FUJITSU

Datasheet
Fujitsu Retail Suite CustomerCENTER™

A multi-channel solution

The challenges

There is no arguing that Customer Relationship Management (CRM) is key to successfully running any business. It's great in theory, but how do you implement and run such a program efficiently to exploit all the potential benefits a good CRM program can provide? There are many programs being offered today, but few deliver an integrated approach that ties all the complex and disparate elements into one cohesive package. Each element needs to be designed to work with the other, giving you timely, accurate data to better understand your customers ensuring they have a very positive and rewarding experience—turning first-time buyers into loyal and returning customers. CustomerCENTER is a Fujitsu multi-channel CRM Suite that provides a high function, proven solution for retailers, like you, looking to manage their customers and increase sales through targeted marketing and promotions. You understand the advantages to building and retaining customer loyalty—advantages that result in larger transactions and greater sales and profit. Customers want to feel special; they want a consistent shopping experience across the channels and they want to be rewarded for their loyalty. CustomerCENTER allows you to target customers, know their shopping behaviors and preferences, and reward them for their loyalty. CustomerCENTER

consists of four optional modules that work as an integrated suite, but are available separately as well so you can tailor a solution that fits your specific needs.

Across the channels

Customers expect a seamless, consistent shopping experience across the channels. You want a single view of the customer no matter where they shop. CustomerCENTER provides a cross-channel CRM solution that knows the customer whether they shop on the Web or in the store. It provides a cross channel solution that rewards customers with targeted offers, points and promotions no matter where they choose to shop, and CustomerCENTER provides a single consolidated view of all your customers' shopping behaviors across the selling channels. One CRM Solution supporting all the selling channels—one view of the customer—one suite of CRM tools.

One suite of solutions

All four of the CustomerCENTER modules are designed to provide you, the retailer, with a seamless, integrated marketing and loyalty solution, while providing your customers with a seamless, integrated shopping experience. Enroll new customers with Relationship Manager, and learn who they are and what they buy. Segment those customers into distinct groups and create targeted campaigns. Deliver and manage those

campaigns with Loyalty Manager while providing customers a rewarding shopping experience. Finally, you will be able to analyze the results of these campaigns, the profitability of programs, and the value of your customers with your CRM solution or one designed especially based on your needs. CustomerCENTER—one cross channel CRM solution comprised of a suite of four optional modules designed to work together, delivering value to both you and your customers.

Green IT

Relationship Manager (know your customer)

Relationship Manager is the component of CustomerCENTER that lets you collect and manage information about your customer. Relationship Manager provides a way to collect personal data, such as name, email, and shipping preferences; sales data from all the selling channels; and item data which assures that you know exactly what your customer is buying. Relationship Manager is all about knowing who your customer is, what they buy, and what their buying and shopping preferences are.

Loyalty Manager (reward your customer)

Loyalty Manager is the rewards engine for CustomerCENTER. With Loyalty Manager you can centrally manage complex promotions, accumulate points that can be redeemed for merchandise, and segment customers into many groups and clubs that promote increased loyalty and shopping. Loyalty Manager helps you make customers feel special. With Loyalty Manager you will be able to: reward your best customers, promote them into higher levels of spend, and turn occasional shoppers into repeat customers. Once you know who your customers are, Loyalty Manager allows you to reward their shopping behaviors.

Campaign Manager (target your customers)

If you do not have a means to identify different groups of people and create customized, highly targeted marketing campaigns, Fujitsu can help by delivering Campaign Manager. Opening a new store? Campaign Manager can find all your customers living within a 25 mile radius of the new store and create a customer campaign. Looking to increase store visits by teens and tweens? Campaign Manager lets you identify all your customers based on demographics and create targeted groups that match your selected criteria. Campaign Manager is designed to be used by business people – not IT people. Once you know your customers, you can create select groups of customers and target them to maximize their experience when they shop in your stores.

DataMart (analyze your customers)

Through the use of a tool kit built on powerful analytic technologies, Fujitsu can help design a solution that will allow you to determine how successful a marketing campaign really is. How much did a campaign actually cost? Was that campaign profitable? How profitable are select groups of customers? You need tools to analyze the success and profitability of marketing programs, and the DataMart provides the flexibility to create the reports that match your business. Rather than a group of "canned" reports that match no one's business completely your DataMart provides the tools to manage your specific business, your customers and your campaigns using your data to represent the views to guide your business.

Mobile Loyalty Application

The ability to reach your customers through their preferred means of communication has moved many retailers to engage in a mobile strategy. CustomerCENTER's Mobile Loyalty Application provides your loyalty customers with the ability to view in real-time their current offers, coupons and targeted rewards. Additionally, they can check their loyalty status and profile as well as access their recent transactions at an item level, without having to find the item or receipt when

making their next visit to the store, providing convenience when purchasing complimentary items.

New to CRM?

Many retailers have a rich and extensive amount of customer information already collected. If this is you, Fujitsu can work with you to populate our campaign management and analytics modules with your existing data. However, many retailers are just starting out with CRM, and for them, Fujitsu can assist in delivering a DataMart that collects information from many different retail sources, including PoS, Relationship Manager and Loyalty Manager. Once captured in the Fujitsu DataMart our powerful solutions can help you maximize the value from your data by revealing the valuable content via reports that are relevant to your priorities and business needs. Fujitsu Retail Suite is the perfect way for retailers to deploy a fully integrated suite of CRM components with a single view of your retail data.

The Fujitsu difference

Fujitsu is your one-stop resource for Retailing solutions. We offer a complete range of application software, including point-of-service, data management, stored value cards, and centralized returns. We also deliver the hardware and services you need to excel in today's challenging retail environment and will partner with you to significantly lower your store technology costs - not only in the beginning, but over the entire life of your system.

CustomerCENTER is part of Fujitsu Retail Suite

Fujitsu platform solutions

In addition to Fujitsu CustomerCENTER, Fujitsu provides a range of platform solutions. They combine reliable Fujitsu products with the best in services, know-how and worldwide partnerships.

Dynamic Infrastructures

With the Fujitsu Dynamic Infrastructures approach, Fujitsu offers a full portfolio of IT products, solutions and services, ranging from clients to datacenter solutions, Managed Infrastructure and Infrastructure-as-a-Service. How much you benefit from Fujitsu technologies and services depends on the level of cooperation you choose. This takes IT flexibility and efficiency to the next level.

Computing products

www.fujitsu.com/global/services/computing/
- PRIMERGY: Industrial standard server
- SPARC Enterprise: UNIX server
- PRIMEQUEST: Mission-critical IA server
- ETERNUS: Storage system

Software

www.fujitsu.com/software/
- Interstage: Application infrastructure software
- Systemwalker: System management software

More information

Learn more about Fujitsu's New Model for Retail, please contact your Fujitsu sales representative, Fujitsu business partner, or visit our website.
www.fujitsu.com/global/solutions/retail

Fujitsu green policy innovation

Fujitsu Green Policy Innovation is our worldwide project for reducing burdens on the environment. Using our global know-how, we aim to resolve issues of environmental energy efficiency through IT. Please find further information at:
www.fujitsu.com/global/about/environment/

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