

Fujitsu America, Inc. takes bold steps to accelerate digital transformation for retail customers in North America

Sunnyvale, CA, June 2, 2020 — [Fujitsu America, Inc.](#), in collaboration with [Fujitsu Frontech North America](#), is evolving its retail solutions organization in North America in an effort to accelerate the value delivered to retail customers looking to modernize and automate their business.

Effective June 1, 2020, Fujitsu America, Inc. (FAI) moved control of its retail hardware, software, assets and capabilities to other Fujitsu Group companies, including Fujitsu Frontech North America Inc. (FFNA), which specializes in retail store solution delivery. FFNA has taken over the comprehensive retail self-service business across the United States, Canada, and global markets to drive digital transformation in retail store automation.

With this strategic reorganization, FAI will focus exclusively on a broader set of high-demand enterprise optimization and integrated commerce solutions. By combining both native Fujitsu capabilities with those created in concert with partners, including SAP, Oracle, Microsoft, Salesforce and ServiceNOW, FAI can deliver high-value business outcomes from a full scale of Connected Retail solutions such as unified commerce, enterprise agility, and workplace modernization. FAI also will shift to an industry-led market approach to accelerate time to value for customers across many industries, including retail, manufacturing, financial services, automotive and the public sector, to achieve results in an agile and highly personalized way. Fujitsu recognizes specific points of alignment and intersection across these industries and intends to exploit and share technology advancements and learnings to deliver unrecognized value.

According to Gartner's Bob Hetu, Vice President and Research Director with their Retail Industry Services team, in the January 2020 Retail Digital Transformation and Innovation Primer for 2020: "In an age in which new and innovative business models are flooding the market, retailers must become top performers in digital business to succeed in delivering unified retail commerce experiences for customers. Years of underinvestment in transforming technologies, the failure to perform required upgrades, the growth of shadow IT projects across diverse business units, and cultural challenges continue to plague many organizations."

Fujitsu AI capabilities, Hybrid IT, Application Modernization and Cloud Managed Services, as well as Fujitsu Market Place, Glovia Order Management, Fujitsu Cloud ERP and other platform solutions and services, will form the building blocks for retailers to create their own highly differentiated, modern and agile enterprise and commerce strategies. By uniquely creating more efficient and intelligent retail technology frameworks connected to customers, employees, inventory and operational data in real time, FAI will intensify focus on helping retailers gain competitive advantage in the marketplace.

As a result, Fujitsu will streamline and accelerate a physical and methodological approach to the design, development and delivery of its retail solutions in North America including automation, advanced technologies and new enterprise capabilities across the store, supply chain, enterprise applications, platforms, and services areas of retail specialization.

Mike Kiname, president and CEO of Fujitsu America, Inc., on FAI's direction: "Our job is to be a trusted partner to our clients — a partner that helps them simplify and accelerate their digital transformation — to connect the dots and make digital happen. In the Americas, we leverage our decades of experience in core IT systems and global leadership in leading-edge digital technology to provide targeted results. The outcomes we're aiming for? Helping our clients work smarter, build closer relationships with their customers and be competitive for the long-haul."

Paul Kennedy, head of retail industry, Fujitsu America, Inc., said: "While the store is still the dominate channel for engagement, new channels are constantly disrupting the industry. Our retail clients require a partner that can help them capture more customers and create new business models across converged digital markets. Fujitsu has the foundational capabilities, technology and industry knowledge to help retailers in North America discover previously untapped value and a vision for the future of consumer engagement."

Michi Sugawara, president and CEO of Fujitsu Frontech North America, said: "With the Retail Self-Service solution, Fujitsu Frontech North America is proud to deliver a wide range of store automation, including self-checkout, RFID solutions, cash automation, and biometric authentication solutions, to markets in the United States, Canada, and globally."

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About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Approximately 130,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE:6702) reported consolidated revenues of 3.9 trillion yen (US\$35 billion) for the fiscal year ended March 31, 2020. For more information, please see www.fujitsu.com.

About Fujitsu Americas

Fujitsu America, Inc., is the parent and/or management company of a group of Fujitsu-owned companies operating in North, Central and South America dedicated to delivering a full range of Fujitsu digital solutions and services to clients in the Western Hemisphere. These companies are collectively referred to as Fujitsu Americas. Fujitsu enables customers to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications. For more information, please visit: <http://fujitsu.com/us> and <http://twitter.com/fujitsuamerica>.

About Fujitsu Frontech North America Inc.

Fujitsu Frontech North America Inc. (FFNA), a subsidiary of Fujitsu Frontech Limited, provides market-focused IT solutions that enable customers to achieve their business objectives through integrated offerings for self-checkout and currency management solutions, kiosks, mobile, RFID, and biometric authentication technology. FFNA delivers industry-specific solutions for the manufacturing, retail, healthcare, government, education, financial services, and enterprise and communications sectors throughout North America. FFNA is headquartered with operations and product development at 27121 Towne Centre Drive, Foothill Ranch, CA 92610.

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