

Fujitsu
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Fujitsu Market Place

**Always
Open Retail**

FUJITSU





Digital commerce solutions for great customer experiences

Fujitsu Market Place is a single source for all the tools you need to deliver the best possible customer experience.

It provides the ideal support needed to achieve digital commerce. It's built on a cloud-native, micro-service application architecture which means your IT investment is adaptable and future-proofed.

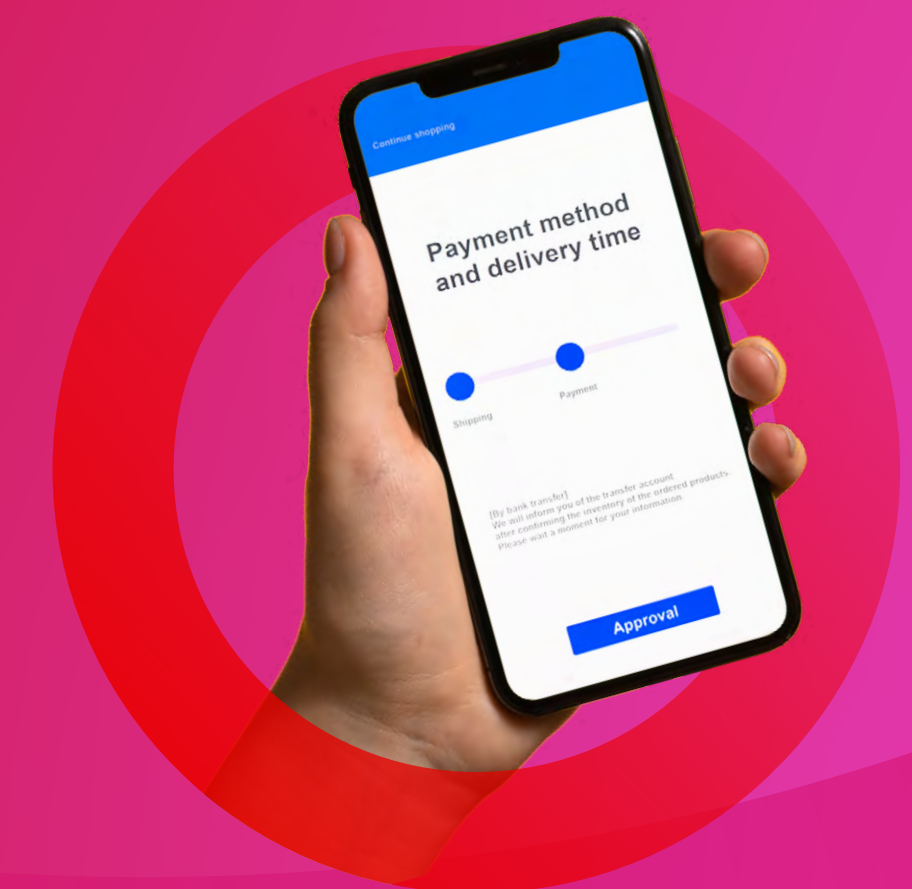
It supports flexible deployment options to help reduce complexity and cost.

Our solutions enable you to digitally empower store associates, support customers who want to Click & Collect, or order online and pickup and pay in-store. Our retail commerce solutions are designed for global retailers, so we take care of the differing country

requirements too. It's a comprehensive, 'out of the box' solution designed to help you build your business in challenging – but also exciting – times for retail.



Fujitsu is your partner for the change you need to achieve. Our mission is to ensure that you are always open and always selling.



Customer focused solutions

Our solutions help you deliver a seamless customer experience that's focused on making the buying process as easy and simple as possible, at every touchpoint. It's a comprehensive and eminently adaptable digital commerce orchestrator.



Self-checkout in store:

Easy to use, fast self-checkout enables shoppers to get out of the store faster, leaving your store associates to help those customers who really need to be helped.



Customers can use their own devices to checkout while they're in store:

They download the app, scan the items, and pay for the scanned items. Promotions, discounts, loyalty schemes are all supported, and the data is captured by our back office applications.



Store associates can take payment using mobile devices:

Payment can be made without the need for shoppers to either queue at traditional till points or go through the self-checkout.



Augment traditional till points:

Fixed checkout points offer a full range of functionality, they can switch between a till or a self-checkout in seconds, so during busy times you can match demand and reduce queues (which often result in dropped baskets).

Customer focused solutions



Take any currency:

Fujitsu's global experience has shown that you need to be prepared to cope with all forms of payment, as well as offer total flexibility in terms of accepting different currencies simply and without any hassle for the customer.

Speak the customer's language:

We offer multi-lingual user-interfaces, and you can mandate store languages for different regions, as well as offer a choice of languages for both customers and store associates.

Boost online browsing and sales:

Our digital commerce solution unifies all your channels so your customers can shop how they want to.

Click & Reserve:

Many customers like to browse online and then reserve items in store to experience them in person (trying on clothes, handling devices, sitting on furniture etc.).

Click & Collect in store:

Customers can make their decision online and then collect the item at their nearest store – or any store they choose.

Click & Delivery:

Customers can purchase an item and have it delivered.

Return in store or anywhere / Easy exchanges:

All items (online or store purchased) can be easily returned in store. Easy returns encourage future sales.

Locating stock to save the sale:

When something is out of stock Market Place enables store associates to quickly find stores which have the item a customer wants and either reserve it so they can travel to that store, or have it available for Click and Collect (at any store), or even delivered to the customer's home.

Combine orders and in store purchases:

One single, easy transaction to allow customers to order items and purchase in-store in a single quick and easy transaction.

Pay now, pick up elsewhere:

Once the item is located and reserved, the customer can just pay for it and then pick it up at their convenience. The sale's made, and the customer is happy.

The back office connected

Across all the integrated devices we offer, you get a single unified view of all functions and data.

Collect data at every stage:

After obtaining permission from customers, our solutions collect the customer data you need to keep track of orders so that you can deliver accurately and on time and respond to changing market conditions and supply issues quickly, as well as make short- and long-term buying decisions based on individual stores, regions, and entire countries.

Integrate the back office:

We offer over 300 different services that integrate the back office with all customer touchpoints. Critically, you can capture, organize, and analyze a constant stream of data – not just about customers but also about inventory, sales, third-party interactions, employees, and costs – to manage and develop your business in real-time.

Comprehensive order and basket services:

All your channel selling systems are integrated with business logic rules

enforced to ensure that pricing and promotions are consistent (and deployed how you choose).

Boost back office efficiency:

It's the foundation of the customer experience you deliver in store and online. So, Fujitsu Market Place puts as much emphasis (and expertise) into the back office, as it does into the customer experience. Your cash management, store operations (financial and transaction data), management of inventory, user rights (who can do what and when), connectivity monitoring, promotion and business data management, and reporting are all supported in a simple and user-focused way.

Central control:

You can manage taxes, costs, employees and operational hierarchies (both for stores and people) centrally. You can also manage business rules so that the right people are authorized to do specific jobs and even ensure that under-aged employees aren't assigned to alcohol sales for instance.



Retail intelligence you can use

As data flows into different repositories, Fujitsu Market Place enables you to ensure that all your devices, across all stores and functions, benefit from that data. It also offers secure access to data for all authorized staff via fully integrated ERP, merchandising, order and workforce management, and CRM and loyalty

solutions. We also enable you to manage pricing at an enterprise level so that all devices always have the most up-to-date prices.

Having an accurate, real-time view of what's happening across your estate (stores, distribution centres, warehouses, supply chains etc.)

is vital to efficient operations and gives the customer the best possible experience. That's how you ensure that the items people want are on the shelves and in your fulfilment centers, with the right staff in the right places to drive sales.



Deploy Market Place your way

On-premise

Your stores will always be critical to your relationship with customers. Our solutions are designed to be hybrid - deployed on-premise while being part of the extended ecosystem of applications and databases deployed in the cloud. We'll help you configure and integrate everything you need to drive efficiency, productivity, and the empowerment of associates and customers.

In the cloud

Fujitsu Market Place enables you to deploy in the cloud and scale automatically so that your retail operations can flex to meet your changing needs. That offers greater resilience and flexibility and delivers the right user interface (with all its functionality) to devices (fixed and mobile) anywhere and everywhere sales are made.


And because the processing power resides in the cloud, you can deploy low powered (and cheaper) devices.

Headless


You define your user experience and we can deploy it via our API framework. It then connects with the underlying business logic and data within Market Place. That boosts flexibility and ensures that you deliver the customer experience that you want to deliver.

Why Fujitsu Market Place?

 **It's where you can find everything you need to achieve Always Open Retail and deliver the experience your customers expect.**

 **When customers experience your brand they connect with you and form a relationship** which has multiple touchpoints but one emotion: your brand must meet their needs (in one or more aspect of their lives), and fulfil them, even those that are unexpressed.

 **Fujitsu Market Place is where you can future-proof your stores and operations** with innovative digital retail solutions and technologies focused on a unified and adaptable consumer experience.

 **We will take the journey with you as you seek to become a fundamental element in the ecosystem of consumers' lives.** Talk to our experts. See what you can do now, and what you can begin to think about for the near future.



Our mission is to make it easy for you to drive your digital transformation in the direction you want and need it to go; at your pace, matching your priorities and values.

Explore Fujitsu Market Place now to achieve Always Open Retail.

