

FACT SHEET

FUJITSU RETAIL SUITE VALUECENTER

A MULTI-CHANNEL SOLUTION

IN-HOUSE STORED VALUE CARD

MANAGEMENT

NOW AVAILABLE ON A MICROSOFT® AZURE™ CLOUD PLATFORM

Fujitsu ValueCENTER™ offers you a complete solution for management of Gift Cards such as Gift and Payment through all channels. You gain control over a full range of valuable marketing and process tools, and eliminate many of the costs associated with third-party transaction fee-based programs. ValueCENTER™ is built on the same architecture as CustomerCENTER, the Fujitsu market-leading customer loyalty application. So it's robust, secure, reliable, and capable of handling large volumes of data in real-time or batch.

With the ValueCENTER application, you have all the tools you need to implement an in-house or cloud based stored value program. ValueCENTER easily integrates to front-end systems such as POS and Web applications, providing an interface for issuing and accepting Gift Cards. Managed in-house by your POS or IT department, all transactions can be transmitted by and shared with your internal systems.

Whether you want to manage gift cards, merchandise credit transactions, third-party card sales, loyalty reward cards or corporate gift card packages, it's all under your control.

CLOUD BASED DEPLOYMENT OPTION

Cloud based computing offers retailers the best of both worlds—a highly scalable operational solution and a cost effective business model. But Cloud based computing can only provide these benefits when delivered on a platform designed to support and react to your growing business. Fujitsu has teamed up with Microsoft to offer ValueCENTER, our full-featured in-house stored value management solution, on an Azure Cloud platform. What does this mean? Azure provides a platform that is sized for your current peak needs and allows for easier expansion over time as your transaction volume changes. Azure also provides the tools needed to manage the platform. And best of all, in a Fujitsu Cloud based ValueCENTER solution, all platform maintenance and support is handled for you. Fully aware of data sovereignty concerns, Fujitsu offers a choice of hosting the ValueCENTER database in a Fujitsu hosted location or on customer premises rather than the Azure public cloud. You focus on what counts, selling merchandise, and let Fujitsu and Microsoft worry about supporting your successful business.



BACK-OFFICE FLEXIBILITY

ValueCENTER also includes administrative toolsets for back-end functions such as reporting, analysis, rules development, and batch or individual activation or de-activation. Standard reports are included with the application, but ValueCENTER enables you to build and distribute your own custom reports too.

You can manage Help Desk functions, such as retrieve balances, adjust card amounts and perform other customer care tasks (e.g. courtesy value adds, service fee removal, and lost/stolen card protection). Administrative features include the ability to introduce new cards to your system, update individual card settings, expire cards and produce supply inventory reports for your fulfillment vendor.

Unlike third-party transaction-fee-based programs, ValueCENTER is a licensed application that provides in-house flexibility and control so you can adapt your Gift Card rules to your customer service policies and marketing plans.

EXAMPLES OF TRANSACTIONS VALUECENTER SUPPORT

Retail	Online
Purchase cards	Order cards
Tender using cards	Define and manage PIN
Add value to cards	Activate cards
Return sales to cards	Tender using cards
Retrieve balance on cards	Add value to cards
Use cards sold by third-party retailer	Check balance on cards
	Backup and recovery

ValueCENTER offers the utmost in security. You can assign different access levels to different users so that only authorized employees can read or change data. An audit trail feature lets you track all card activity, a key to preventing fraud and theft, including in the back office. A two-stage card activation process and retailer-defined PIN option help ensure cards are being used by the right customer, regardless of the purchase and delivery method involved.

THE FUJITSU / MICROSOFT DIFFERENCE

By providing you the option of an in-house or a cloud solution for stored value cards, ValueCENTER helps you significantly lower your costs and gives your business a competitive edge. It's all part of the Fujitsu / Microsoft focus on Lifecycle Solutions.

This means we deliver hardware, software and managed services that work together seamlessly to cover your needs for the life of your retail systems, with a commitment to relentless cost reduction.

Our comprehensive solutions are designed to reduce your TCO while increasing productivity. Furthermore, our expertise in the retail market allows us to bring industry-specific knowledge to your gift card program.

For more information on ValueCENTER and the full range of Retailing solutions from Fujitsu, contact us today.

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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FPC58-2112-03 07/11.
11.0763

ValueCENTER can be accessed through a variety of customer touch points

