

Fujitsu  
**UVance**

Fujitsu Market Place:

# The retail happiness solution

Insight paper  
2021



 FUJITSU



## Why retailers need to think about Unified Digital Commerce

It is the mission of all retailers to deliver retail happiness in whichever form the customer desires. And increasingly, that means via digital channels as well as within a compelling store experience.

Customer retail journeys are both human and digital. That means the retail experience has to cover all of those to deliver a great and unified experience for the customer. It must enable them to engage with a retail brand in any way they want to and at any time. So, the technology which makes that experience a seamless, frictionless, and rewarding one is vital to the success of all retailers.

Especially now, as Rowan Cape, Fujitsu's Head of Retail Software stresses, "At Fujitsu, we believe that it's important to focus on simplicity as we navigate the uncertain present and build a more certain, and hopefully profitable, future for

retailers and an easier, more fulfilling shopping future for shoppers. The retail sector has experienced a wild ride over the last decade, with the past two years being the most challenging period retail has faced for at least 50 years."

That's why the sector is investing in technologies across every aspect of the business. Research shows very clearly that major investment is being made into improving the customer experience, as well as transforming back office operations. The report – Digital Transformation Trends for the Retail 2021 authored by Data Driven, for Fujitsu – found that in just a year retailers' priorities changed dramatically. In 2020, making revenue and hitting targets was at the top of the list; in 2021 it was improving customer satisfaction, while boosting customer engagement went straight into the top ten.<sup>1</sup>

<sup>1</sup> Fujitsu / Data Driven: Digital Transformation Trends for the Retail Industry 2021

# Leveraging technology, driving engagement

The need for digital commerce solutions is seen as critical in a fast moving retail landscape, especially post-pandemic. Retail Consulting Partners produced a report on POS and Customer Engagement in early 2021 which showed that 67% of retailers are eager to boost order management integration and real time product visibility, while 54% want to improve omnichannel capabilities. A similar number are looking to transform their POS estate because almost 90% of existing terminals are more than two years old and can't

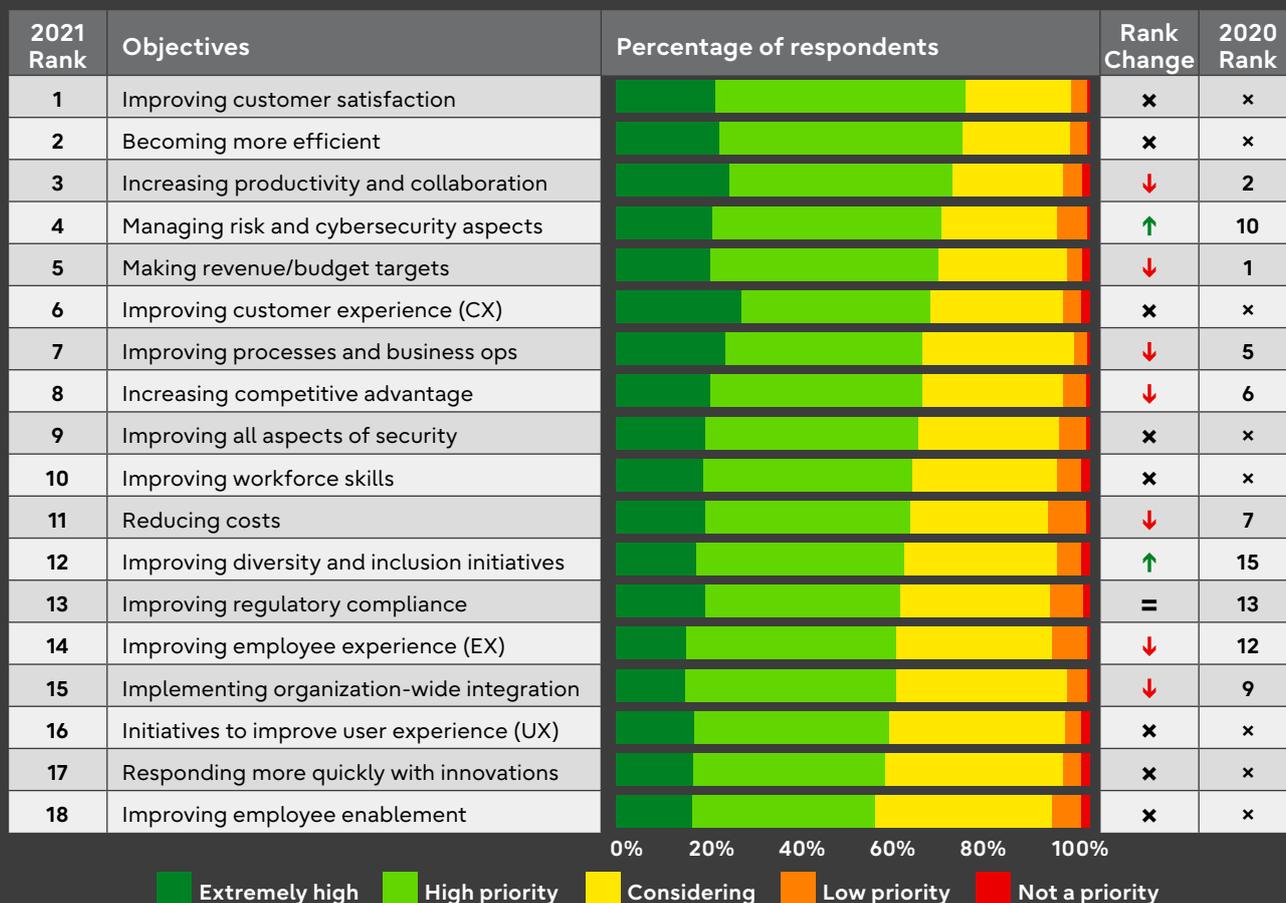
support the latest digital commerce solutions that achieve deeper customer engagement and offer more functionality.<sup>2</sup>

Keeping current with solution technology provides some answers. More importantly, using that solution technology to empower and simplify life for store colleagues is essential. Fujitsu's research shows that improving associate collaboration and productivity is linked to upskilling associates. And, giving them effective training, as well as the technologies

they need to engage with customers instore to drive sales, also improves service.

"It's vital that retailers can achieve 360 degree engagement with customers and use digital commerce cleverly so that they can find the goods that people want," says Rowan, "And then stock, display, price, and sell them. That means retailers can surprise shoppers by ensuring they can always find what they need, and also find things they didn't know they wanted."

## Ranking key business objectives Global retail, 2021 Impact on ICT Spending



<sup>2</sup> Retail Consulting Partners: 2021 POS and Customer Engagement Report



# Fujitsu Market Place: Designed for retail transformation

Fujitsu Market Place is a digital commerce solution that covers the key elements of modern retail. Market Place acts as an orchestrator to co-ordinate the flow of data via flexible micro-services to drive the retail experience and deliver smooth day-to-day retail operations.

Retailers need to not only support customers as they browse and might need to get on-floor advice from store associates, but also give shoppers the opportunity (and ability) to buy what they need quickly and leave. Fujitsu supports both scenarios. For instance, Fujitsu enables online sales via BOPIS to help get shoppers back into stores. Whichever way shoppers choose to shop, Market Place helps retailers ensure that their experience is always a rich and rewarding one.

That is why Fujitsu created Market Place as a complete solution which can be deployed in a range of ways to suit the specific needs of each retailer. It enables them to make the best use of the cloud and to leverage their on-premise technologies and solutions in

configurations that match evolving needs. Market Place also provides a 'headless' mode that can incorporate existing or proprietary user-interfaces and environments.

The focus is digital transformation within the retail space. "It's vital to build a robust present and vibrant future through partnership. We need to deploy the right technologies in the right place at the right times. That approach, and the customer journeys that support it, must be unique to each retailer. We have to ask direct and honest questions about how to drive change in a positive direction for every retailer," says Rowan Cape.

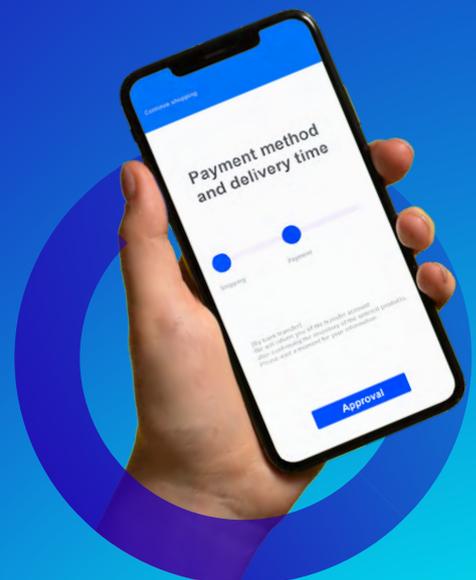
Fujitsu's mission is to make the whole retail ecosystem work seamlessly, so that each individual customer can feel valuable. As they interact with your brand, they feel as if everything is focused on satisfying their desires in that moment. To achieve that, you need to architect the right experience and ensure that it's agile enough to adapt as market trends evolve.

## It's important to control costs

Naturally, cost is a key issue. Whether the focus is on business as usual or expansion (within both a single territory or across borders), controlling investment and operating costs, and avoiding any long-term cost implications, is crucial.

Delivering stability is critical in a highly competitive landscape. Retailers have to cope with

supply-chain problems and changing consumer sentiment linked to economic uncertainty, as well as rising energy costs, inflation, and a shortage of workers. They are factors which must all be addressed while keeping a steady focus on serving, retaining and winning consumers.



# Delivering transformation through collaboration

Collaboration is the key to leveraging the benefits of all that Fujitsu Market Place has to offer. It's not about telling you what to sell, or how to sell it; it's about highlighting the solutions that go together to ensure that the sales process is supported. Not just at the point of purchase, but throughout the supply chain and across all your inventory systems too. Fujitsu also offers insights into all the processes which generate vital data. That means you know where goods are, how they're priced, who's working to move, stock, and sell them, as well as what customers are doing.

"It's important to understand and challenge the status quo and any assumptions at the start of the process," says Rowan. "In my work with retailers, I have had to challenge them on many occasions. It's great to experiment, but it's essential to do it in a controlled, focused way to ensure that you know you're going to get the right outcomes before committing too many resources to something that might not work so well at scale."

Fujitsu's heritage in co-creation is long and deep enabling the pace of change to be set by both customers and the market. "And we are also willing to have skin-in-the-game, so we often co-invest with customers to achieve a step

change in technology and practice," says Rowan.

Fujitsu has collaborated with many retailers; large, medium, and small, established, emerging and evolving. Our approach is tailored to the needs of each individual enterprise. Again, Fujitsu has the experience to match each segment of the market. The company advises start-ups as well as famous names in the history of retail. For instance, when Fujitsu believes that a retailer is customizing a system unnecessarily, they say so. In fact, as a rule, Fujitsu's approach is based on the idea that too much customization often leads to complexity which is a friction to the customer experience.



"Shopping is a fundamental part of all our lives. And we're ready to help you deliver the best possible experience for your customers using the best possible technologies and solutions available."

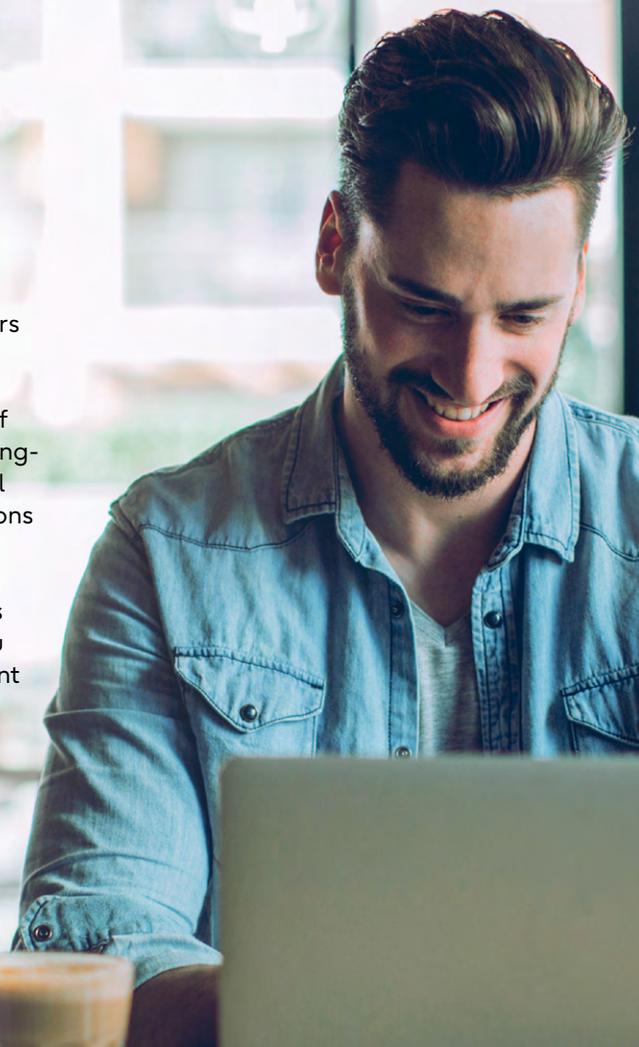
**Rowan Cape**

VP, Head of Retail Software, Fujitsu

## Working with you

Working with Fujitsu starts with an initial discovery that's focused on understanding how a retailer operates. The way they track inventory, sales, and customer relationships, and what areas need to be improved or transformed are examined in detail. Because Fujitsu Market Place offers solutions 'out of the box' it's possible to simplify processes, reduce costs, and improve customer engagement quickly. Simplification is the key to reducing operational costs and getting closer to the customer. But it's not always as easy as it sounds as retailers are so close to their operations. Fujitsu offers the critical distance and extensive experience needed to see the wood for the trees.

When Fujitsu creates a solution roadmap, it's not a rigid plan. It's fluid and designed to evolve. Flexibility is built in so that retailers can not only drive change but respond to it (both internally and externally). To get the most out of that approach, Fujitsu fosters a long-term relationship with every retail customer. "We provide the solutions and expertise you need, but you also get ongoing commitment to delivering the latest technologies and, importantly, the services you need to safeguard your investment with us," says Rowan.



## Building a unified commerce platform, configured your way

Retail Consulting Partners showed that 74% of retailers are actively seeking or building a unified commerce platform.<sup>3</sup> That's the best way to get a comprehensive view of the customer and your business, and to ensure that every element of your operation is connected. Most retailers accept that it's the only way to deliver customer-first commerce.



You have a choice of how you deploy your solution, on-premise, in the cloud, or a hybrid of the two. Fujitsu can deliver it all. In addition, you can create the user experience tailored to your specific preferences, to include the 'headless' approach if appropriate. Fujitsu will also help ensure that the customer experience and user experience are optimal across all digital touchpoints. That means consistency on any device used either by customers or store associates.

That's how the unified commerce platform delivers what's needed (functionality, data, connectivity) for every activity. "It's important that a retailer can be certain that their digital commerce is well designed, fully integrated, appropriately deployed, and fully supported, so it just works every time, anywhere, online, mobile, in-store, at any time," says Rowan.

## All you need, in one place

Fujitsu Market Place is the orchestrator of your retail enterprise. It sits at the heart of your operations and provides you with the ability to deliver a quality experience at every point of the consumer journey. Just as importantly, it enhances the associate experience at each point too. That's vital. Empowered associates enhance the consumers' experience.

As those touchpoints yield data it is then captured, processed, and made available for analysis so that you can use it to achieve insights at all levels, from operational to market intelligence. That can then inform how you manage your inventory, supply chains, and CRM. It also helps drive innovation in terms of consumer offers, promotions, and introduction or expansion of product lines as well as the opening of new stores within and across territories. Fujitsu Market Place is comprehensive; it matches your evolving needs via hundreds of different micro-services available.

Fujitsu's retail experts take personal pride in enabling retailers to thrive. As Rowan Cape says "It's exciting and extremely rewarding when, as a shopper, I actually experience the brands we support. Knowing that the great customer experience I'm getting when I shop, is in part down to what my team at Fujitsu have delivered, is hugely satisfying."

**Let's talk about  
how Fujitsu can  
help you make  
consumers  
happy across all  
your channels.**



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