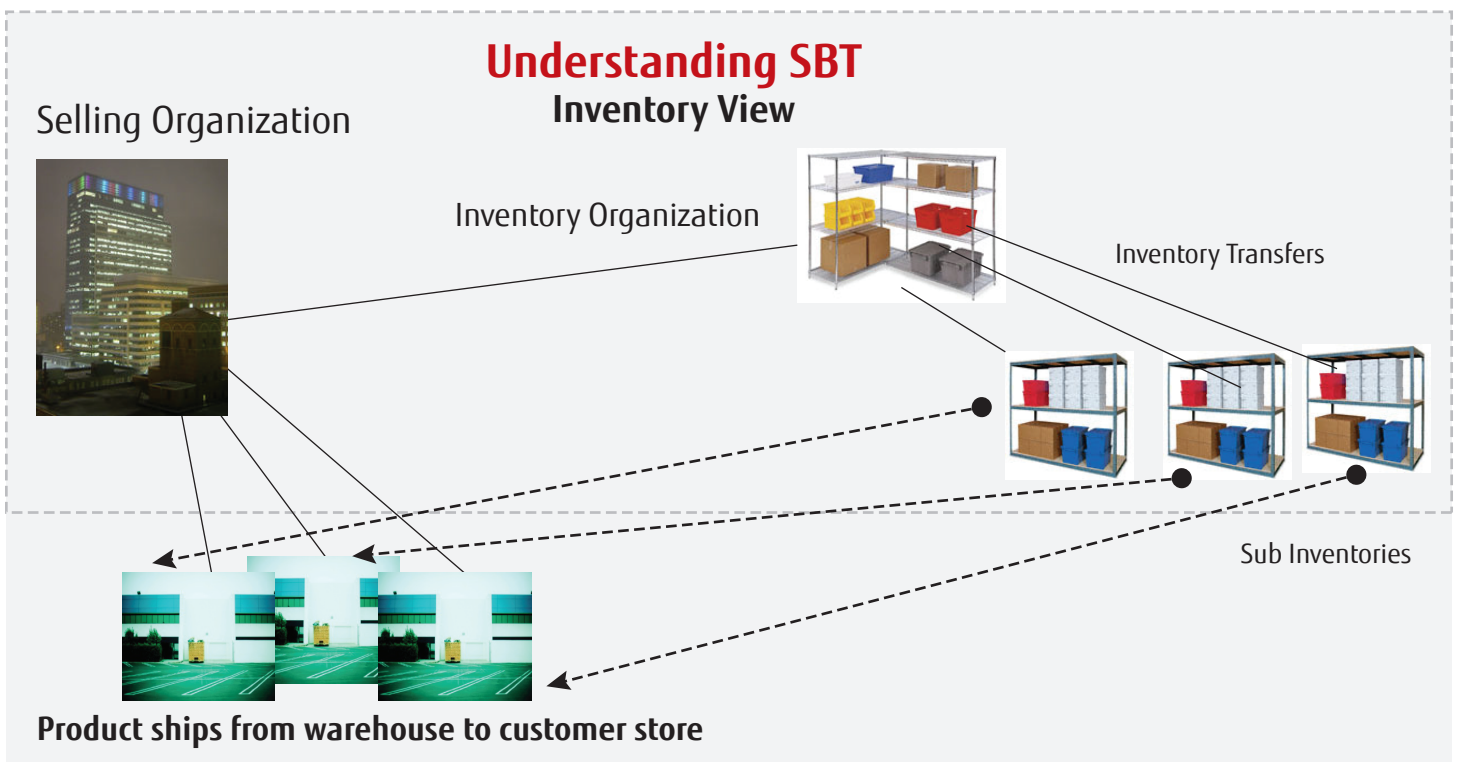


FACT SHEET

FUJITSU SCAN-BASED TRADING SOLUTION FOR WHOLESALE DISTRIBUTION INDUSTRY

EFFICIENTLY MONITOR, ANALYZE, AND ACT UPON SUPPLY ISSUES AS WELL AS OPPORTUNITIES FOR STORE REPLENISHMENT



THE BENEFITS

- Increased sales
- Improved customer relationships
- Improved visibility of product sales
- Reduced order processing costs
- Reduced cost of stock overages
- Lowered cost of inventory
- Improved time to market
- Improved financial metrics

WHAT IS SCAN BASED TRADING?

Scan Based Trading is defined as the process where suppliers maintain ownership of inventory within distributors’ warehouses or stores until the items are scanned at the point of sale.

WHAT IS THE PROBLEM?

Business Challenges

Specialty Retail Distributors and Scan-Based Trading (SBT) Suppliers face key business challenges:

- Increasing pressure from larger wholesale distributors to move to a Scan-Based Trading model of doing business
- SBT distributors have unique, customer-specific requirements
- Store Conversions alongside new store openings

- Data requirements
- Rollout schedules
- Electronic Data Interchange (EDI) exchange frequency and schedules
- The need to maintain the standard order processing, shipping, and inventory management for non-SBT customers
- Trade Management
- Vendor Managed Inventory (VMI) requirements
- EDI Integration

Technology Challenges

Client organizations with a significant investment in the Oracle® Technology Stack and therefore need to leverage existing functionality, i.e. in core Oracle Application modules and Advanced Planning Suite (APS) Modules to meet SBT Process requirements:

- Mission critical systems included Financials, Order Management, Inventory, KITS, Service Level Agreement (SLA) Rules, Workflow, and Incentive Compensation
- Solution implemented in R12 Version of EBS, Demantra® 7.2, Siebel® 8.0.0.2

WHY FUJITSU

Fujitsu brings together a Scan-Based Trading Solution with unique IP and incorporates end-to-end Oracle Product Lines [Siebel, E-Business Suite (EBS), Demantra, Advanced Supply Chain Planning (ASCP), Oracle Transportation Management (OTM)]. Software includes key Software Configuration Management (SCM) Solution sets.

- Open ended best-of-breed solution set which can be fit not only for Cost per Revenue Dollar (CPRD) comparisons, but for Life Sciences (B2C, B2B) as well.
- Follows Scan Based Trading Industry Standards Electronic Data Exchange Policies
- Respects shelf life for perishable product lines
- Helps distributors and manufacturers to work with retailers via a user-friendly IT solution which increases data accuracy, decreases data loss, brings inventory accuracy, better cycle counting, and accurate electronic paperwork

FUJITSU SBT SOLUTION

This unique solution provides Specialty Distributors and SBT Suppliers a solid foundation to improve; relationships, visibility, time to market and most of all increased sales. This is a highly repeatable and complete solution with Oracle technology and applications; pulled together with Fujitsu expertise. The major benefits to Specialty Distributors and SBT Suppliers are:

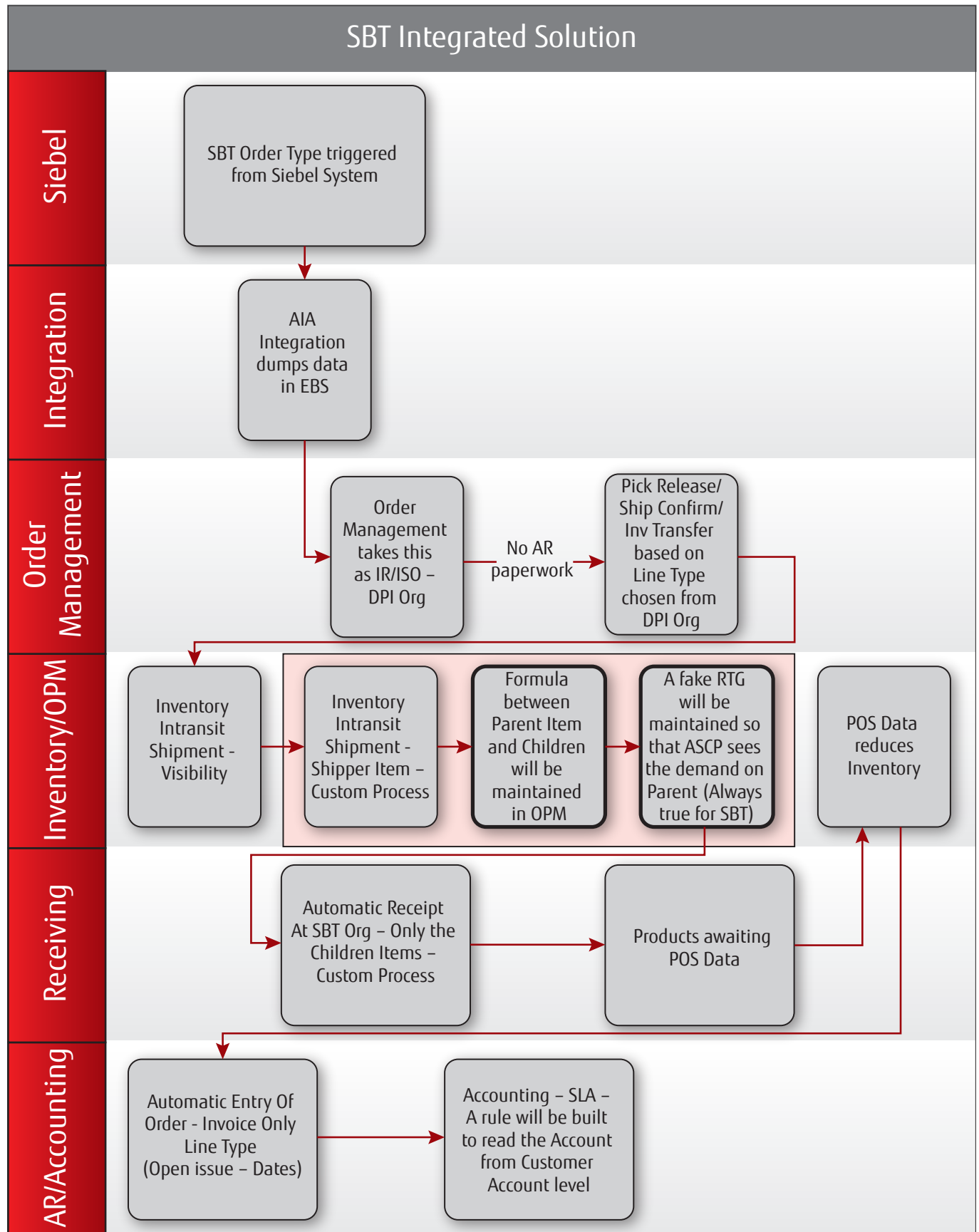
- An integrated solution, which bring all divisions and organizations to one integrated platform

- Sales force empowered with on-hand information and knowledge of the products, which help them to sell instead of just booking orders
- Real-time visibility to sales management
- Automated solutions to reduce manual efforts in various processes like food show orders, claims settlement and incentive programs.
- Trade planning and promotions management using Siebel and trade management
- Provides a robust solution for store replenishment planning and execution process with direct integration with Demantra and ASCP
- Extensive use of SLA to adjust Cost of Goods Sold (COGS) and revenue generation has made a mark in the Operating Profit Margin (OPM) SBT Integration Solution World.
- World Class Vendor Managed Inventory (VMI) Solution Integration with Prescient
- Strong WMS solution with SBT
- Domestic and international paperwork support model
- Strong EDI integration with Oracle B2B
- Forecasting and planning solution with increased Inventory optimization and forecast accuracy
- Balance between shelf life and safety stocks, helping optimization of transportation cost and better inventory management
- Deployment planning using Oracle EBS R12.x and Siebel 8.x

SCAN-BASED TRADING SOLUTION – APPROACH

The Fujitsu SBT Solution is very robust and can be deployed very efficiently. In order to maintain the high expectations of any Fujitsu solution, strict policies and procedures are adhered to. Each SBT solution:

- Leverages Oracle Products
- Designs business processes for Demand Planning, Supply Planning, Order Fulfillment, Warehousing, Shipping and Logistics, EDI, etc.
- Develops Technical Objects and makes them sit on top of Oracle ERP Product lines – Template Solution Sets
- Is upgradeable
- Easily fits on top of any Oracle Business Accelerator package
- Employs the Oracle B2B EDI Van



FUJITSU SBT SOLUTION LIST

When the Fujitsu SBT solution is deployed you will be able to accomplish:

- Store to Store Transfer
- SBT Orders via Normal Order Types
- Write Credits for any Order Types
- Auto Receipt at Customer Stores or RDCs from Warehouses
- Adjustment of all transaction units to the same level
- Shipper Items
- Paperwork with ACT Costing from Warehouse to Stores
- SBT Demand Flow into Demantra
- Pricing and Invoice Date must be Store Processing Date
- Locator Solution at Destination Stores
- EDI interface 852
- Cycle Counts
- Returns from Stores
- Returns from Consumers
- Process Corrections
- Period Close Process

“SCAN-BASED TRADING IS ON THE INCREASE, BUT THIS REMAINS A DEEPLY SENSITIVE AND POLITICAL AREA AS FAR AS THE US SUPPLY CHAIN IS CONCERNED.”*

FUJITSU AND ORACLE

Fujitsu is an Oracle Diamond Partner globally and has completed and achieved over 20 Specializations and in process of achieving over a dozen others. We believe that Oracle Specializations allow us to differentiate and validate our competencies and expertise. We will continue to achieve specializations as they become available.

This partnership ensures that Fujitsu has full access to the latest Oracle technology, training and staff, and enables Fujitsu to deliver a wide range of high quality business solutions and services predicated on Oracle products.

In 2010 Fujitsu became the first Oracle Partner globally to achieve SOA Specialization status with Oracle and is Oracle’s current global System Information (SI) Partner of the Year based on the work done for the Japanese Ministry of Justice.

ABOUT FUJITSU AMERICA

Fujitsu America, Inc. is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings including consulting, systems integration, managed services and outsourcing for enterprise applications, data center and field services operations, based on server, software, storage and mobile technologies. Fujitsu provides industry-oriented solutions for manufacturing, retail, healthcare, government, education, financial services and communications sectors. For more information, please visit: <http://solutions.us.fujitsu.com/>

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