

Technology Solutions For Food Retail



Sensormatic Solutions helps grocers maximise their bottom line



The Grocery Store Challenge

Grocery retailers have undergone dramatic changes over the past few years. During the pandemic, grocery stores remained open as a part of the essential retail infrastructure, forcing them to adjust to new conditions and requirements (occupancy restrictions, mandatory masks, staff protection, and implementing contactless and self check-out systems). Additionally, in order to keep pace with the latest trends, increase the value of each transaction and maintain customer engagement, retailers have broadened their product ranges and moved far beyond the basic food supply to include higher margin categories such as gourmet meat and cheese, health and beauty products, pharmaceuticals, vitamins, electronics and apparel.

This increased diversity of high value products brings with it a range of new security considerations. External theft continues to plague the industry – in terms of both casual shoplifting related activities and advanced organised retail crime. In addition, dishonest employee theft as well as vendor and administrative errors are other areas for concern. Furthermore, grocery retailers are faced with many additional issues such as the need to reduce energy use, compliance with food safety and temperature regulations, offering customers an attractive and comfortable shopping experience and display possibilities while improving their internal processes and operations.



Shrinkage/Theft

Retail shrinkage exceeds \$100 billion in direct losses globally, primarily driven by theft of high-value groceries and everyday items like gourmet food, razor blades, and batteries. Technological advances in technologies such as Electronic Article Surveillance (EAS), hard tags and labels, Computer Vision, and advanced video solutions aid in preserving profitability while enhancing the in-store shopper experience.



Queue Building

Long queues cause 75% of customers to leave without making a purchase after five minutes of waiting. This leads to lost sales and the need for immediate restocking. Customers view queues as a sign of store inefficiency and believe supermarkets should do more to reduce wait times.

Computer Vision analytics at the point-of-sale can monitor checkout queues, ensuring minimal wait times and meeting customer demand.



Self check-out

Shoppers want a fast, frictionless, and convenient self-checkout experience. Sensormatic's integrated deactivators ensures seamless deactivation for a host of leading compatible scanners, preventing scan avoidance and merchandise switching.

Sensormatic Bagwell Bulk Deactivators offer a quick, secure, and convenient bulk deactivation solution for Mobile or Self-Checkout point-of-sale systems. After the sale, the customer is instructed to place their bagged purchase in the Bagwell deactivation pod to deactivate the EAS labels. All labels are deactivated at once, allowing the customer to complete the checkout process quickly and easily.

Sensormatic also provides Public-View Monitors (PVMs) and Integrated Video Analytics to help protect and improve the self-checkout area. Enabling deactivation as an integrated feature of scanning products improves throughput speeds and accuracy even further.



Out of Stock

Smaller retailers or discounters may offer around 2,000 SKUs, whereas hypermarkets have 50,000+ SKUs, so inventory control is highly automated. When a product is unavailable in such environments, human error or interference are usually to blame. With EAS, grocery retailers can minimise shoplifting and improve stock accuracy.



Food Safety, Task Compliance and Automation

Besides losing and wasting food, groceries retailers must also keep up with regulations around food safety as they evolve. As labour shortages and high staff turnover persist, effective automation and operational efficiency are vital.

Sensormatic Solutions digital food safety solution provides a complete food quality, safety, and compliance package, helping retailers adapt so they can meet standards, satisfy customers – and protect their brand. In addition, it eliminates time spent on record keeping and inefficient manual audits, which are susceptible to fraud and human error.



Product Availability & Open Merchandising

Grocery retailers must prioritise product availability and open merchandising for increased customer satisfaction and store profitability. To guarantee accurate tagging, a source tagging programme is recommended.

Source tagging involves applying EAS tags and labels directly at the point of manufacture. Embedding tags in product packaging prevents masking brand or dosing information. It also reduces the risk of label damage, incorrect label application, and external interference.

Source tagging not only boosts profits, it also increases product availability and saves labour at the store level, while ensuring 100% tag compliance. Protected goods arrive shelf-ready to be placed on straight on the shop floor.



Energy Efficiency

Energy efficiency in grocery stores for chilled and frozen products presents unique challenges for store operators because they must comply with food regulations and temperature control, fit into the complex indoor environment, provide customers with an appealing and comfortable shopping experience, and offer display options while attempting to reduce energy usage.

Refrigeration systems in supermarkets consume 30%–60% of electricity. Depending on the equipment, ambient temperature, and operating conditions, adjusting control settings by 1°C can save up to 5% of energy usage while still assuring product safety.

Sensormatic's Digital Food Safety Solution helps retailers strike the optimal combination of energy effectiveness and efficiency. It helps with:

- Detecting high-energy-consumption refrigeration;
- Automatically informing personnel to manually adjust refrigeration settings; and,
- Identifying patterns over time for predictive maintenance.



The Sensormatic Solutions story began back in 1966 after a thief stole two wine bottles in a supermarket in Ohio, USA. The store employee's initial reaction was to start chasing the thief but they quickly realised that this attempt was not only too dangerous but completely unsustainable in terms of deterring theft long term.

Along with his cousin, the store manager created a concept which would involve cutting inventory losses to retailers, deter thieves and therefore prevent potentially dangerous encounters. From this vision, Sensormatic, with its flagship solution in Acousto-Magnetic (AM) Electronic Article Surveillance (EAS) technology, was born. Over the past 55+ years, Sensormatic Solutions has become a global market leader

in providing retailers with intelligent loss prevention solutions (AM, RF and RFID-based), Inventory Intelligence, Shopper Insights and Operational Excellence. Today, Sensormatic Solutions and its team of more than 5,000 experts worldwide, partner with 70% of the World's Top 100 Retailers and its solutions have been deployed in over 80 countries and 185,000 stores.



What our Customers say about Us

Costcutter[®]

"Using Sensormatic Solutions Digital Food Safety system has resulted in cost savings for our business while encouraging staff to maintain compliance and keep up-to-date food safety records. We especially benefited from the automatic reminders."

**Michelle O'Brien, Managing Director
O'Brien's Costcutter**

ASDA

"A new world of visibility has opened up with by introducing Sensormatic's Shrink Management as a Service (SMaaS) Solution. Having a clear picture of Loss Prevention operations within the store, across individual stores, districts, regions and the enterprise will enable Asda to compare performance metrics and also collaborate through data insights. If a group of stores has been hit by a particular organised retail crime group, Asda can see what's happened on the system's organised retail crime map and quickly notify police and security in neighbouring stores. It allows us to be more proactive in loss prevention. We're not reading a report of some stores that have been hit a few weeks ago,"

Andrew Rees, Asda's Senior Manager for Asset Protection



"We are the first Edeka Centre to implement a universal security and customer intelligence system from Sensormatic Solutions. Following

its implementation, it quickly became apparent that the solution is perfect for our needs. We have an ultimate level of article protection while significantly saving costs by gaining efficiency. Our partnership with Sensormatic is very important to us – we are safe in the knowledge that we have a security expert on hand that we can trust and contact 24/7."

**Rüdiger Zurheide, General Manager,
Edeka Centre, Düsseldorf**

**Jeremy Maley, Head of Marketing
& Communications at Hyper U
Les Arcs / Sud Dracénie Shopping Mall:**



"Support and day-to-day follow-ups with our ShopperTrak Customer Success Manager is very good, and this on-going contact means we keep building our knowledge. The feeling at Hyper U Les Arcs / Sud Dracénie Shopping Mall is that we now have an intuitive, easy-to-use, multi-support web platform to take our marketing and operational planning and efficiency to the next level."

The solution delivers value as a conduit to vital decision making.

"We have set up weekly and monthly reporting that helps to make marketing decisions," says Maley.

"And provisions are in place for additional metrics for future benchmarking activities. We are also in the process of adding additional cameras at the entrances of the hypermarket, so we can get clear visibility on visitor flow between the gallery and the supermarket."



For additional information, please visit www.sensormatic.com

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