (i.e. start a transaction on-line and complete in store)

- Makes shopping for a particular brand/product quicker and more convenient

- Shopping basket transparency; Common transactions, pricing and promotions; convenience of one single application for orders and purchases

For COOs

- Saving the Sale: As an enterprise-grade retail solution, benefit from end-to-end Point of Service and real-time order fulfillment across the entire retail operation

- 360° view of customers: experience a common view of shoppers across all retail channels; this information can then be used to provide consistent service and effective communications

- Simpler interface for more effective training and easier and faster operations; everything through a single interface

For CIOs

- Future-proofing Retail; Stay on top of retail IT developments with a revolutionary service-oriented application architecture, low-risk modular approach and flexible deployment

- Global Strength: Single consistent solution, Global strength (Local know-how) and retail expertise

FUJITSU Market Place Mobile

- Supports offline selling to reduce network dependency

- Runs on a range of hardware options to reflect your brand

- Maximizes selling opportunities with broad PoS capabilities

- Maximizes on-floor time between charges with power efficient applications

- Integrates optional Bluetooth printer, scanner and cash drawer for maximum freedom

- Supports gestures for rapid 'pick up and use' learning with its intuitive interface

Mobile Managed Service

- Helps to implement enterprise mobility and best practice

- Provides device management security and provision of mobile devices

- Offers application management

- Offers data management for complete control and access to mobile data (in use, at rest, and in transit)

- Connects users securely to services without exposing user information

- Offers complete lifecycle management

STYLISTIC V535 Retail Tablet

- Robust to withstand real-world retail environments with additional protection available

- Drop resistant, dust tight, water resistant, disinfectable, Gorilla* glass, extended temperature range

- Operates using Windows to run the same applications as Point of Service and other store functions

- Flexible input via touch (incl. gloves) or pen

- High connectivity based on latest standards

- Highly customizable with accessories: Compatible with third-party payment entry devices from leading vendors

In summary

- FUJITSU Market Place breaks down the barrier between orders and in-store shopping, allowing both to be combined in a single transaction and via a single application

- Improves store efficiency by delivering a 360º , real-time view of the business's customers and their value across all channels as well as real-time stock visibility

- Delivers a uniform pricing, promotion and customer relationship experience whether online, mobile or in-store

- With FUJITSU Market Place, retailers can now bring down Total Cost of Ownership thanks to a service-oriented architecture that enables all forms of deployment; from thick to thin, cloud or a hybrid approach

- Increases retailer revenues by improving both customer service and enterprise efficiency in an omni-channel world

- Built on innovative modular and service-oriented application architecture, which future-proofs retail IT investment and reduces the complexity and cost of technology deployment

For more information:

To learn more about **Intel Processors:**
http://intel.ly/1SWc1Ch

http://intel.ly/1S8HO49

To learn more about **FUJITSU Market Place:**
http://www.fujitsu.com/global/solutions/industry/retail/market-place/

To learn more about **Fujitsu STYLISTIC V535R:**
www.fujitsu.com/fts/stylisticV535R

[1] Source: August/September 2015 RIS NEWS.COM

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No computer system can be absolutely secure.

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