

FOCUS: The Path to Secure Retail

The steps, solutions, and tactics retailers can take to assert control over their stores and protect shoppers, sales associates, and merchandise.



FOCUS: Hardening the Target

Add "friction" for bad actors by placing obstacles between them and your merchandise.

- Hard tags, labels, and wraps to protect merchandise
- Connected EAS system to provide a strong visual deterrence and alarm at the exit
- Proper levels of staffing to create a sense of 'control' and diligence

FOCUS: Securing Stores Despite the Labour Shortage

Deploy solutions that empower sales associates with greater vision across the store and save time and labour.

- Computer Vision analytics that act as a labour multiplier and alert sales associates to potentially unsafe behaviour
- One-piece hard tags to reduce time spent applying and removing tags
- A source tagging programme so merchandise arrives tagged and floor ready from the manufacturer



FOCUS: Creating a Sense of Safety for Shoppers and Sales Associates

Help shoppers and sales associates feel secure inside the store by demonstrating control and a commitment to safety.

- Computer Vision analytics that act as a set of eyes to monitor and notify when potentially unsafe or criminal behaviours are spotted
- Public view monitors that let would-be criminals know they're being watched and recorded

FOCUS: Safeguarding Self-Checkout

Fight shrink at the self-checkout area.

- Seamlessly integrate label deactivation and hard tag removal into the self-checkout experience to maintain EAS product protection
- Strategically placed Public View Monitors serve as a powerful deterrent to would-be shoplifters by providing the perception that an area is being actively monitored
- Computer Vision analytics that look for specific criminal behaviour associated with theft



FOCUS: Deterring ORC and Other Criminal Activity

Get ahead of organised retail crime (ORC) and opportunistic theft and help law enforcement investigate and prosecute more effectively.

- Computer Vision analytics that provide real-time notifications when specific criminal activity or behaviour is detected
- RFID-powered Shrink Visibility solution that delivers item-level detail on loss events – a must-have for effective case building
- Outfit your EAS system with metal foil and jammer detection to identify potential thieves as they enter

FOCUS: Using Data to Build a More Proactive Loss Prevention Programme

Leverage analytics and insights to distinguish patterns and vulnerabilities and anticipate future ORC targets.

- Shrink Visibility solution to understand the exact time, place, and item value of each theft event to unravel the specifics of shrink and ORC activity – and collect data to build evidence files
- Shrink Management as a Service (SMaaS) platform that helps uncover possible ORC activity and loss patterns and even pinpoints where the next hotspot might be
- Computer Vision analytics for operational insights and metrics on specific criminal behaviours
- Multiple connected systems to see the complete picture



Take a deeper dive into [loss prevention](#) with our latest white paper, [Secure Retail in the New World](#), and get global, real-world insights you can use to improve your loss prevention program today.

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