

CASE STUDY



Renner reduces 87% of out-of-stock situations with RFID technology from Sensormatic Solutions

More than 500 million products sold by the retailer have radio frequency identification (RFID).



Sensormatic
by Johnson Controls

Summary:



Industry:
retail, fashion



Solution:
RFID (Radio Frequency Identification)

Benefits:



Inventory
accuracy



Increased
sales on digital
platforms



Speed and ease
of inventory
maintenance



Self-checkout is
more efficient

About Renner

Renner is the largest fashion retailer in Brazil in terms of revenue. The company is connected with its customers through digital channels and more than 400 physical stores in Brazil (with a presence in all of the country's five regions), Argentina and Uruguay.

Project

Sensormatic Solutions' Inventory Intelligence portfolio of technology began rolling out at Renner in 2019. By the end of 2021, RFID labels and tags were on all items in the retailer's stores. Today, more than 500 million products sold by Renner utilise RFID, with more than 4 million readings performed daily.

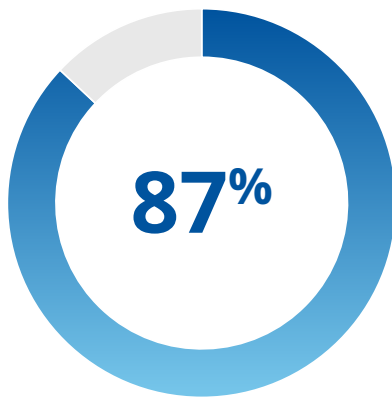
Renner is currently expanding the number of self-checkout terminals featuring RFID technology. In 2022, the number of stores with self-checkout jumped from 13 to 133, reaching a total of 437 self-service points. This year, the forecast is for another 90 new terminals.

Challenge

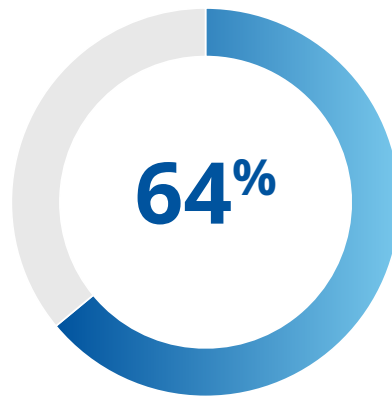
Increase data quality, reduce out-of-stocks and improve stock visibility to help drive online sales.



Results



**Out-of-stock rate
reduced**



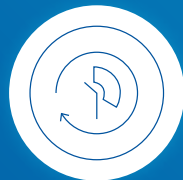
**Inventory accuracy
increased**



Improved data precision made it possible to know in detail the movement of items within the store, providing information such as which items were taken to the fitting room and which were not chosen by the customers;



Enhanced stock visibility with integration between physical and online channels, strengthening Renner's omnichannel strategy;



Today Renner has the ability to take stock on a monthly basis – previously only possible once a year – as the process now takes just a few hours;



More efficient checkout process; simultaneous reading of all purchase items allows for quicker product scanning, payment, deactivation of alarm tags and receipt delivery.

The Solution

Sensormatic Solutions' TrueVUE inventory management solution using RFID allows retailers to quickly and accurately take stock with a high level of accuracy, increasing top line revenue/sales, improving stock turnover and providing a single view of all available stock, down to the last unit for the digital store.

Through electronic tags, accessible by electromagnetic signal, each item can be uniquely identified at SKU level, providing real-time insights on product stock and allowing for more effective and efficient inventory management.

With solutions deployed in 80+ countries and in 185,000+ stores, Sensormatic Solutions is a pioneer in the implementation of RFID solutions for retail.

Recognition

Renner's project implementing Sensormatic Solutions' inventory intelligence solution won the 2023 RFID Journal Awards' 'Best Retail RFID Implementation' title. Previously, the partnership had already won the ABRAPPE 2022 award in the Magazine/Fashion and Super Prêmio categories, which designates the best case of the year.

'With this implementation Renner, working in alliance with Sensormatic, has become a pioneer in the development and implementation of RFID technology innovation, managing to incorporate different functionalities in a single tag and bringing various benefits to the company, our customers and our suppliers.'

Former Risk Director of Renner



1966

Year Founded

185K+

Stores with Solutions
Deployed

85+

Countries

About Johnson Controls:

At Johnson Controls (NYSE:JCI), we transform the environments where people live, work, learn and play. As the global leader in smart, healthy and sustainable buildings, our mission is to reimagine the performance of buildings to serve people, places and the planet.

Building on a proud history of 140 years of innovation, we deliver the blueprint of the future for industries such as healthcare, schools, data centres, airports, stadiums, manufacturing and beyond through OpenBlue, our comprehensive digital offering.

Johnson Controls currently offers the world's largest portfolio of building technology and software, as well as service solutions from some of the most trusted names in the industry.

Visit www.johnsoncontrols.com for more information and follow [@JohnsonControls](#) on social platforms.

About Sensormatic Solutions:

Sensormatic Solutions, the leading global retail solutions portfolio of Johnson Controls, powers safe, secure and seamless retail experiences. For more than 50 years, the brand has been at the forefront of the industry's fast-moving technology adoption, redefining retail operations on a global scale and turning insights into actions. Sensormatic Solutions delivers an interconnected ecosystem of loss prevention, inventory intelligence and traffic insight solutions, along with our services and partners, to enable retailers worldwide to innovate and elevate with precision, connecting data-driven outcomes that shape the future of retail. Please visit [Sensormatic Solutions](#) or follow us on LinkedIn, X and our YouTube channel.



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