Connected Retail.

Fujitsu in Retail

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Retail is evolving fast ...

Yesterday — Today — Tomorrow

Yesterday	Today	Tomorrow
Convenience Store	Online	Crowd Sourcing
Superstore	Mobile	Personal Engagement / New Services
Catalogue	Home Delivery	Intelligent Lockers / Predictive Retailing
Mail Order	Click & Collect	
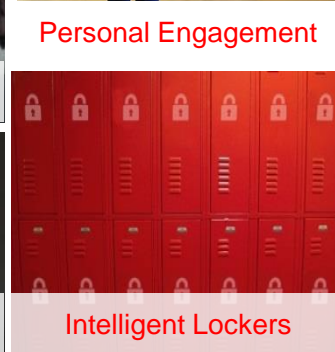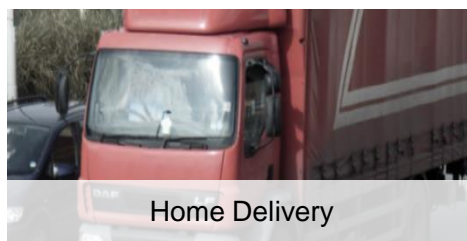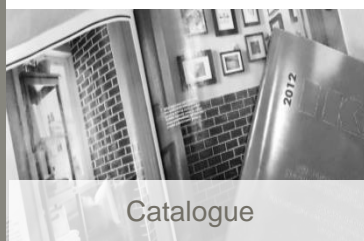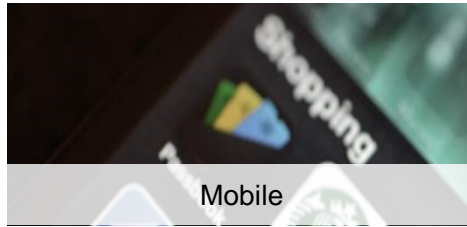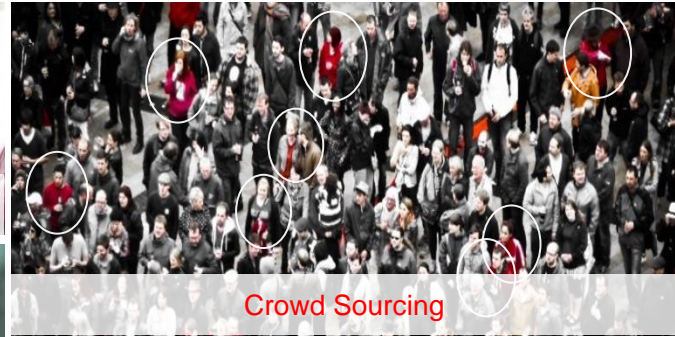
Big Trend – Channel convergence

- "Anything, Anywhere, Anytime"
- Single view of the customer
- Order management
- Process change
- Enterprise integration

Example: Argos (UK)

Omni-Channel

Mobile

Online

In-store

Product Experts

Big Trend – Competing with Amazon

- » Online to Offline (O2O)
- » Role of the store – immediacy/real
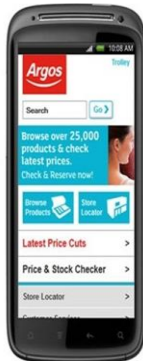- » Customer service – human/social
- » How to beat "showrooming"
- » Drive "webrooming"

Example: E Mart (South Korea)

| Start an application on your smart phone | Find out where the products are on sale | Receive a discount coupon |
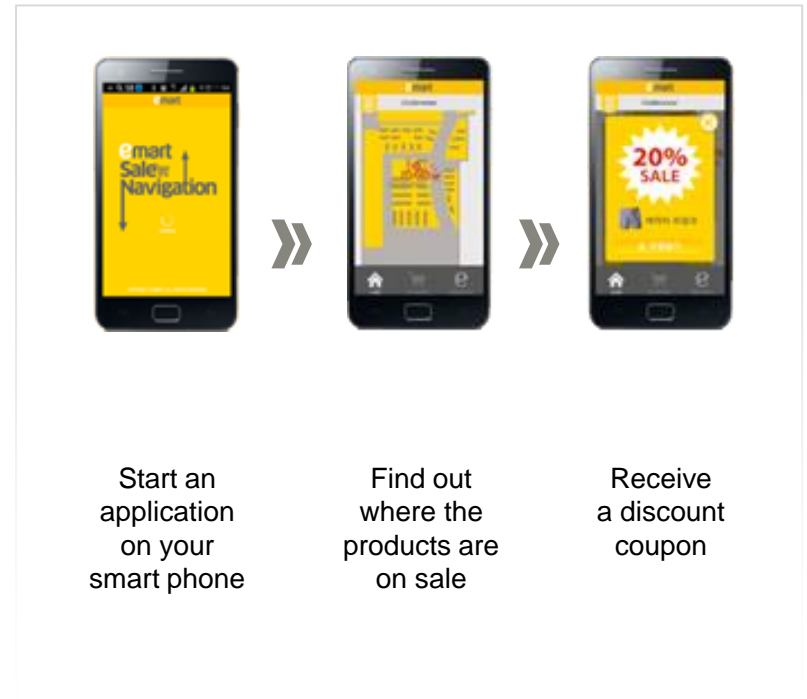
Let customers know the location of discounted products in a huge store through their smart phones by communicating via light-based transmitters

Big Trend – Mobile is *my* world

》 Smartphone is the new shopping tool

》 Enterprise vs. Bring Your Own Device (BYOD)

》 "Fit" with the store environment

》 Fixed and mobile PoS devices blending

Example: Ahold (Netherlands)

- Scan and Pay put into the hands of the shopper
- Payment enabled by barcode/QR code
- Complements existing shopping process

Example: Yihaodian (China)

Big Trend – Getting up close and personal

》 Identifying the anonymous

》 Real-time data collection and analysis

》 Predictive analysis on location

》 Customer journey mapping

》 Personalized engagement

Example: The Gap (USA)

- Personalized website landing page
- Personal offers, history-based product news and "recovered" wish lists
- Big Data – turning data into relevant information to feed a personalized shopping experience
- Bridging online and store customer experience

Big Trend – Standard is best

» Process, people, and IT

» TCO focus

» Predictable cost

» Minimal variability

» 'Retail as a Service'
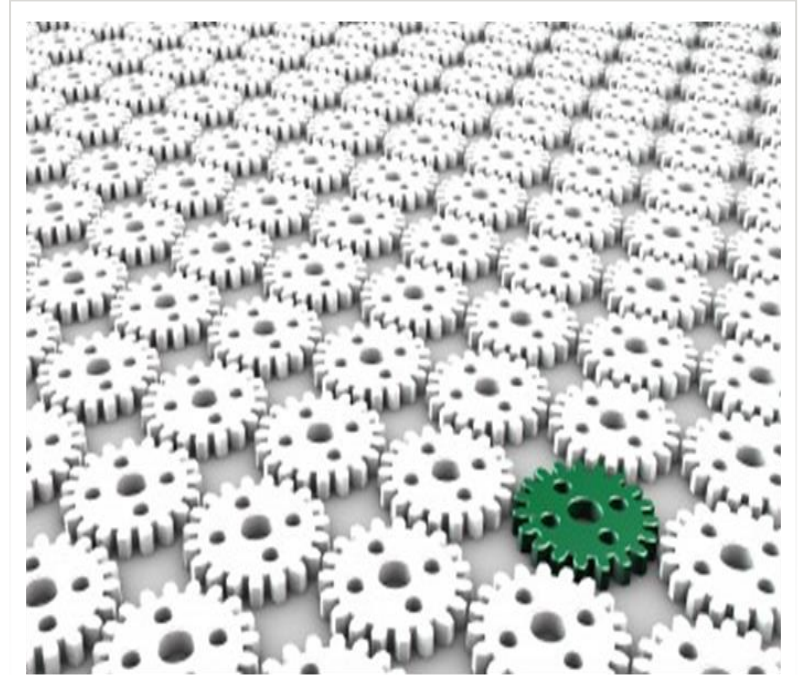
Example: Tesco (UK)

- Centralizing data center operations in UK – for retail and .com businesses
- Simplify global infrastructure to support delivering retail, online, and banking services
- Infrastructure no longer driving business projects and dictating the timeline
- Mix of in-house, private and public cloud services

Fujitsu's 2020 Vision – Connected Retail.

Connected Experience

- Shoppers will be constantly "online" – retail, social, machine – in digital and physical environments
- Smart "device" will be the toolset for shopper engagement – offer communication, order management, social interaction, smart services management;
- Personal shoppers/avatars will support and guide shoppers in their choice of products and services – Instore or remotely;

Connected Shopping

- Shopping will be "on demand" rather than store or on line or catalogue; today's stores-based and internet retailers will mix 'n' match and personalize order management, fulfillment and physical location to meet the needs of the shopper;
- Stores will still be the dominant channel but will be differentiated by mission – convenience, order fulfilment, showrooms, personalized services

Connected Intelligence

- Retailers will use consumption, usage and purchase intelligence via "smart" monitoring (refrigerator, wardrobe, social groups) to understand shopper needs and drive key decision-making
- Advanced analytics – structured/unstructured, predictive, artificial, learning – will monitor, map and identify shopper needs and enable targeted offers/information direct to opt in' shoppers smart devices;
- Actionable insight delivered real time, in process-based format, direct to consumer, associate, manager

Connected Operations

- New selling platform will emerge via the integration of store pos, eCommerce, OMS, electronic/biometric payment and CRM systems for a seamless cross-channel shopping experience
- Operations improvement – store/order fulfilment, merchandising, space usage, shelf inventory, customer traffic flows – delivered via camera/sensor-based analysis of key assets and activities
- Predictive merchandising and inventory management via advanced monitoring of weather, fashion trends and consumption/usage patterns of key shoppers

Omni-channel selling platform

FUJITSU Market Place is a revolutionary new Point of Service application that increases retailer revenues by improving both customer service and enterprise efficiency in an omni-channel world

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

Fujitsu's retail heritage, global reach and enterprise integration services make us the ideal partner for delivering this new selling platform

Omni-channel purchases and orders
Seamless, consistent customer experience
Consistent pricing and promotions
Save the Sale – omni-channel order fulfillment
Enterprise-wide, real-time inventory visibility
Seamless, common interface
Future-proofing Retail
Flexible, Scalable deployment
Cost effective, easy to support

ANYTHING ANYWHERE ANYTIME

Released Globally: 30th June 2014

Innovation for retail

- We are constantly inventing, prototyping and piloting innovation solutions in response to our customer's needs and requirements

Benefits

- Research Laboratories in Japan, US and Europe
- Technology developed for field implementation
- Focus on digital solutions, predictive and behavioral analytics and customer recognition
- Improve retail operations, customer satisfaction, and competitive edge

Behavioural Analytics   Biometrics – Palm Secure   Augmented Reality

Contactless detection of hand vein patterns

Generating near-infrared image

Conversion of image data for encrypted database archiving

IRIS   VOICE   FACE   FINGERPRINT   VEIN

EASY TO USE

CHEAP

ACCURATE

SECURE

Connected
Retail.

Retail
Innovation

FUJITSU