

# iSenseGo

Securing Every Checkout

# Why

## Shoppers want to be in control of their shopping journeys.

New retail experiences like 10-minute grocery delivery apps or 'checkout-free' store concepts, in combination with radically different lifestyle and working patterns, are changing how consumers prioritize their spending.

Shoppers no longer accept friction or restrictions that slow down the checkout process. That's why the retail checkout experience is one of the most important touchpoints, as it is the last impression a shopper has before they leave your store.

Food, health and beauty retailers need to meet these unprecedented demands in order to remain competitive.

For these retailers, the key priorities are to create less frictions in their stores. Flexibility in checkout options is key: regardless of whether that's mobile checkout solutions, fixed self-checkout stations where shoppers can scan their own products or a manned cash register.

Focusing on self-service and the speed of checkout can meet these expectations, but it can come at a high cost. With the introduction of these new checkout modes, the risks of theft have increased enormously. Studies have shown that stores with self-checkout options are experiencing double the shrinkage levels that traditional checkout stores have.



## Why

### The Problem

How can retailers still offer fast and flexible check-outs, without uncontrollable shrinkage levels? In order to be successful, you need a loss prevention strategy that protects your products and enables a frictionless shopping experience.

**122%**

higher than the average loss rate with mobile scan and pay.

(University of Leicester, Self-Checkout in Retail)

**33% to 147%**

higher losses for retailers with a fixed SCO.

(ECR, Self-Checkout in Retail)

**60%**

of shoppers

say that long queues are a major painpoint in their shopping experience.

(Capgemini, Smart Stores)



# How

**By focusing on four key areas, retailers can offer the checkout experience their shoppers want, without compromising on security.**

A good loss prevention strategy consists of these four elements:

- + Securing products with the right label
- + Smooth deactivation of these labels at the checkout
- + An electronic article surveillance (EAS) system close to checkout areas to address theft events right when they occur
- + Data analytics on all these areas to continuously improve your strategy.

Seamless shopping experiences can coexist with effective loss prevention measures. It's about putting the needs of the shopper first, and then looking at how technology can, almost invisibly, protect retailers from theft.

First of all, retailers don't need to protect all of their items: protecting your top stolen products already ensures a large reduction in shrinkage. Furthermore, all products bought by customers should easily be deactivated in any checkout situation, without having to think about how the item should be handled in order to deactivate the label.

The final check happens at the checkout area, where theft events should always set off an alarm. The most important part is the response by an employee: if alarms aren't followed up correctly, the overall loss prevention strategy is in jeopardy.

To ensure an accurate employee response, the EAS solution should be placed close to

checkout areas. This way, staff can react to alarms the moment they happen, without any stress or interruption to the employees' work.

Another vital element is to make sure that every alarm is meaningful: false alarms heavily impact the trustworthiness of an EAS system. That's why an EAS system should not only have excellent performance, but also have a high up-time and should proactively notify you when there are issues. Data analytics enables retailers to be in control of their merchandise and ensures your systems always perform the way they should.

When all these four elements work in synergy, retailers have a robust structure in place to combat theft, without compromising on the checkout experience.



# What

Our loss prevention portfolio for essential retail consist of four elements:



## What

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Quality is the driving force in all the products we develop. This means we can guarantee that no label leaves our factories without being thoroughly tested on label quality. Our Smart Deactivator sends out a burst only when it detects a label, immediately deactivating the label and eliminating the chance the label will set off a false alarm.

Our EAS antennas are elegantly designed, manufactured in Europe and built to perform, even in harsh retail environments with potential trolley-crashes. Our Global Partner Network ensures that every antenna and deactivator is installed in the best way possible, guaranteeing the best performance in every retail environment.

To ensure peak performance, we leverage the connectivity of our systems.

This means our systems automatically detect anomalies: whether it's an unusually high rate of alarms, systems not being online or sensors being blocked. Thanks to the remote service capabilities, 80% these problems can be solved remotely. No need to send a technician to the store anymore, but simply log in to any device to resolve the problem.

We believe that every retailer should harness the power of data to make better decisions. That's why our hardware portfolio is connected to our data analytics platform: Retail Analytics. Further investigate alarms and deactivations and compare them to other data, such as the number of visitors. This gives you the ability to leverage the data coming in from all your stores and use this to optimize your loss prevention strategy.

**We envision  
a world where  
technology leads  
to zero waste and  
no losses for food,  
health and beauty  
retailers.**

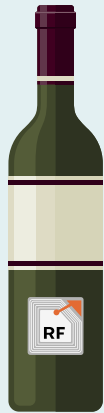
When all four elements – labels, deactivation, EAS and data analytics – work together, shrinkage will decrease and product availability increases. While making it easy for your customers to checkout, but hard for bad actors to steal.

What

iSenseGo  
**Labels**

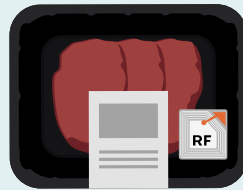
### Power Labels

Our Power labels, used for conventional products, are 100% quality tested.



### Cool Labels

Whether it's chilled or frozen: our Cool Labels protect your products in every environment.



### Beauty Labels

Beauty products come in all shaped and sizes – and with a perfect tailored label to protect it.



### Source Tagging

Tag products directly at the source with help from our source tagging specialists.

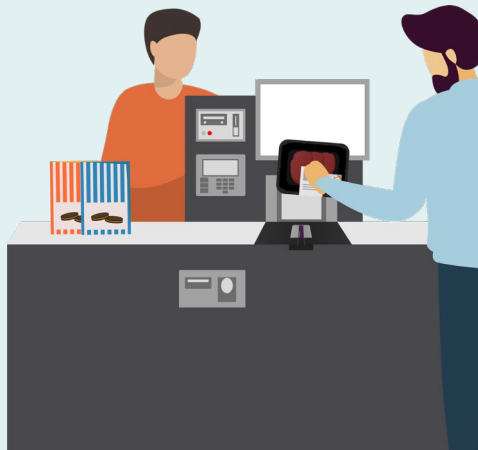


What

iSenseGo  
**Deactivation**

**Smart Deactivator  
in cash desk**

Our unique deactivator is the best performing solution in the market.



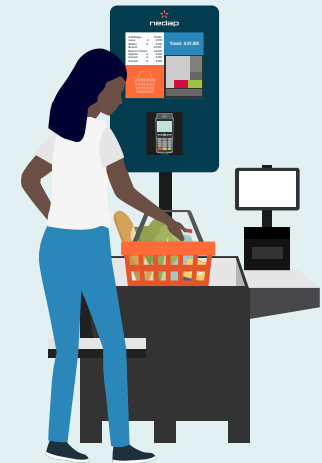
**Smart Deactivator  
in SCO**

Our Smart Deactivator is also applicable in SCO stations – in cooperation with our partners.



**Bulk  
Deactivator**

Our Bulk Deactivator made for deactivation at Scan and Go checkouts.



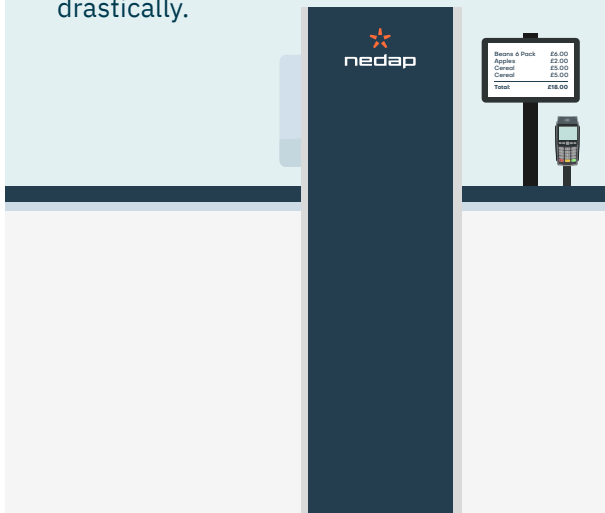


# What

## iSenseGo Antennas

### Checkout

Because it's at the checkout, The Checkout Antenna increases the alarm response drastically.



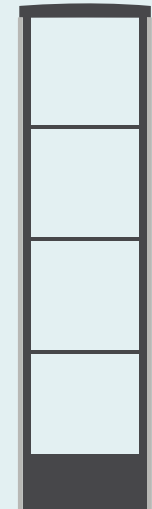
### i37 - Go

This plexiglass antenna is specifically designed for harsh supermarket environments.



### iL45

A robust antenna, with integrated customer counters and multiple light and sound options.

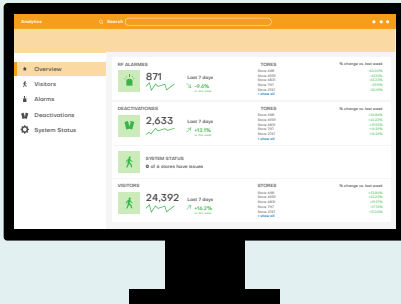


# What

## iSenseGo Data & Intelligence

### Retail Analytics

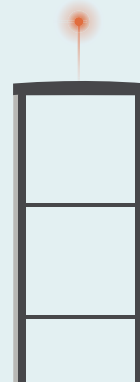
Our Retail Analytics platform gives you insight in alarms, visitors, systems health and deactivations.



### Proactive Systems

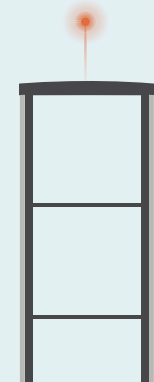
Your systems will let you know if there are any issues, so you can act upon it immediately.

Issue detected



### Fast Remote Service

Let your Business Partner solve 80% of your system issues, without ever going to the store. Fast and easy.



iSenseGo  
**Labels**



iSenseGo  
**Deactivation**



iSenseGo  
**Antennas**



iSenseGo  
**Data & Intelligence**



**Start your  
iSenseGo journey.  
Secure every  
checkout.**

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