

CASE STUDY



Sensormatic Solutions' RFID expertise is transforming the consumer experience at 50 Decathlon stores in Brazil.

Through a comprehensive project involving consulting, integration and RFID solution architecture, Sensormatic Solutions helped Decathlon Brazil to enhance operational efficiency and elevate the customer experience. Their expertise ensured a successful implementation, delivering full stock visibility and reducing self-service time at points of sale by up to 50%.



Summary



Industry: retail, sporting goods



Solution: RFID consulting, integration and deployment

Benefits



Transformed customer experience



Operational efficiency improved by 38% and stock management incrementally by 3%



Checkout time reduced by up to 50%

About Decathlon

Decathlon – the world’s largest multi-sport retailer, present in more than 60 countries with 1,700 stores and 100,000 employees worldwide – and its teams have been working since 1976 to fulfil an ongoing ambition: to move people through the wonders of sport and to help them be healthier and happier in a sustainable future.

In Brazil, in addition to offering its own brands, it has partnerships with major international brands, with products available in more than 50 physical stores alongside e-commerce and marketplace channels offering a personalised service for customers.



The Project

With the aim of improving its operational efficiency and transforming the consumer experience, Decathlon was searching for a strategic partner with the experience and integration capacity to deploy RFID technology. Sensormatic Solutions led the consultancy and implementation aspects of the project, offering complete support from the design of the solution's architecture to its execution.

The project involved the installation and integration of 458 RFID POS stations at the self-checkout of Decathlon's 50 units in Brazil. Sensormatic Solutions also coordinated a structured testing schedule, technical training for the teams and the accelerated deployment of the solution.

The first tests were conducted at the Paulista and Tamboré stores in São Paulo. With the completion of the implementation process, Decathlon's Brazilian operation now has a fully integrated and automated stock management system.

Challenge

The main challenge was to modernise the customer journey and increase operational efficiency through a more agile and intuitive checkout. To achieve this, it was essential to integrate RFID technology into all self-checkout points of sale, ensuring greater precision in stock control and automation of the payment process.



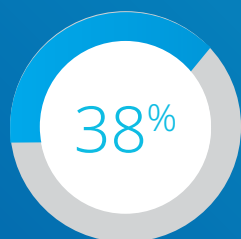
Results



50% reduction in self-checkout time



100% of products have simultaneous and automatic registration of items at the checkout, providing greater convenience for customers



Three-percentage-point increase in inventory accuracy and a 38% increase in counting productivity



Greater operational efficiency and faster service

The Solution

Sensormatic Solutions structured a complete consultancy model, guaranteeing the architecture, integration and successful implementation of RFID technology within all Decathlon stores in Brazil. This has allowed products to be read simultaneously and automatically, optimising checkout and making the shopping experience more fluid.

This operational transformation has improved stock management, providing total inventory visibility from the supply chain to the point of sale, ensuring that products are always available at the right place and at the right time, thus boosting customer satisfaction and store efficiency.

With Sensormatic Solutions' expertise in consulting services and retail know-how and in RFID technology, Decathlon was able to leverage its stock management technologies to create a fully integrated environment that is aligned with its strategy of exceeding consumer expectations.



'As well as improving operational efficiency, RFID technology has brought significant gains in stock management. There was a three-percentage-point increase in inventory accuracy and a 38% increase in counting productivity compared to the same period last year. The improved traceability of products has also proved fundamental in guaranteeing the company's rigorous quality standards.'

Kaio Andrade, Regional Operations Manager at Decathlon Brazil





1966

Year Founded

185 million+

Stores with
Solutions Deployed

85+

Countries

About Johnson Controls:

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Building on a proud history of nearly 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.

Today, with a global team of 100,000 experts in more than 150 countries, Johnson Controls 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.

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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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