

Fujitsu America, Inc.
Fujitsu Frontech North America, Inc.
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Fujitsu Showcases the Future of Retail by Connecting Bricks and Clicks at NRF 2020

New York, NY, January 10, 2020 – [Fujitsu America, Inc.](#) and [Fujitsu Frontech North America Inc.](#) (booth #5604), are delivering memorable and consistent experiences for stores and the digital enterprise to [NRF 2020: Retail's Big Show](#). With Fujitsu, retailers can transform their operations, reduce costs, improve productivity and deliver personalized consumer engagement regardless of channel. Fujitsu will demonstrate how a connected retail framework fueled by customers, data and machines is the key enabler to digital and brick-and-mortar store transformation.

“Today we live in a new retail world where customers expect their in-store and digital experiences to be seamless,” said Paul Kennedy, VP, Head of Retail Industry, Fujitsu America, Inc. “Retailers must adapt and become truly connected to keep pace with rising demand for a consistent customer engagement delivered across every touchpoint. Fujitsu brings a unique approach to this challenge with technology-enabled consulting capabilities that span in-store and enterprise digital environments.”

Throughout the show, Fujitsu will display how retailers can achieve the following business outcomes:

Deliver personalized customer experiences

Fujitsu will feature its first retail use application of Digital Annealer (DA), its quantum-inspired computing technology, to enable improved personalization through apparel selection and recommendations. DA is applied to analyze a complete retailer assortment of various apparel items—such as pants, shirts and shoes—to recommend the ideal match. This groundbreaking technology can be applied toward numerous extremely complex retail use cases in a fraction of the time it would take conventional computing technology to calculate.

Modernize business models

As more retailers seek to modernize their operations, having the right digital strategy, security measures and technology in place is critical. Fujitsu has several new technologies and partnerships:

- To enable retailers to detect and prevent fraud and business process deviations in real-time, and help to reduce significant annual profit losses for retailers, Fujitsu will present its SAP Loss Prevention solution.
- To convert window-shoppers to loyal customers, a transparent store-front window display with a consumer mobile experience will be featured, coining the term “Buy at Store-Front Window, Pick-up in Store”.
- In an effort to effectively curtail the loss and return profit to the bottom-line, Fujitsu and Zebra have partnered to use machine vision to combat a common theft tactic at self-checkout, ticket-switching.

- To improve retailer execution of click and collect transactions, extend assortment availability, and save-the-sale, Signifi and Fujitsu have partnered to leverage a locker solution.

Discover the power of automation

For retailers looking to optimize operating costs and improve customer service, automating processes using Fujitsu's 'Design-it-yourself' store transformation solution can help. Key features include:

- To enable self-service for a wider range of industry segments and design approaches, Fujitsu will be demonstrating U-Scan® configurability for standard self-service (U-Scan Fresh) in grocery or specialty, hybrid self service (U-Scan Verso), along with self-checkout hardware that can be implemented as a standalone system or as customized modular components.
- To enable friction-free checkout that enables customers to scan items and submit payments via biometric authentication, Fujitsu will demonstrate an RFID Portal with PalmSecure® biometric authentication.
- ConveniCash™ Payment Station featuring the Fujitsu GSR50 currency recycler to redeploy labor associated with counting and sorting money.

Order everywhere, fulfill anywhere easily

Fujitsu's new approach to deliver Unified Commerce (UC) leverages a low code application platform and provides a single view of inventory, multi-channel order capture, transaction, and optimized fulfillment functionality for retailers, distributors, and dealers alike. Fujitsu's UC tool, GLOVIA® OM, is delivered as a cloud application from Fujitsu or on the Salesforce Platform, and features easy setup, while offering dozens of pre-integrations to common enterprise systems.

Additional Information

- [Schedule a booth tour or meeting](#) with Fujitsu experts to learn more information about its digital and store transformation capabilities.
- Download Fujitsu Limited's recent 'Fujitsu Future Insights—Digital Transformation in Retail' [here](#).

Online resources

- Fujitsu NRF microsite: <https://www.fujitsu.com/us/microsite/nrf-2020/>
- Fujitsu Connected Retail Media backgrounder: <https://sp.ts.fujitsu.com/dmsp/Publications/public/Backgrounder-Retail.pdf>
- Fujitsu Retail solutions: <http://www.fujitsu.com/us/solutions/industry/retail/>
- Fujitsu Connected Retail: <http://connectedretail.global.fujitsu.com/>
- Connected Retail video: <https://youtu.be/OemOn2hyBhs>
- Fujitsu Connected Retail Experience Center: <http://www.fujitsu.com/global/solutions/industry/retail/experience-center/>
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- Fujitsu pictures and media server: <http://mediaportal.ts.fujitsu.com/pages/portal.php>
- For regular news updates, bookmark the Fujitsu newsroom: <http://www.fujitsu.com/us/about/resources/news/>

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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 132,000 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 4.0 trillion yen (US \$36 billion) for the fiscal year ended March 31, 2019. 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 the full range of Fujitsu products, solutions and services in ICT to our customers 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; data center and field services; and server, storage, software and mobile/tablet technologies. 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) 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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