

Always Open Retail

Transforming the
consumer experience
one purchase at a time

 [Start](#)





Digital is about making shopping frictionless

Our research shows that over 74% of retailers are investing in digital because they want to improve consumer satisfaction, while 66% say they're also doing it to deliver great customer experiences. Both objectives are the key to driving revenue growth, as well as competing in a fast changing and often uncertain marketplace.¹

The objective is to make shopping easy and frictionless both instore and online. The more flexible the offering is, the more consumers like it. Whether they do everything online, everything instore, or a mix of both, the point is to empower consumers (and the associates who serve them) to turn engagement into sales.

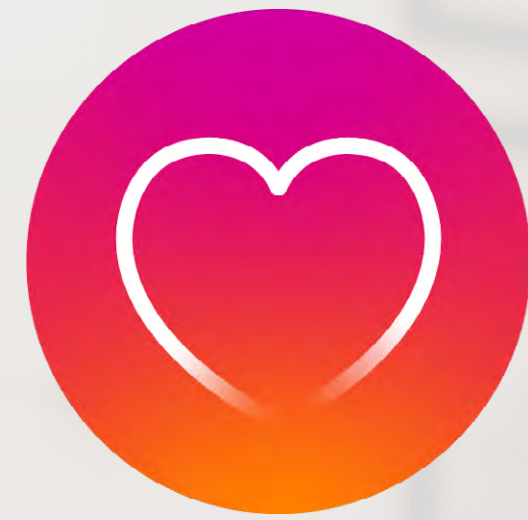


want to deliver great customer experiences



are investing to improve customer satisfaction

Be at the heart of your consumers' personal ecosystem



Great consumer experiences generate loyalty and repeat business. The retailer becomes part of the shopper's personal ecosystem that extends from home to work, entertainment to leisure, and of course, shopping. Digital binds them all together.

Before the pandemic, retailers were steadily investing in digital not just to serve customers, but also to drive efficiency, control costs, and boost associate productivity. And it was working. But repeated lockdowns brought into sharp focus just how vital

digital channels were to all aspects of our lives and how demanding consumers were. Being part of their personal ecosystem became even more important.

According to Euromonitor, the pandemic has energized retailers to redefine not just their approach to omnichannel, but to their entire digital strategies.² Investment has accelerated, and Fujitsu's own research shows that the sector's top six DX investments are now consumer-led.³

² Euromonitor International Voice of Retail Survey 2020

³ Fujitsu: Digital Transformation Trends for the Retail Industry 2021



Know what the consumers want before they do

Often consumers don't realize they want something until they see it on the shelves or in the aisles of a store. Retailers are constantly trying to satisfy 'unexpressed needs.' The only way to achieve the right product mix, let alone prices or offers, is to delve into the data. Digital enables retailers to uncover those opportunities and make the most of them.

That's why retailers are focusing on more effective digital marketing and better use of data analytics for demand forecasting. Three quarters of retailers say that they're investing in achieving a strong, combined online and physical presence. They want to improve how they monitor customer traffic flow and predict movement too.

The pressure is on, and **76% of retailers worry that they don't have the time to innovate** and **74% fear that achieving digital transformation will take too long.**⁴

⁴ Ibid



Make your omnichannel omnipresent

At Fujitsu, our mission is to enable retailers to build their brands across all channels, instore to online and beyond. **That's why we offer Fujitsu Market Place. It's designed to orchestrate digital commerce across all your channels, to make it easier for you to offer the sort of retailing your customers really want.** It enables Always Open Retail and deep consumer engagement.

It's a comprehensive offering which spans the entire customer journey as well as the vital back-office functions.

Enhancing the customer journey

Market Place is designed to engage customers at every stage of the customer journey, and to make it easy for them to find, browse, consider, and then buy whatever they want, whenever they want it and wherever they want to buy it from. By seamlessly managing order and transaction processes to reduce friction and deliver swift fulfilment, you can empower store associates to deliver a great consumer experience where it counts, on the shop floor.



Consumers get choice. They can engage with your brand any way they want.



At home: Browse online, order for delivery or collection instore.



Instore: Browse and buy, return and exchange, pay anyway they want to, able to take different currencies, and shop tax-free where appropriate.



In the aisle: With seamlessly managed order and transaction processes to reduce friction, customers can get what they want much faster where it really counts, on the shop floor.



At a manned checkout: Do all of the above and more.



Through self-checkout/self-scan: Designed to be frictionless and intelligent to cover all the bases. Supports multiple payment methods, rewards promotions and offers, and loyalty points, and can take payment in different currencies without hassle.

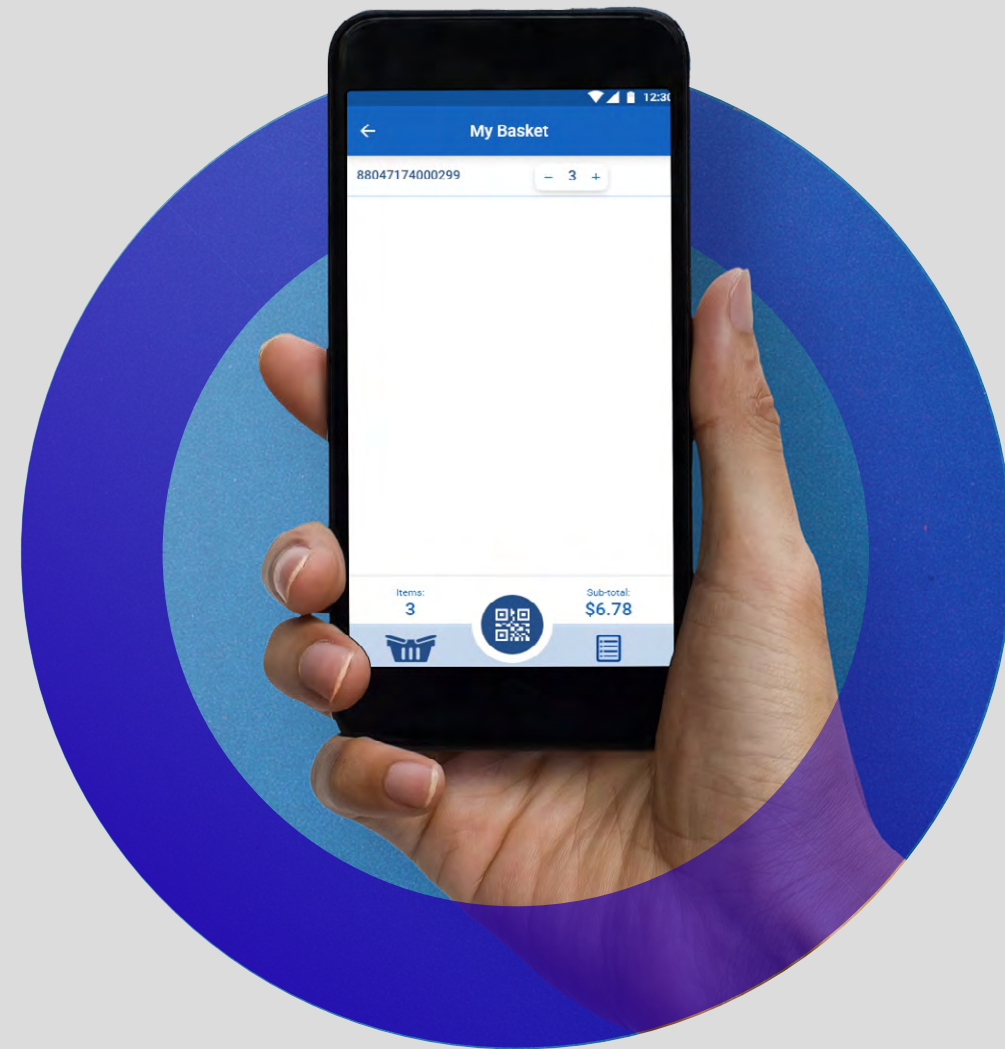
Be in total control

Fujitsu Market Place provides a complete package of retail focused digital solutions which enable you to leverage the power of the cloud, on-premise, or any configuration of the two that suits your specific needs and objectives.

You can be confident that as trading conditions and behaviors change you will always have secure and robust

connectivity to digital web services which can scale to your needs. Integration is simple and fast because it's based on an adaptable micro-service architecture. That means you have a range of deployment options to support an agile approach to rolling out new services. You get to market faster and can experiment with lower risk. It also reduces overall TCO.

It's also easy to match technologies to needs, ensuring they are both flexible and targeted. Get the right balance of devices – switchable, fixed and mobile, in each store to deliver the digital touchpoints that match markets, footfall, and the variable demand of each local area or sector.



Never miss a sale

With CRM enabled Market Place you get a complete view of each consumer as they engage with your brand through multiple touchpoints. You can see what motivates and appeals to them. You can bring data points together to understand your shoppers and target offers and experiences they'll respond to.

A single central set of data is accessible at all levels, most importantly on all Market Place devices so that the store associate can deepen the engagement with the shopper using knowledge to drive sales.

Frictionless self-checkout and self-scan frees up associates to offer a more personal service across all departments and areas of the store.

Fujitsu's global retail experience and expertise

Our retail resume is extensive:

Over 50 years of working closely with global customers of all sizes



We can help you overcome the challenges you face, and capitalize on opportunities, as you drive your digital transformation programs. We'll free up the time and space for innovation so that you see the benefits of DX faster. We will manage the rollout of innovative technologies across your business, avoid complexity, enable business change, and ensure that you stay ahead of ahead of evolving consumer demands.

Broad experience of delivering retail solutions in multiple territories matching their specific regulations, taxes, and rules



We are experts in retail technology. We have supported some of the world's foremost retailers as they transform their operations instore and online. That's why we designed Fujitsu Market Place to be not just comprehensive, but also highly flexible and responsive.

Developing and delivering digital commerce solutions that encompass supply chains, inventory management, through to store commerce and CRM systems



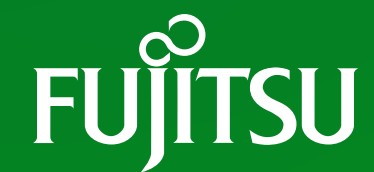
Come and browse. Talk to our experts. See what you can do now, and what you can begin to think about for the near future.





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 and achieve Always Open Retail.



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