EAS Intelligence
The Key to
Higher Profits

Enterprise-Level Visibility
Enabling Effective Decision Making

If you are a retailer, chances are you already invested in Electronic Article Surveillance (EAS) technology to combat shoplifting. And if you are a large retailer, the likelihood is pretty high that your EAS systems are Sensormatic. As a pioneer and industry leader with over 45 years of EAS excellence in retail, Tyco Retail Solutions provides retail customers around the world with genuine Sensormatic brand EAS solutions that are built around the most effective anti-shoplifting technology available in the marketplace. With the highest detection rate in the industry, acousto-magnetic (AM) systems allow for wide exit coverage, reliable deactivation, and virtually no false alarms, effectively impacting shrink and store profitability.

// From Loss Prevention to Store Performance

Retailers can drive EAS compliance and maximize the Return on Investment (ROI) on their existing EAS infrastructure thanks to Tyco EAS Intelligence solutions, which capture and consolidate data from multiple EAS hardware devices and report on this data across the retailer's enterprise. Through EAS Intelligence, retailers can improve EAS effectiveness, optimize training, and foster continued operational excellence in their stores.

Most importantly, Tyco Retail Solutions' EAS Intelligence allows you to:

Further Reduce Shrink
- Monitor status and health of devices to avoid unplugged deactivators at the POS or detection systems at the exit doors
- Understand your associates' response time to alarms and verify compliance to corporate Loss Prevention standard operational procedures
- Fight Organized Retail Crime (ORC) more effectively by detecting metal-foil bags and jammer devices

Improve Shopper Experience
- Better manage alarms to enhance shoppers experience while maximizing the deterrent value of detection systems
- Enable selective alarming of only exiting tags with directionality functionality to ensure a quiet front end

// Hardware

Tyco Retail Solutions offers EAS Intelligence hardware in two categories:

Alarm Management: Easy-to-use devices capture, mine, and report on data related to EAS alarms as well as traffic counts at monitored doorways. Highly customizable and simple to configure, they gather information such as:

- Time, date and location of EAS alarms
- Alarm response time
- Alarm cause

Alarm Management enables structured response procedures to reduce shrink; remote analysis and system failures notifications increase EAS effectiveness and save costs.

CASE STUDY

A recent test* conducted in a sample of 50 stores within a 2,000+ hardgoods retail chain confirmed the significant benefits of the adoption of alarm management devices. Specifically, combined data from the selected stores revealed:

- 50% reduction in EAS alarms
- 15%+ additional reduction in shrink in stores with EAS

* Results based on Tyco Retail Solutions sponsored test

Putting retailers on the path to improved operational efficiency.

- **EAS Intelligence Dashboard:** Provides a quick overview of alarm, detacher and deactivator metrics
- **Standard Alarm Reports:** Displays alarm counts and alarm details by store or division
- **Scorecard Reports:** Allows retailers to verify store associates are responding properly to EAS alarm events
- **Exception Reports:** Highly configurable, shows only actionable data meeting specific criteria, as defined by the administrator
- **Device and Diagnostic Reports:** Provides the service team with key information about all devices in the system

Device Management

These devices provide retailers with a betterunderstanding of operational data, enabling them to improve overall store performance.

- Collects data from all connected EAS, alarm management and traffic counting components within the store environment
- Connects and enables remote setup, firmware updates, and diagnostics of up to 124 devices per store from a centralized location
- Provides time, date, and location of EAS events
- Requires no retail associate interaction due to fully automatic function
- Reduces EAS power consumption through the ability to place the system in stand-by mode at scheduled times

// Software & Reporting

Device Health Monitoring:

Tyco TrueVUE Enterprise Manager allows retailers to get an enterprise-wide overview of all connected devices within a store environment from a centralized location. From the enterprise overview, one can drill down into a single store to pull up individual devices and check their current health and event log, allowing managers to easily locate those devices that might be off-line or are experiencing intermittent connectivity issues.

EAS Intelligence Reports:

Leveraging the intelligence gathered from all connected EAS devices within the store environment, they deliver data over a secure network to a central database that can be viewed through a single user interface. This process consists of:

1. Consolidation of information about EAS events arriving from multiple areas, at different times of day/ week/year
2. Integration of EAS data with information from linked point-of-sale (POS) terminals, traffic counting devices, and other elements of a store's operations and IT infrastructure
3. Reporting of integrated information for rapid response or adaptation of store infrastructure and processes
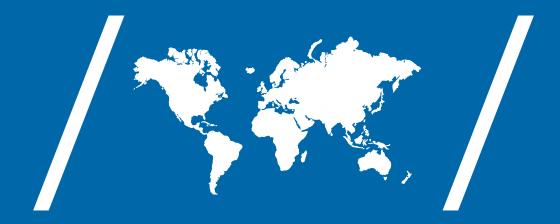
// Services

Tyco Retail Solutions backs its EAS Intelligence solutions with comprehensive support, including:

Device-level installation and maintenance

through experienced retail service professionals, providing quality service in the most demanding retail environments, and featuring on-site and remote management and diagnostic services to help retailers manage thousands of devices chain-wide

Solution-level professional services

including business case and ROI analysis, solution design, use case development, and a range of support, implementation, and training services

Global strength. Local expertise.
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Leverage our strength and experience

Tyco Retail Solutions is a leading global provider of integrated retail performance and security solutions, deployed today at more than 80 percent of the world's top 200 retailers. Customers range from single-store boutiques to global retail enterprises. Operating in more than 70 countries worldwide, Tyco Retail Solutions provides retailers with real-time visibility to their inventory and assets to improve operations, optimize profitability and create memorable shopper experiences.

The Tyco Retail Solutions portfolio for retailers is sold direct and through authorized business partners around the world.

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