

ORACLE Diamond Partner



FUJITSU

# Delivering the Retail Experience Worldwide Retailing Solutions by Fujitsu



shaping tomorrow with you

# Fujitsu in Retail

## Our Global Capabilities

At Fujitsu, we help retailers overcome the complex challenges they face, using IT to make them more adaptable and responsive. With over 30 years' experience in the retail sector, we work with more than 500 retailers across 82,000 stores globally.

Fujitsu offers retailers a wide variety of services that deliver quality support for ICT users and often greatly reduces the total cost of ownership.

### Connecting Technology to Consumer Purchasing

Today, our lives are touched by technology in so many ways. Hi-tech innovations are everywhere, weaving throughout mainstream society and user adoption is ever-increasing. We're living in a pervasive technological era. Our retailing solutions describe the Fujitsu vision of a seamless interactive environment in which consumers can research, shop and buy using a common and personal graphic user interface anywhere, anytime – simplifying and amplifying the customer experience. Through our intuitive retailing technology, consumers are connected to purchasing power and convenience as retailers expand their business reach and market share.

### Store Technology

Our store technology solutions include retail-proven hardware products designed for retailing environments. Our retail point-of-sale (PoS) products drive down costs and increase productivity to help you gain a competitive edge. TeamPoS® terminals are flexible, reliable and retail-proven terminals designed for platform stability and ease of maintenance for diverse retailing environments. On their own or as part of a complete technology solution, our peripherals improve efficiency and productivity while driving down total cost of ownership. Peripherals – including scanners, keyboards, displays, printers, and cash drawers – work together seamlessly to eliminate compatibility issues.



### GlobalSTORE Application

full-featured, customizable PoS and cash management solution

**CustomerCENTER**  
Customer Loyalty

**ReturnCENTER**  
Centralized Returns



**GlobalSTORE**



**ValueCENTER**  
In-house  
Stored Value



**StoreCENTER**  
Centralized Store  
Managements

### Fujitsu Retail Suite

Today's environment features an explosion of new in-store devices and applications, all intended to improve the customer experience and drive profitability. However, many traditional PoS systems are unable to integrate easily and seamlessly into a single, cost-effective store solution, thus limiting the potential benefits of these new technologies. In response, Fujitsu has developed the GlobalSTORE® application – our full-featured, customizable PoS and cash management solution designed to deliver a seamless customer experience throughout each store and across your entire chain.

GlobalSTORE helps you improve customer service through increased interaction, real-time targeted promotions and faster checkout. Its service-oriented architecture (SOA), modular design and enhanced user interface drive speed and efficiency across your store operations, decreasing costs and increasing customer satisfaction.

The Fujitsu Retail Suite provides retailers with a broad portfolio of solutions to better enable them to implement customer loyalty programs, increase customer service with better returns processes, and implement a more cost effective stored value card management solution.



### Self-Checkout

The Fujitsu U-Scan Genesis® offers retailers new features, flexibility, scalability, reliability, and usability. With its new compact, space-saving footprint, U-Scan Genesis is expected to rapidly expand into new markets in addition to the traditional grocery sector, where Fujitsu has led for many years. Retail formats from larger stores such as mass merchandisers, do-it-yourself (DIY) and warehouse stores, to more space-constrained convenience stores, drugstores discount, and specialty retail stores, find the new features and compact design a significant improvement over other self-checkout options. By working with store operations within the U-Scan® user community, Fujitsu has identified a set of self-checkout best practices and industry performance benchmarks. Leveraging our proven self-checkout best practices methodology, retailers can significantly increase customer acceptance of self-checkout, strengthen their self-checkout model, and ultimately, improve their return on investment. U-Scan Genesis offers a wide portfolio of hardware and software technology solutions.



Fujitsu has identified a set of self-checkout best practices and industry performance benchmarks.

### Managed Services

As the world's third largest Information and Communications Technology (ICT) services provider, Fujitsu focuses on keeping ICT and business objectives aligned through close collaboration with our customers. The cornerstone of our business is Mission Critical Support delivered by experienced field engineers and backed by an ISO 9001 certified Global Support Center that operates 24 hours a day, 7 days a week, 365 days a year. For over 40 years, Fujitsu has provided ICT infrastructure services and support to some of the world's largest, most successful corporations.

The depth and breadth of Fujitsu support includes platform support for mainframe, midrange, point-of-sale, self-checkout, storage, network, kiosk, desktop and mobile computing environments. All Fujitsu Field Engineers are A+ certified and many possess additional certifications such as: Microsoft®, HP®, Red Hat®, VMware®, Solaris®, and/or Cisco® certifications. Many Fujitsu Field Engineers are not only cross-trained on hardware but on operating system software as well. This greatly enhances their ability to resolve complex system level problems.

Fujitsu offers retailers a wide variety of services that deliver quality support for ICT users and often greatly reduces the total cost of ownership. Service programs can be customized to include any and all of the following: Service Desk: Installations, moves, adds changes, disposal (IMACD); hardware and software maintenance support; multi-vendor services; Desktop Managed Services including End User Infrastructure and End User Device support; and Service Delivery Management for all services. Fujitsu is recognized as a premier provider of retail managed services based on lean principles, and streamlined processes that allows rapid resolution of problems delivering measurable value to our clients.



### Professional Services

To exploit the full potential of your Fujitsu products, Fujitsu delivers a broad range of customized professional service offerings including rapid availability for production, image design and test, customized image loading, pre- and post-deployment support education, training and retail consultancy services. Services can be delivered on-site or remotely and can be standardized or tailored to your specific needs.



Contact us today to discover how our retailing solutions and full suite of technology offerings can help us shape tomorrow with you.

## 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/>

Fujitsu and the Fujitsu logo are trademarks or registered trademarks of Fujitsu Limited in the United States and other countries. TeamPoS, GlobalSTORE, U-Scan and U-Scan Genesis are trademarks or registered trademarks of Fujitsu Frontech North America, Inc. in the United States and other countries. Microsoft is either a trademark or registered trademark of Microsoft Corporation in the United States and/ or other countries. VMware is a trademark or registered trademark of VMware, Inc. in the United States and other countries. Solaris is a trademark or registered trademark of Oracle Corporation and/or its affiliates in the United States and other countries. Cisco is a trademark or registered trademark or trademark of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries. HP is a trademark or registered trademark of Hewlett Packard Company in the United States and other countries. Red Hat is a trademark or registered trademark of Red Hat, Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

The statements provided herein are for informational purposes only and may be amended or altered by Fujitsu America, Inc. without notice or liability. Product description data represents Fujitsu design objectives and is provided for comparative purposes; actual results may vary based on a variety of factors. Specifications are subject to change without notice.

Copyright ©2011 Fujitsu America, Inc.  
All rights reserved.  
FPC58-2991-01 10/11.  
FCL\_11.1131

## FUJITSU AMERICA, INC.

1250 East Arques Avenue  
Sunnyvale, CA 94085-3470, U.S.A.  
Telephone: 800 831 3183 or 408 746 6000  
Contact Form: <http://solutions.us.fujitsu.com/contact>

<http://solutions.us.fujitsu.com/>

