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## Witness a breakthrough in retail sales and greater profitability

Fujitsu Australia has announced a major breakthrough in restoring the sales and profitability to which retailers were accustomed pre-GST.

The answer is a fully integrated, end-to-end, retail IT system.

Through extensive industry experience, working with leading Australian and international retailers, Fujitsu has established that one of the key reasons why investments in retail IT fail to deliver is because of a piece-meal approach to the problem.

Retailers often work on specific areas within their business separately, either due to budgetary constraints or deliberately, by pursuing strategies such as 'best of breed'. According to Fujitsu, it has become apparent that such strategies result in disjointed systems, obstructed and delayed data flows due to complex interfaces, heavy reliance on people to manage the links between the systems, and debilitating rigidity as any change to any part of the puzzle seriously impacts upon other systems. Nowadays many retail MIS managers and their staff have to work horrific hours, often at nights and during weekends, paying the price for this type of strategy, the company says.

Studies conducted in the US reveal that if a single integrated system was used to manage the entire retail functionality, retailers could save up to 40 per cent of their recurring IT expenditure and achieve substantially better results.

Fujitsu is offering specialty retailers a completely integrated retail solution, turning the concept of an electronic dashboard into a reality, effective immediately. Developed by a leading Australian software company Retail Directions Pty Ltd, the system provides retailers with a completely integrated, end-to-end point of sale and retail merchandise management software solution. The software has already been implemented by organisations such as The Body Shop International, Millers Discount Variety Group, Noni B and Fletcher Jones.

Fujitsu will also be providing all of the related services required to ensure an efficient, risk free implementation. The benefits of storing all the data within a single, enterprise-wide relational database are obvious, it says. The information is captured only once, there are no interfaces, and always-current data can be retrieved without any limitations.

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