

June 25, 2002**ADVISORY**

Demand-Driven ROI: Retailers want proof, not promises

Fujitsu demonstrates ROI Analyzer, proves value of lifecycle solutions

CHICAGO – June 25, 2002 – Fujitsu Transaction Solutions announced today at the Retail Systems 2002 Conference & Exhibition that North American retailers no longer should accept the ROI promise without the ROI proof. Fujitsu is showcasing its ROI Analyzer, a powerful, interactive tool that spells out exactly what retailers can save through the lifecycle of store-level hardware, software and services. The software engine allows Fujitsu and a retailer, one on one, to quickly input a number of variables to forecast technology needs, costs and savings. Fujitsu has tested the tool since March.

- Who:** Fujitsu Transaction Solutions Inc., www.ftxs.fujitsu.com, Dallas
- What:** Fujitsu's ROI Analyzer, a graphical, interactive software tool that spells out retail costs and savings by factoring in numerous retailer-specific variables, such as training time, time to deploy changes, cashier turnover, hardware problem calls per day and license/development/deployment/maintenance costs, plus more.
- When/Where:** Booth 800, Retail Systems Conference & Exposition, June 25-27, 2002
McCormick Place, Chicago,
Tues. June 25 1 p.m. – 6 p.m.
Wed. June 26 12:30 p.m. – 5:30 p.m.
Thurs. June 27 11 a.m. – 2 p.m.
- Why:** Retailers need proof, not promises, from retail technology vendors. The ROI Analyzer provides the proof. Retailers need to build a compelling business justification for store-level technologies.
- Retailer Experience:** Retailers using the ROI Analyzer have discovered :
- an Internal Rate of Return of more than 150 percent; breakeven of less than one year
 - Net Present Value (NPV) of more than \$28M and a breakeven of 15 months
 - Front-line personnel (cashiers and managers) could have an additional 30 thousand hours of customer "facing time" per year.
- How It Works:** Fujitsu's ROI Analyzer is part of the overall lifecycle solutions approach. It starts with Fujitsu and a retailer conducting a brief "current state assessment," which includes the interactive ROI Analyzer. Depending on the number of variables, the assessment and results can take as little time as three hours.
- Quote:** "Fujitsu stands alone as the retailer's only lifecycle solutions provider," said Austen Mulinder, president and CEO for Fujitsu Transaction Solutions Inc. "Our mission is to drive retailers' costs down, increase their return on investment and deliver value. Our efforts – including the ROI Analyzer – fly in the face of traditional commercial and operating models that drive costs INTO a retailer's operations. Our business model is to drive costs OUT. Let us prove it."
- More Info:** Roy Miller