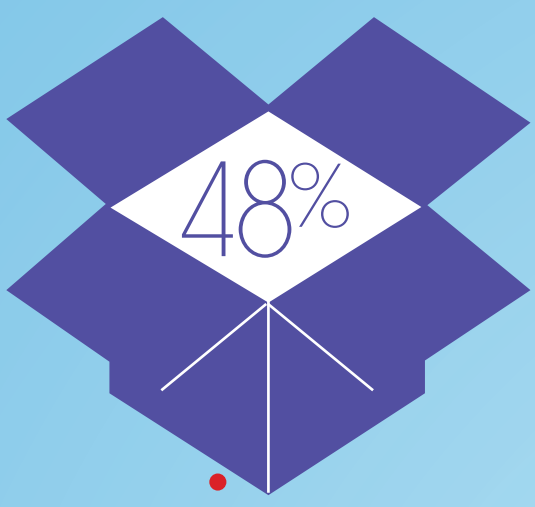


# RFID

## AND ITS ROLE IN SUPPORTING SHRINK VISIBILITY

As SHRINK continues to evolve and hit retailers from unexpected sources, RFID can be a key technology in pinpointing loss and recovering profits.

### RECEIVING VISIBILITY



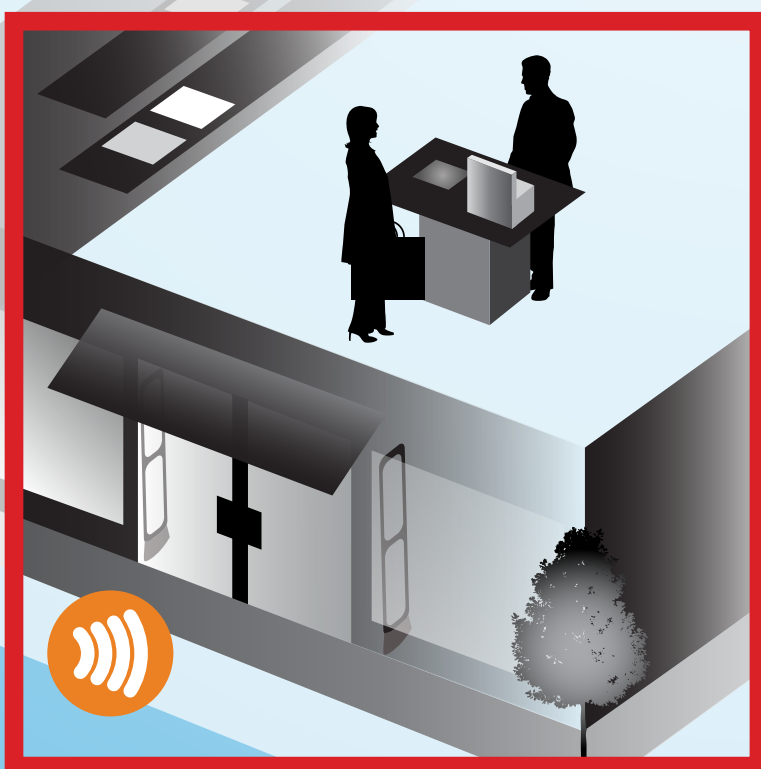
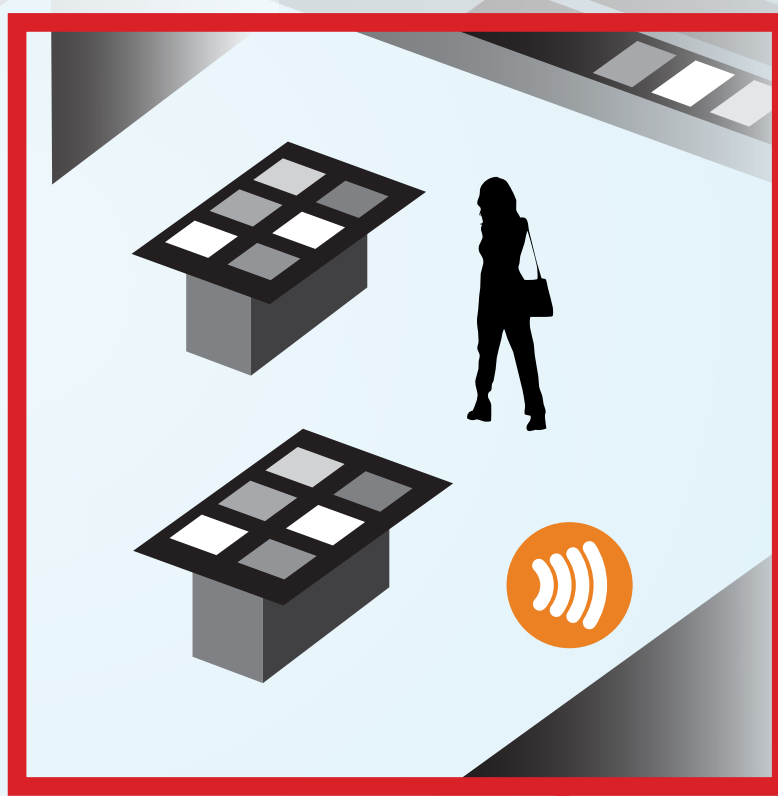
48% of companies believe loss prevention is a driver of internal RFID item-level tagging programs



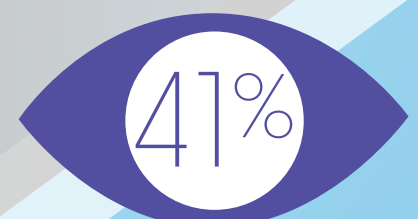
RFID-based solutions can enable real-time theft analysis, a key factor that will make the smart technology a priority for

43%

of retailers over the next two years.



### ON-FLOOR VISIBILITY



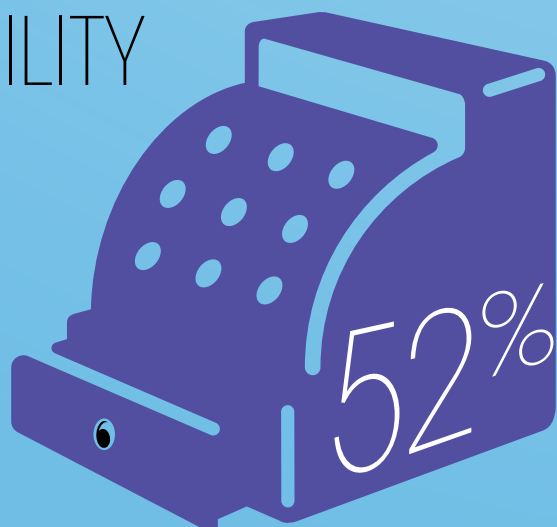
41% of retailers struggle with **internal** theft



34% of companies struggle most with **external** theft caused by Organized Retail Crime (ORC) and shoplifting crime rings

Real-time, RFID-enabled inventory visibility can help retailers understand and prevent the causes of shrink.

### TRANSACTION AND STOREFRONT VISIBILITY



52% of retailers believe item-level RFID solutions can help optimize store operations, including processes at the point of sale and store front.

With dedicated business intelligence and analytical tools, **43%** of companies are already gaining the insight needed to improve loss prevention decisions. RFID-enabled inventory visibility solutions are a catalyst supplying this real-time data.

## MAKING AN IMPACT:

RFID technology provides item-level visibility in all key areas of the store, helping retailers gain the insight needed to improve store operations, merchandising and loss prevention decisions.