FUJITSU

A guide to our CX solutions

Driving growth, experience, and sustainability in retail

Contents ☰

The big shift in retail

"From small, independent stores to multi-billion, global enterprises – retail is, and always will be, about managing the customer journey. To optimize that journey, retailers are rapidly shifting their focus from 'managing products' to 'delivering experiences' across multiple touchpoints with increasingly data-driven operations. At the same time, they need to do what's best for their customers, their people, and the planet. It's not easy but being able to adapt fast will be critical."

Richard Clarke
Head of Global Sales, Consumer Industries, Fujitsu

At Fujitsu, we believe the future of retail will be driven by a convergence of today's disconnected experiences, transactions, and operations into one borderless and personalized world for customers. One that's also geared towards sustainable business outcomes.

If that aligns with your vision too, let's create the future of retail. Welcome to our guide to unified and sustainable shopping journeys.

Contents

Contents ☰

Transforming the customer experience

Using a combination of industry know-how, innovative business solutions, and global shared managed services, Fujitsu and its partners help retailers like you to deliver great CX (customer experiences), cost-efficient operations, and sustainable business outcomes.

1. Enabled by our partner GK Software's composable commerce platform and services, we can build unified customer journeys across different touchpoints, including mobile, store, and last mile to the customer's door. We use API-based microservices to join up data, workflow, and customer UIs to create relevant use cases for your customers – fast and cost-effectively.

2. Fujitsu's technology innovation in AI, Machine Learning, IoT, mobile, and the metaverse means we can help you personalize CX, automate processes, and meet sustainability goals. Sit these solutions on top of the GK Software commerce platform, and you have an engine room that's ready to meet all the challenges you may face in the future.

3. Fujitsu's world class implementation and shared managed services will help you reliably and affordably deploy, run, and support this emerging world of joined-up solutions.
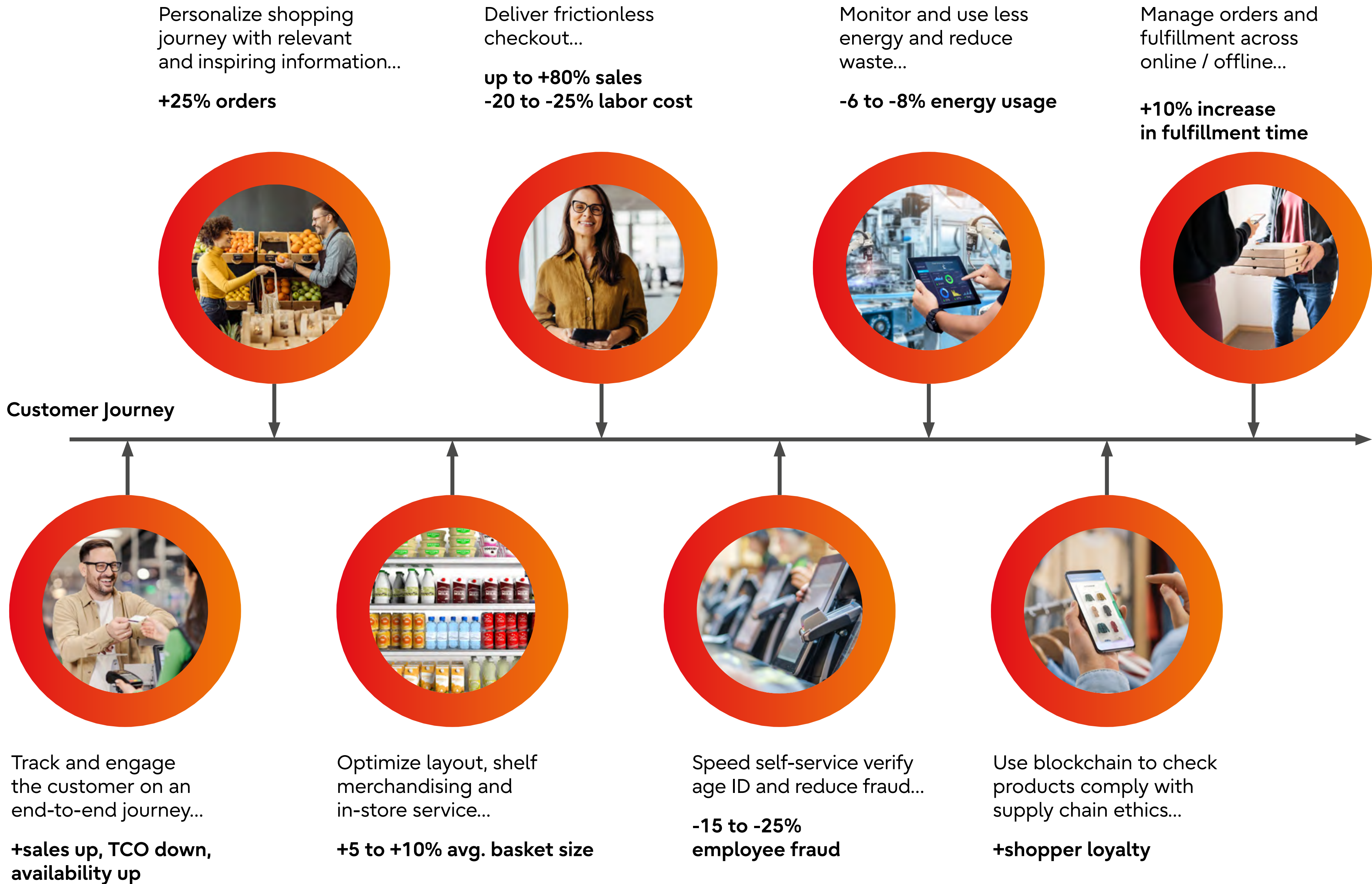
GK

Fujitsu is a Certified GK Software Partner

Successful retailers will...

...invest in a single open commerce platform which allows them to deliver innovative use cases via API-based integrations with in-house or third-party applications – including unified journeys, mobility, personalization, loyalty, self-service, flexible fulfillment, and inventory visibility.

Personalize shopping journey with relevant and inspiring information…

+25% orders

Deliver frictionless checkout…

**up to +80% sales
-20 to -25% labor cost**

Monitor and use less energy and reduce waste…

-6 to -8% energy usage

Manage orders and fulfillment across online / offline…

+10% increase in fulfillment time

FUJITSU | ✳GK

- Unified customer journey **enabled by GK Software's composable commerce platform**, innovate fast and affordably

- **AI / ML, IoT, mobile and metaverse** to personalize the customer experience, automate process and meet sustainability goals

- **World class implementation skills and shared managed services** to run and support

Customer Journey

Track and engage the customer on an end-to-end journey…

+sales up, TCO down, availability up

Optimize layout, shelf merchandising and in-store service…

+5 to +10% avg. basket size

Speed self-service verify age ID and reduce fraud…

-15 to -25% employee fraud

Use blockchain to check products comply with supply chain ethics…

+shopper loyalty

GK CLOUD4RETAIL Platform

CLOUD4RETAIL is GK's comprehensive cloud-based retail platform that supports the key services for unified commerce.

- Fast time-to-market for new concepts, enhancements, and functionalities

- API-based microservices architecture on a flexible, scalable and secure single or multi-tenant platform

- Flexibility in the implementation of new business processes

- Reduction of operational, labor and hardware costs

GK OmniPOS | GK Mobile POS | GK OmniScale | GK Self Checkout | GK Hospitality | GK Drive | GK Store Inventory Management | GK Smart Label

GK CLOUD4RETAIL commerce platform

✳ GK

Fujitsu is a Certified GK Software Partner

"GK is our reliable technology partner for the store. It has accompanied our expansion into more than 30 countries and our efforts to provide the best customer service, a modern shopper approach, and efficient process with high innovative power, comprehensive know-how, and competent project teams."

Lidl Enterprise Management

Personalization

Customers are seeking new ways of shopping and interacting with retailers to suit their personal needs. Today's generations are also demanding transparent and sustainable methods of consumption.

Successful retailers will…

…unify and personalize the shopping journey across every channel (online, in store, and mobile) – rewarding customers for their custom through value-adding 'micro moments'. These could be tailored ranges, price offers, or fulfillment rewards.

"Millennial and Gen Z are expected to account for 70% of the working age population by 2030, becoming the majority of the world's consumers."

*fujitsu.com/uk/uvance/consumer-experience/

Contents ☰

GK Air Personalization

This AI-based tool set helps you increase conversion, customer value, and revenue by personalizing your customers' shopping journeys across all channels.

- Individually tailored customer interaction at every touch-point
- AI-based real-time product and content recommendations
- Strategic and automated AI learning for continual improvement
- Supported by Fujitsu implementation and managed services

...increase customer lifetime value by driving engagement and building trust based on consent.

Proven results: A fashion retailer experienced an 8-10% increase in revenue from tailored recommendations, and +25% increase in transactions and share of wallet.

GK

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GK Engage

GK Engage empowers you to get to know your customers better, so you can build and run unique, scalable, engaging loyalty programs.

- Introduce attractive benefits for loyal customers through targeted offers and promotions

- Retain and enhance wallet share with rewards for loyal behavior (extra points, free goodies or services, discounts)

- Create different customer groups for target relevancy (e.g., send rule-based offers to particular types of customers based on their profiles, such as lifestyle or allergy information)

- Integrated with GK CLOUD4RETAIL POS and mobile touch-points

...move from a product-based approach to an experience-based approach.

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Fujitsu GLOVIA® OM*

Our SaaS order management solution is native to the Salesforce® platform and fully customizable to enable omni-channel shopping journeys.

- Delivers in-store, or offers curbside pickup for unified shopper journeys

- Enables order management, inventory allocation, and order fulfillment across touchpoints, data, and workflow for one-stop visibility

- Easy to integrate, aligned to MACH technology models

- Uses AI to drive insight-based order management decisions

...use AI and advanced analytics to quickly optimize environments based on purchases and behaviors.

*Currently only available in North America

"This has been a game changer for our business initiatives. It unlocks our potential for delivering a premium service and creates a stable platform for future growth."

Aileen Sandoval
Director of Business Capabilities Royal Canin US

Contents ☰

Fujitsu Shopper Analytics

This AI camera-based system maps customer behaviors and gestures in store and at shelf level to help you optimize layout, merchandising, and customer service.

- Uses computer vision and AI to monitor and analyze in-store shoppers' routes and purchases

- Comes with Fujitsu Actlyzer technology to define and model observed customer behaviors, gestures, and motions to ensure optimal layout, customer service, and anti-crime policing

- Increases traffic, raises conversion, and grows transaction size by improving merchandising and pricing

"Our mission is to provide our customers with pleasant, safe, and secure shopping experiences. Working with Fujitsu has helped us create new shopping models."

Minoru Yamamoto
Executive Officer and General Manager of System Planning Division AEON RETAIL

...review and join up online and offline environments end-to-end, providing customers with choice and a consistent, seamless experience.

Fujitsu Click 'n' Collect and Curbside Optimization

Our customer journey solution uses computer vision, AI, and machine learning to optimize CX for curbside pickups, drive-thru restaurants, and fuel retailers.

- Monitors and predicts customer traffic and resource demands with license plate and vehicle tracking

- Enhances queue management and customer loyalty with real-time reporting and staff allocation

- Generates real-time metrics and assists decision making with a centralized dashboard using AI and machine learning

- Subscription service model with lightweight installation, minimal downtime, and low maintenance – proven to increase revenue

These are the instruments to support:

- Personalized shopping journeys
- Omni-channel experiences
- Optimized shelf merchandizing and pricing
- Enhanced drive-thru and click 'n' collect

Frictionless Checkout

As retailers' mindsets shift from product to experience, traditional in-store transaction processes – checkouts, age verification, click 'n' collect – increasingly delay or disrupt the customer journey. For this reason, Fujitsu is focused on frictionless shopping. We're using our industry know-how, innovative solutions, and managed services to speed up the shopping journey, increase satisfaction and loyalty, and eliminate unnecessary cost.

"86% of 18–34-year-olds say they would be more likely to choose a retailer that offers scan-and-go shopping, and 57% of shoppers across demographics prefer to use self-checkout."*

*forbes.com/sites/delltechnologies/2023/11/27/customers-want-frictionless-shopping-but-losses-are-on-the-rise-heres-how-to-make-it-all-work/

Fujitsu Loss Prevention

Our AI-based SaaS solutions help you monitor and reduce fixed-checkout and self-checkout fraud in store environments.

- Intelligent fraud detection for both manned checkout and self-checkout in stores

- Uses advanced process monitoring of transactions, events, and behaviors

- Reduces employee theft by up to 85%

- From manned checkout fraud detection to report/action in less than five days

- Highly accurate real time fraud detection rates at self-checkout (circa 99%)

- Easy and effective integration into store processes

- Up and running in less than four months

Proven results:
7000+ stores globally have already seen an improvement in profits, with an ROI in less than 6 months.

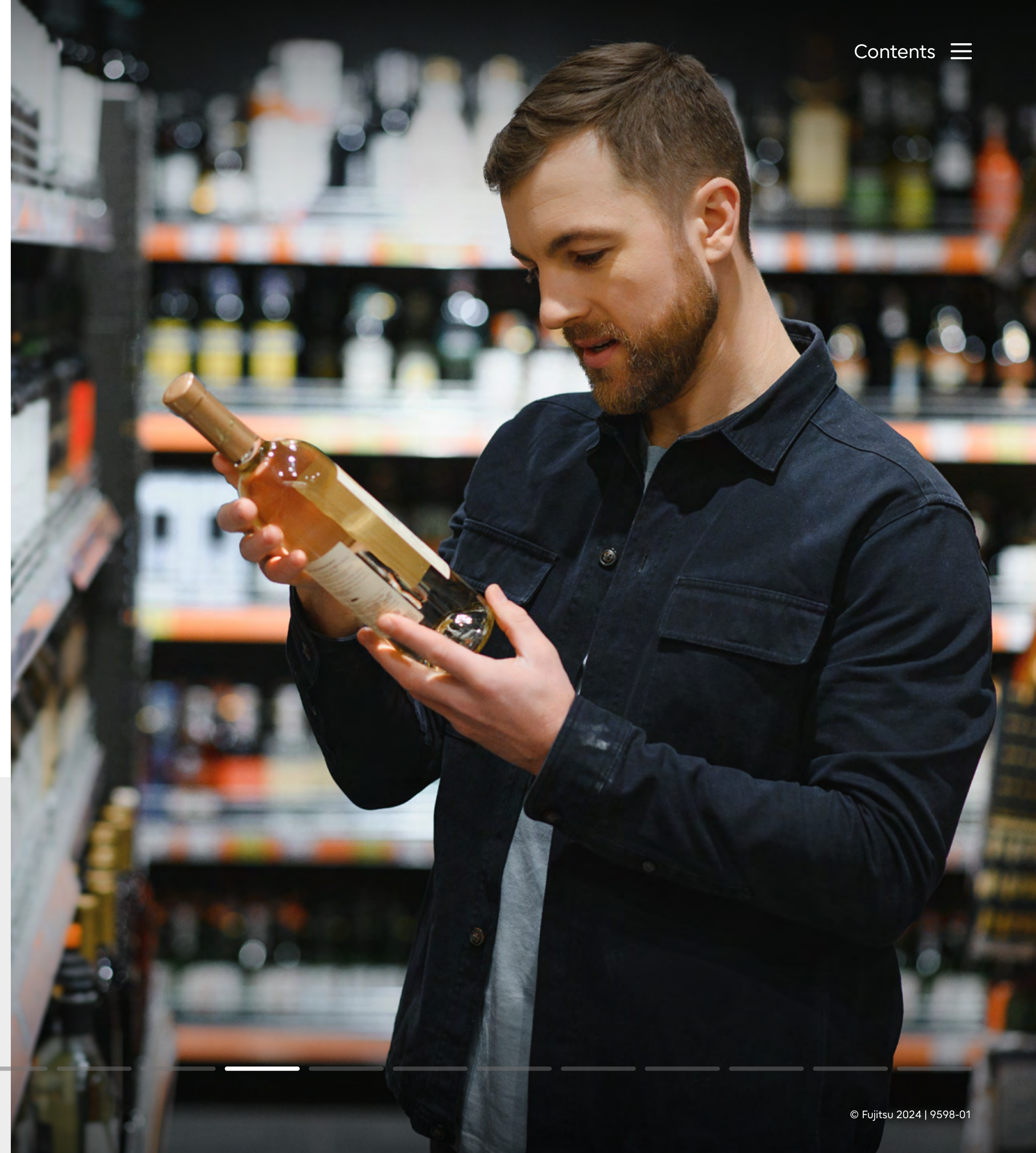**...use advanced technology solutions to increase staff productivity and drive customer loyalty.**

Fujitsu Digital Age Assurance

Our Digital Age Assurance solutions use AI and machine learning to estimate and verify customers' ages* to remove inefficiency and friction at the point of sale.

- Intelligent technology to speed transactions up, eliminate in-store queues, improve staff productivity, support regulatory compliance, and deter crime and abuse

- Age estimation is quick and smooth with world-leading accuracy

- Easy to integrate with no connectivity required and privacy by design

- Embed within your mobile app using a secure SDK, it takes just 30 seconds to register and 3 seconds to verify offline

- No hardware or infrastructure required

…ensure safe, frictionless, cashier-free experiences – simultaneously driving up satisfaction while driving down costs.

*Subject to local country regulations

Fujitsu Cashier-Free Store

Powered by Zippin 'checkout-free' technology, this solution provides advanced in-store analytics to modernize your outlets, increase your sales, and lower store operating costs.

- Uses AI-driven cameras and sensors to track people, products, and activity, anonymously and accurately

- Simple setup – run by using power over ethernet (POE) and comes with off-the-shelf components for easy, fast install

- Includes real-time inventory tracking with out-of-stock alerts when shelf runs low

- Provides detailed analytics for customer browsing time, marketing signage focus, products picked up or put back etc.

- Enables you to reduce store staff and add shelf space, lowering operational costs while increasing sales due to faster CX

These are the tools to unlock:

- Frictionless shopping experiences

- Full organizational visibility

- Drastically improved staff productivity and value

- New ways to capture spend and prevent financial loss

Sustainable retail

In the face of climate change and mounting crises, retailers and shoppers must unite to overcome the world's challenges. Sustainable transformation goes beyond just minimizing CO_2 emissions, energy usage, and waste. It's about doing the right thing for people, society, and the planet to survive and prosper. The world depends on it.

That's why Fujitsu invests in technology-led solutions to help retailers minimize their environmental impact, nurture their people, and give their customers the opportunity to consume and do right by the planet.

"Customers are demanding to be part of the sustainability conversation, and they are increasingly using their wallets to make their voices heard."*

*mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/nef-spotlight-the-path-forward-for-retails-sustainable-future

Fujitsu IoT Operations Cockpit

Our IoT Operations Cockpit uses sensors and AI-based intelligence to help you optimize operations, reduce cost, and deliver your sustainability initiatives.

- Monitor real-time energy consumption (such as electricity, water, air conditioning, heating, CO_2, temperature, and others) at-a-glance. Alerts are issued when intelligently adopted thresholds are exceeded.

- Review workflows to utilize staff resources more efficiently while improving service quality levels

- Use AI predictive maintenance for advanced warning on system failures or shelf stockouts

- Benefit from a vendor-agnostic platform

...adopt data-driven insights into their supply chains to ensure a positive impact on the planet, while complying with current and future legislation.

Fujitsu Supply Chain Traceability

This sophisticated blockchain technology helps you meet your environmental and ethical goals, establish a level of trust with customers and partners alike, and monitor and remedy quality issues.

- Trace information in the value chain (environmental impact, fair trade information, etc.) in real time

- Create trusted data (auditable, traceable, immutable) with blockchain technology

- Benefit from platform validation of information to improve reliability

- Monitor and track CO_2 and water usage and compliance with ethical manufacturing standards

- Use eco-labelling to monitor and certify supplier standards and environmental impacts

- Start small, scale, and customize to fit your business needs

These are the solutions to enable:

- Sustainable business outcomes

- Full supply chain visibility and trust

- New ways to share verified sustainability and ethical data – giving customers the information they need to make responsible purchase decisions

- Business growth and sustainability measures to co-exist – reducing operational costs while meeting sustainability goals

Why Fujitsu?

When you choose Fujitsu, you're selecting more than just a technology service provider. It's our combination of industry know-how, innovative business solutions, and global reach which underpin the future-proofing solutions featured in this guide.

With our strategic partner GK Software and a wider ecosystem of innovative partners, you'll have a world-class team by your side to face the future.

Omni-channel migration and transformation

Fujitsu has the knowledge and know-how to help you map your target customer experience to technology platforms and data-engineered workflows to deliver world-class performance. We can guide you on how to get from A to B in ways which are affordable, achievable, and sustainable.

Trusted end-to-end implementation, services and support

Fujitsu has a range of professional and shared managed services to de-risk implementation, run your applications, and support your business growth. These include cloud and hybrid IT, networks, end-user services, security, application managed services along with ServiceNow, as well as SAP and Microsoft centers of excellence. We'll stay with you for the long term.

Differentiated solutions and services

If you combine Fujitsu's technology innovation with GK Software's world-class unified commerce platform and other third-party solutions, the result is something is special: truly differentiated use cases for modern retail, including personalization, frictionless, and sustainable retail.

Global reach

Global means global at Fujitsu. Not only can we follow you across the world as you expand your business – via offshore delivery, service desk, fiscalization – but we can also bring the best of our global knowledge to support your local business and growth ambitions.

Global customer stories

Creating new shopping experiences for AEON Retail

AEON, a Japanese retail company, faced challenges such as intense competition, labor shortages, and operational difficulties in store. Working together, we created an AI-based video analysis solution to monitor in-store congestion, estimate customers' ages, identify those in need of assistance, and support optimal layouts and product line-ups. This has dramatically enhanced CX, and the system is now being deployed to 76 AEON stores across Japan.

Revolutionizing United Supermarket's CX with frictionless checkout

With growing demand for more personalized services, United Super Markets Holdings Inc. (USMH) needed a flexible and agile platform, so customers could enjoy a stress-free shopping experience. As part of its ongoing digital transformation, USMH rolled out our retail commerce platform, 'Flexible Commerce'. This allows customers to seamlessly make purchases via their smartphone, redefining the very nature of USMH's retail model.

Creating a radically transparent fashion platform with tex.tracer

The people at tex.tracer, a fashion supply chain transparency platform, were keen to help the fashion industry become more sustainable and responsible. Blockchain was the answer, so – requiring expert help – tex.tracer turned to Fujitsu. Now, tex.tracer can give brand owners the insights they need to report to all stakeholders with the click of a button, via a platform that traces garments accurately throughout the supply chain. By scanning a QR code, even consumers can access and trace their garments' history.

ÆON

tex.tracer

Let's deliver the future of retail

Imagine a world where customers can flow effortlessly between digital and physical touch-points, with their preferences and history following them wherever they go.

A world where you can rapidly adapt experiences, both physical and in the metaverse. So, you can launch innovations in weeks with AI insights that personalize every interaction.

A world where unified commerce platforms and composable solutions make it easy to surprise and delight every customer. Where modularity means you only pay for the capabilities you need. And global delivery expertise provides you with local support everywhere.

A world where consistent, omni-channel excellence delivers increases in sales, enhanced customers loyalty, and a positive impact on the planet.

Let's work together to create it.

To discover how far you could go in retail with the backing of our global delivery expertise, get in touch:

email **askfujitsu@fujitsu.com**

Richard Clarke
Head of Global Sales, Consumer Industries, Fujitsu

Richard is responsible for bringing the best of the Fujitsu industry vision, consulting capabilities, solutions, and services to its customers across the world, particularly in retail. Reporting into Fujitsu's global leadership in Japan, Richard and his team develop and execute compelling and relevant strategies to expand key markets and define differentiated propositions to meet the needs of existing and new customers.