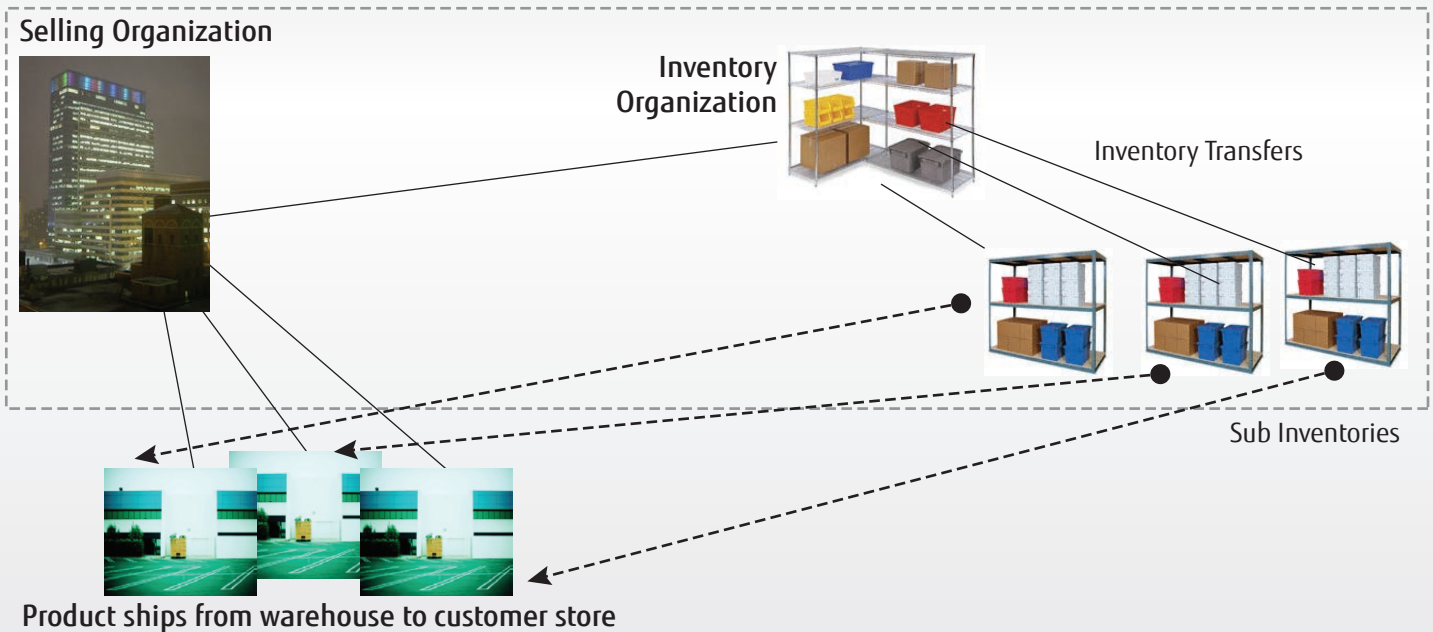# Fact Sheet
Fujitsu Revenue Management Solution for the Wholesale Distribution Industry

Fujitsu Revenue Management Solution manages end to end supply chain management. This solution integrates demand planning, procurement, supply planning, order fulfillment, EDI and logistics planning, and execution. It efficiently monitors, analyzes, and acts upon supply issues as well as opportunities for store replenishment.

Understanding SBT | INVENTORY VIEW

Selling Organization

Inventory Organization

Inventory Transfers

Sub Inventories

Product ships from warehouse to customer store

Fujitsu Revenue Management Solution (FRMS)?

FRMS* is an integrated and packaged solution which sits on top of Oracle® ERP and Value Chain products. It is defined as the process where suppliers maintain ownership of inventory within distributors' warehouses or stores until the items are scanned at the point of sale. This solution integrates forward and backward supply chain for the distribution industry. This solution encompasses all the needs to achieve a robust scan-based trading model.

What is the problem?
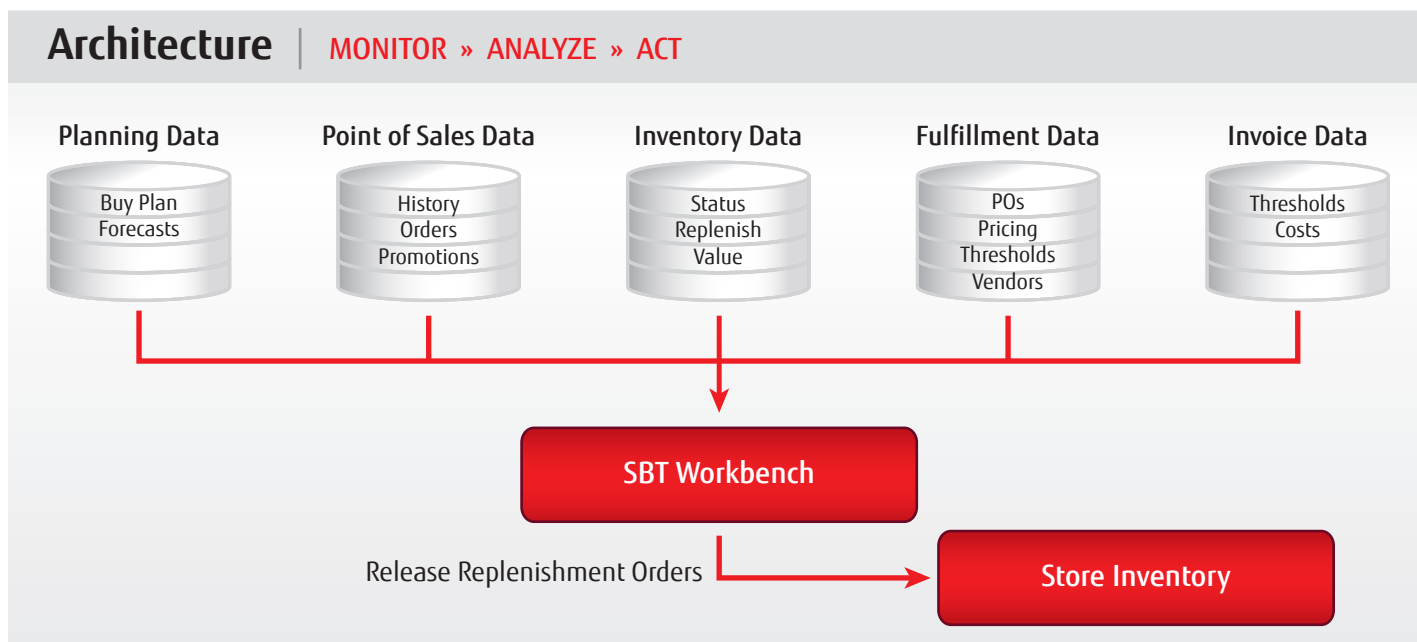#### Business Challenges

Specialty Retail Distributors and Scan-Based Trading (SBT*) Suppliers face key business challenges:

- Increasing pressure from large retailers to move to a Scan-Based Trading model of doing business with distributors
- SBT distributors have unique, customer-specific requirements

Benefits

Benefits that create the opportunity to optimize store replenishment and maximize sales.Increased sales

- Improved customer relationships
- Improved visibility of product sales
- Reduced order processing costs
- Reduced cost of stock overages
- Lowered cost of inventory
- Improved time to market
- Improved financial metrics

* FRMS and SBT are basically the same thing and are used interchangeably throughout this document.

http://solutions.us.fujitsu.com

Architecture | MONITOR » ANALYZE » ACT

Planning Data

Buy Plan
Forecasts

Point of Sales Data

History
Orders
Promotions

Inventory Data

Status
Replenish
Value

Fulfillment Data

POs
Pricing
Thresholds
Vendors

Invoice Data

Thresholds
Costs

SBT Workbench

Release Replenishment Orders

Store Inventory

Fujitsu Revenue Management Solution (FRMS) pillar

- Store conversions alongside new store openings from retail stores perspective
  - Special private label data requirements
  - Rollout schedules for new stores
  - Electronic Data Interchange (EDI) exchange requirements on 852s
- The need to maintain the standard order processing, shipping, and inventory management for non-SBT customers
- Trade Management
- Vendor Managed Inventory (VMI)

Technology Challenges

Client organizations with a significant investment in the Oracle® Technology Stack need to leverage existing functionality, i.e. in core Oracle Application modules and Advanced Planning Suite (APS) Modules to meet SBT Process requirements:

- Mission critical systems included Financials, Order Management, Inventory, KITS, Service Level agreement (SLA) Rules, Workflow, and Incentive Compensation
- Solution implemented in R12 Version of EBS, Demantra® 7.2, Siebel® 8.0.0.2

Why Fujitsu

Fujitsu brings together a scan-based trading solution with unique IP and incorporates end-to-end Oracle product lines [Siebel, E-Business Suite (EBS), Demand Planning, Advanced Supply Chain Planning (ASCP), Oracle Transportation Management (OTM)]. Loftware includes key Software Configuration Management (SCM) Solution sets.
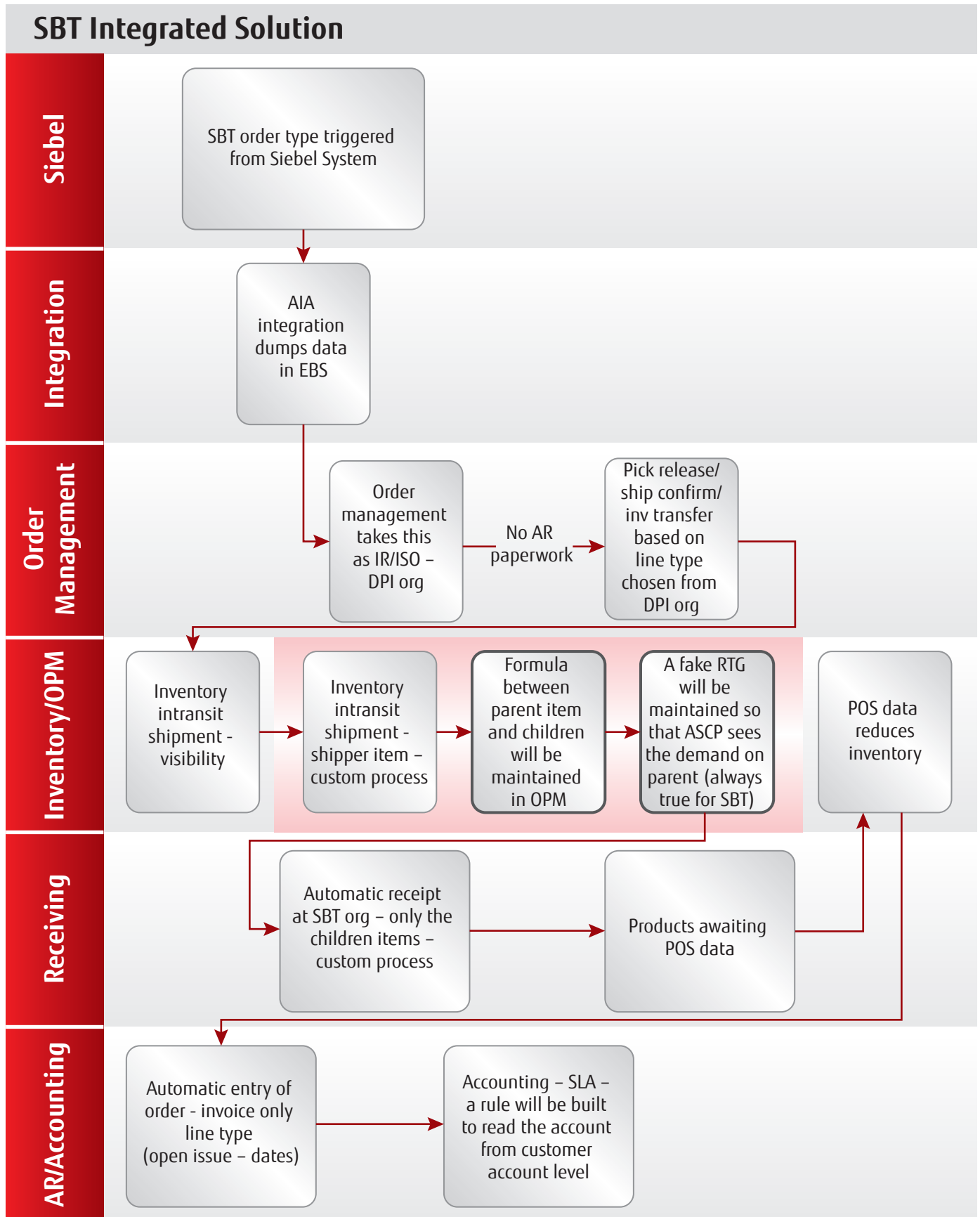
- Open ended best-of-breed solution set which can fit the needs not only of the distribution, consumer goods and retail sectors but also life sciences (B2B and B2C) as well

- Follows scan based trading industry standards electronic data exchange policies
- Respects shelf life for perishable product lines
- Helps distributors and manufacturers to work with retailers via a user-friendly IT solution which increases data accuracy, decreases data loss, brings inventory accuracy, better cycle counting, and accurate electronic paperwork

Fujitsu FRMS solution

This unique solution provides specialty distributors and SBT suppliers a solid foundation to improve; relationships, visibility, time to market and most of all sales. This is a highly repeatable and complete solution with Oracle technology and applications pulled together with Fujitsu expertise. The major benefits to specialty distributors and SBT suppliers are:

- An integrated solution which bring all divisions and organizations to one integrated platform
- Sales force empowered with on-hand information and knowledge of the products which help them to sell instead of just booking orders
- Real-time visibility to sales management
- Automated solutions to reduce manual efforts in various processes like food show orders, claims settlement and incentive programs
- Trade planning and promotions management using Siebel and trade management
- Provides a robust solution for store replenishment planning and execution process with direct integration with Demand Planning and ASCP
- Extensive use of Sub-ledger Accounting to build customer driven rules to recognize revenue and cost of goods solds

SBT Integrated Solution

Siebel

SBT order type triggered from Siebel System

Integration

AIA integration dumps data in EBS

Order Management

Order management takes this as IR/ISO – DPI org

No AR paperwork →

Pick release/ ship confirm/ inv transfer based on line type chosen from DPI org

Inventory/OPM

Inventory intransit shipment - visibility

Inventory intransit shipment - shipper item – custom process

Formula between parent item and children will be maintained in OPM

A fake RTG will be maintained so that ASCP sees the demand on parent (always true for SBT)

POS data reduces inventory

Receiving

Automatic receipt at SBT org – only the children items – custom process

Products awaiting POS data

AR/Accounting

Automatic entry of order - invoice only line type (open issue – dates)

Accounting – SLA – a rule will be built to read the account from customer account level

- World class Vendor Managed Inventory (VMI) integration with Prescient
- Strong warehouse management solution with SBT
- Domestic and international paperwork support model
- Strong EDI integration with Oracle B2B
- Forecasting and planning solution with increased Inventory optimization and forecast accuracy
- Balance between shelf life and safety stocks, helping optimization of transportation cost and better inventory management
- Deployment planning using Oracle EBS R12.x and Siebel 8.x

FRMS – Approach

The Fujitsu SBT Solution is very robust and can be deployed very efficiently. In order to maintain the high expectations of any Fujitsu solution, strict policies and procedures are adhered to. Each SBT solution:

- Leverages Oracle products
- Designs business processes for Demand Planning, Supply Planning, Order Fulfillment, Warehousing, Shipping and Logistics, EDI, etc.
- Develops Technical Objects and makes them sit on top of Oracle ERP Product lines – Template Solution Sets
- Is upgradeable
- Easily fits on top of any Oracle Business Accelerator package
- Employs the Oracle B2B EDI Van

FRMS List

When the Fujitsu Revenue Management solution is deployed you will be able to accomplish:

- Store-to-store transfers between retail stores that the distributor is serving

- Seamless order processing capability both for scan based products and non-scan based products
- Write credits for any order types
- Auto receipts at customer stores or regional DCs from warehouses
- Adjustment of all transaction units to the same level
- Special packaging (Shipper Items)
- Paperwork with COGS and potential revenue
- Scan based products demand flow into Demand Planning
- Pricing and invoice date being processed on store transaction date
- Enabling new locations for retailers using FRMS
- EDI interface 852
- Cycle Count
- Store Returns
- Consumer Returns
- Process Correction
- Period Close Process

Fujitsu and Oracle

Fujitsu is an Oracle Diamond Partner globally and has completed and achieved over 20 Specializations and in process of achieving over a dozen others. We believe that Oracle Specializations allow us to differentiate and validate our competencies and expertise. We will continue to achieve specializations as they become available.

This partnership ensures that Fujitsu has full access to the latest Oracle technology, training and staff, and enables Fujitsu to deliver a wide range of high quality business solutions and services predicated on Oracle products.

In 2010 Fujitsu became the first Oracle Partner globally to achieve SOA Specialization status with Oracle and is Oracle's current global System Information (SI) Partner of the Year based on the work done for the Japanese Ministry of Justice.

"scan-based trading is on the increase,
but this remains a deeply sensitive and political area
as far as the us supply chain is concerned."*

About Fujitsu America

Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients 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://solutions.us.fujitsu.com/ and http://twitter.com/fujitsuamerica

Fujitsu platform solutions

In addition to Fujitsu PRIMERGY servers, Fujitsu provides a range of platform solutions. They combine reliable Fujitsu products with the best in services, know-how and worldwide partnerships.

Dynamic Infrastructures

As a global IT infrastructure provider, Fujitsu offers a complete range of servers designed to fill any role in today's business. Whether your business requires affordable entry-level servers, compact and scalable blade systems, or advanced multiprocessor servers capable of handling the most demanding data center applications, the PRIMERGY® line delivers Intel®Architecture servers with the rock-solid reliability and industry-leading performance you need.

PRIMERGY Servers

www.fujitsu.com/global/services/computing/

- PRIMERGY: Industrial standard server
- SPARC Enterprise: UNIX server
- PRIMEQUEST: Mission-critical IA server
- ETERNUS: Storage system

Software

www.fujitsu.com/software/

- Interstage:
  Application infrastructure software
- Systemwalker:
  System management software

More information

For more information, please visit:
http://solutions.us.fujitsu.com/

For Information on our Intel based PRIMERGY Servers:

http://solutions.us.fujitsu.com/www/content/products/servers/ primergy/index.php

For Information on our Enterprise Storage:

http://solutions.us.fujitsu.com/www/content/products/storage/ETERNUS/index.php

For Information on our SPARC® Enterprise Servers:

http://solutions.us.fujitsu.com/www/products_sparc.shtml?products/ servers/sparc/index

For Information on the new PRIMEQUEST® Servers:

http://solutions.us.fujitsu.com/www/content/products/servers/ primequest/

Fujitsu green policy innovation

Fujitsu Green Policy Innovation is our worldwide project for reducing burdens on the environment. Using our global know-how, we aim to resolve issues of environmental energy efficiency through IT. Please find further information at:
www.fujitsu.com/global/about/environment/

Copyright

*Retail Marketplace Conference published July 2011

Fujitsu and the Fujitsu logo are trademarks or registered trademarks of Fujitsu Limited in the United States and other countries. Oracle, Demantra and Siebel are trademarks or registered trademarks of Oracle Corporation and/or its affiliates in the United States and other countries. Microsoft is either a trademark or registered trademark of Microsoft Corporation in the United States and other countries. All other trademarks referenced herein are the property of their respective owners.

Product description data represents Fujitsu design objectives and is provided for comparative purposes; actual results may vary based on a variety of factors. Specifications are subject to change without notice.

Copyright ©2012 Fujitsu America, Inc.
All rights reserved.
FPC58-3017-04 09/12
FCI_12.0670

Disclaimer

Technical data are subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.

Contact

FUJITSU AMERICA, INC.
Address: 1250 East Arques Avenue Sunnyvale, CA 94085-3470, U.S.A.
Telephone: 800 831 3183 or 408 746 6000
Website: http://solutions.us.fujitsu.com
Contact Form: http://solutions.us.fujitsu.com/contact

ORACLE® **Diamond Partner**

Page 5 of 5   http://solutions.us.fujitsu.com