

# RFID

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## JOURNAL

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# LIVE!



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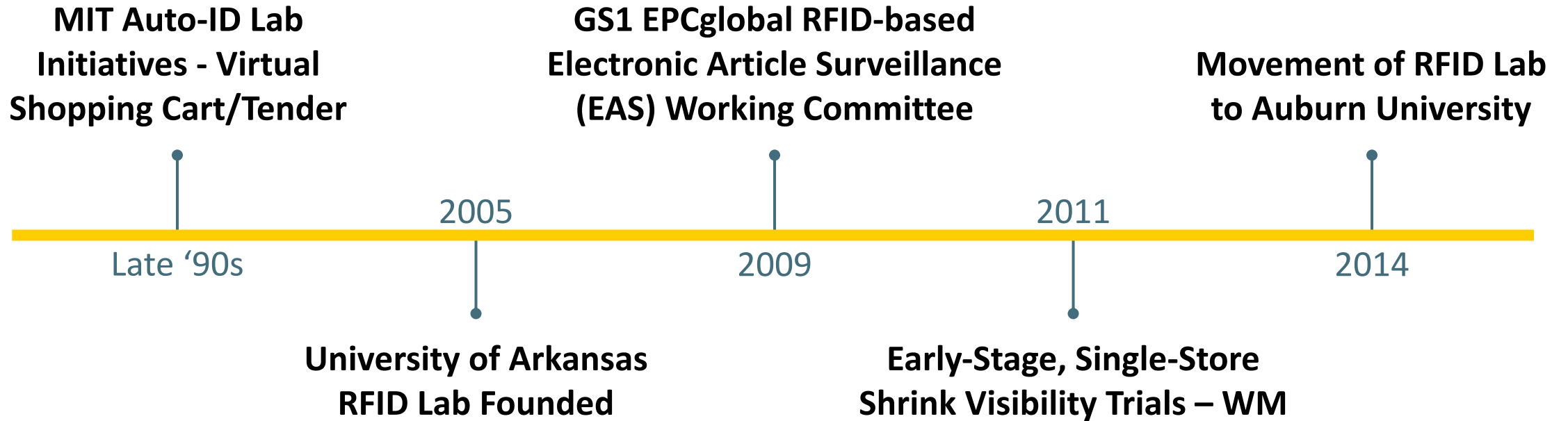
# Shrink Visibility

The *Complete* Value Prop

Brand L. Elverston

Elverston, LLC

# The RFID Path to Shrink Visibility



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# The Challenge



**What is Shrink?**



**What Causes Shrink?**



**Theft vs. Total Loss**

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# The Challenge

*Current Solutions (Theft Only)*

ELECTRONIC ARTICLE SURVEILLANCE (EAS)	LOCKING CASES	RESTRICTIVE FIXTURING	DEVICES/GADGETS
Human Intervention	“Where are the keys?”	POS Friction	POS Friction
Source Tagging Compliance	Missed Impulse Sale	ORC-focused	Human Intervention
No Actionable Intelligence	No Actionable Intelligence	No Actionable Intelligence	No Actionable Intelligence

**Absence of Actionable Intelligence**

**Risk-Mitigation Industry Innovation Vs. Retail Operations**

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# The Opportunity

- **True, Financial Item-level Shrink?**
  - SKU vs. Financial
- **Theft vs. Total Loss**
- **Total Loss Strategy**
  - Theft vs. Admin
  - Perceptions of Loss/Sources
  - Solutions Deployed

**LESS HUMAN DEPENDENT**

**REAL-TIME VISIBILITY**

**REALLOCATION OF CAPITAL**

**REVOLUTIONIZE SHRINK MITIGATION STRATEGY**

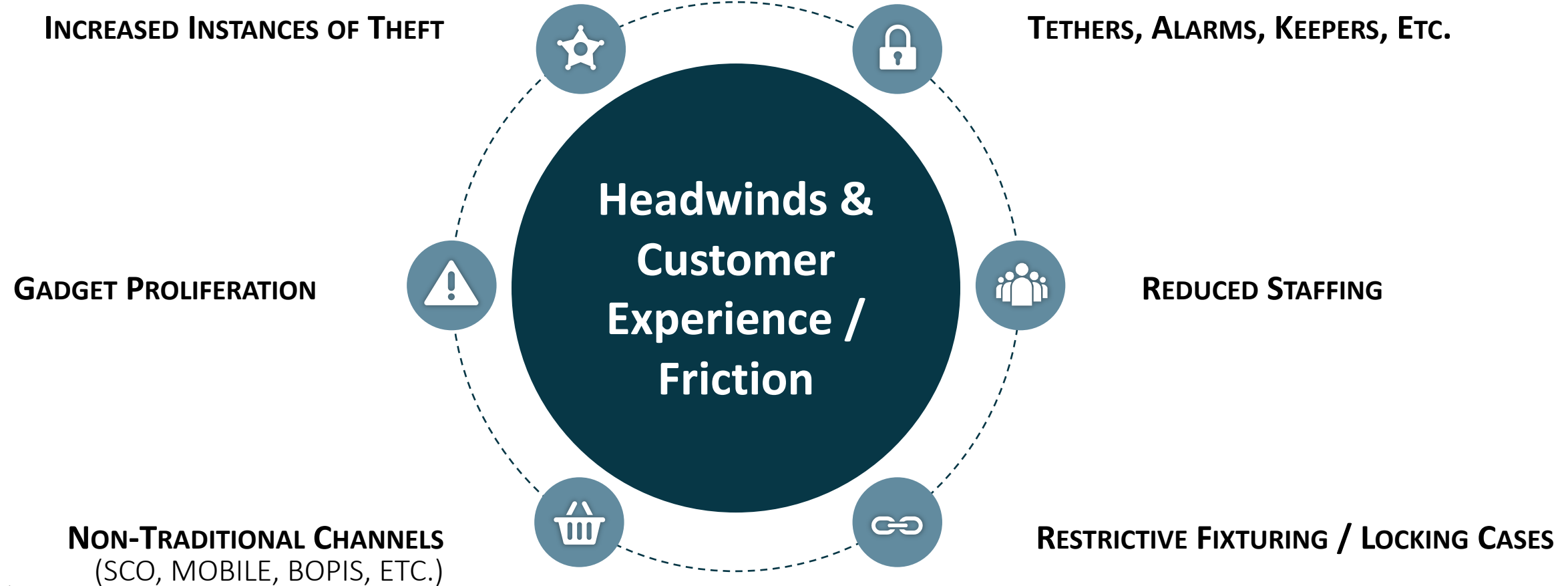
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# The Opportunity

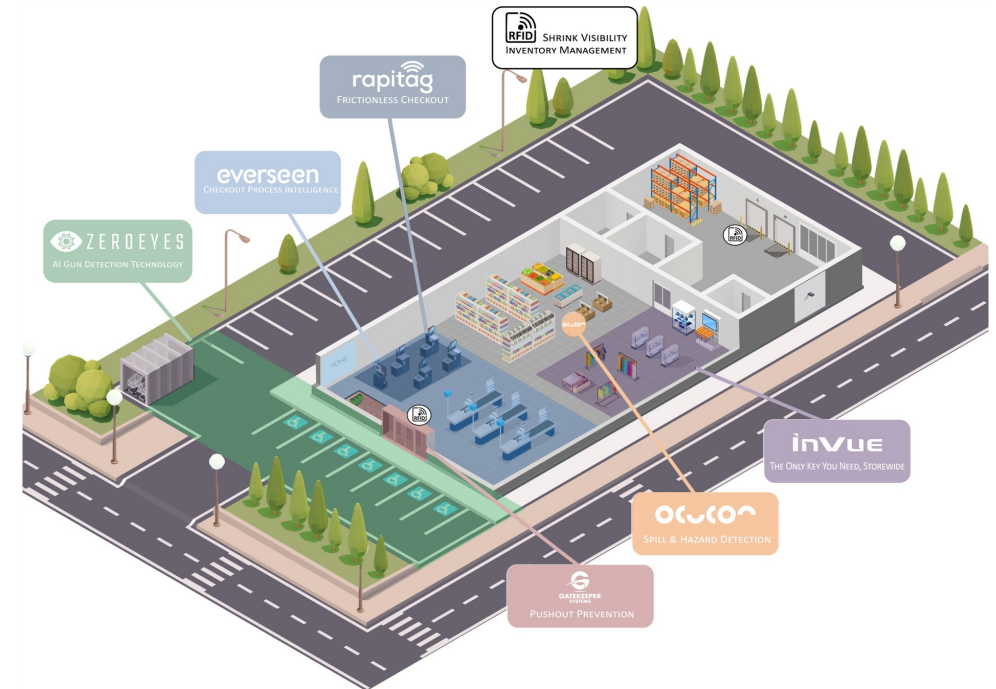


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# The Future

## *Lower Shrink & Enhanced Customer Experience*

- ***Surgical, Data-Based*** Shrink Mitigation Strategy
- ***Focused*** Capital Spend – Real Savings:
  - Reduced Theft
  - Reduced Inventory
  - Less Capital Spend on Gadgets/Cases/Staff
  - Reduced Transportation Costs (less inventory)
- Actionable, Item-Level Intelligence
- Enhanced Customer Experience



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**RFID Is Not Just An Incremental  
Improvement In Shrink Visibility...  
IT IS SEISMIC**

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**THANK YOU**

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