

CHECKPRO MANAGER[®]

*EAS, Compliance
Management and Reporting*



ASSESS

Time to take action

When you change the way you think about shrink, you enhance both your profit margins and your consumers' shopping experience.

Shrink doesn't have to be an unfortunate fact of retail life, a burden on the bottom line. Put loss prevention at the top of your agenda, and let Checkpoint's Shrink Management Software help you exploit the tremendous potential of new-generation Electronic Article Surveillance (EAS).

Checkpoint makes EAS work harder and smarter

EAS has come of age. Monitored, measured and managed effectively in-store, it offers huge scope to stop thieves in their tracks, cut shrink and boost the balance sheet. As experts in shrink management and merchandising solutions for almost 40 years, together with our recently launched EVOLVE range of antennas, Checkpoint can show you how.

Checkpoint's 21st century EAS Compliance systems – part of our Shrink Management Software range – add intelligence and value to merchandise protection, taking shrink management to the next level of efficiency.

Our standard and customized solutions include web-hosted and in-house management systems. Solutions are technology enabled, not technology driven, providing long-term answers instead of short-term fixes.

What's more, they are compatible with all EAS systems on the market, so you can take full advantage of their extensive functionality to capitalize on existing EAS investments.



INTEGRATE

Best practice from source to sale

Thieves look for the path of least resistance – stores with inadequate security, where EAS systems are either switched off or not working efficiently and where staff are poorly trained or not vigilant.

To win the war on shrink you need an approach where everything and everybody works together. For greatest success that means:

- Each staff member and every part of the supply chain adopting an anti-shrink mindset and putting it into practice
- Integrating people, processes and technology
- EAS systems interfacing productively with CCTV, visitor counting, EPOS and other retail information systems

Checkpoint helps you to achieve high-level, best practices from source to sale.

Our end-to-end solutions enable you to change your approach to shrink management from reactive to proactive, to move your focus from stand-alone security measures to fully integrated loss prevention and to ensure EAS engagement throughout your organization.

Strict security no longer has to compromise sales. Our solutions empower you to make life more difficult for potential thieves and shopping more pleasurable for consumers.

Tried and trusted technology

Checkpoint's EAS Compliance systems use best-of-breed hardware and the latest software for ultimate reliability and flexibility.

With fewer unwanted alarms, staff confidence in EAS grows, thieves go elsewhere and shoppers can enjoy browsing without being distracted or stopped unnecessarily as they leave the store.

Strategy for success

Strengthen loss prevention with our solutions and you strengthen in-store engagement through robust retail intelligence and procedures.

- Deter shoplifters – you're less likely to be targeted if thieves can see EAS in action, with equipment operating to its full potential and shop floor staff alert to possible problems
- Deny the opportunity – state-of-the-art EAS, fully integrated tickets, source tagging programs, a non-shrink mindset and store layouts all work together to reduce temptation
- Detect crime better – measure and analyze problem areas and you're in a better position to resolve them and prevent others in the future

Our integrated approach to EAS management enables you to deliver positive results from day one, and keep up the momentum long-term. EAS Compliance systems supported by cultural training and in-store learning programs make your stores a powerful force that thieves would rather not target.



MANAGE

Intelligence-led, results driven

Understand exactly what's happening on the ground and you take control of shrink. You need to know the true causes of loss, the nature and extent of theft, the working order of your EAS systems, in-store training gaps and where there are weaknesses in the supply chain.

You can meet this challenge with the sophisticated monitoring, analytics and automated reporting built into Checkpoint's EAS Compliance systems. Easy access to high-quality, real-time shrink data enables you to:

- **Assess the risks**

By focusing your efforts on hot products, hot stores and hot spots you're one step ahead of shoplifters and in control of internal losses. You'll soon see improvements in bottom line profitability.



- **Set key performance indicators (KPIs)**

Measure and compare your progress day-by-day, store-by-store or region-by-region. Use the results to encourage staff ownership of loss prevention, offering incentives linked to targets.

- **Capture and share best practice**

Our structured approach gives you a clear view of what's working and what's not. By pinpointing problems, plugging the security gaps and sharing best practices across your chain you'll quickly realize the full potential of your investment.

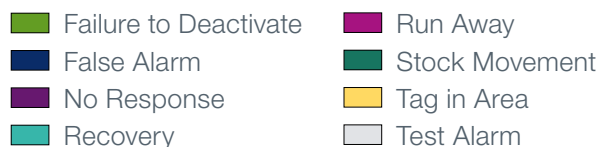
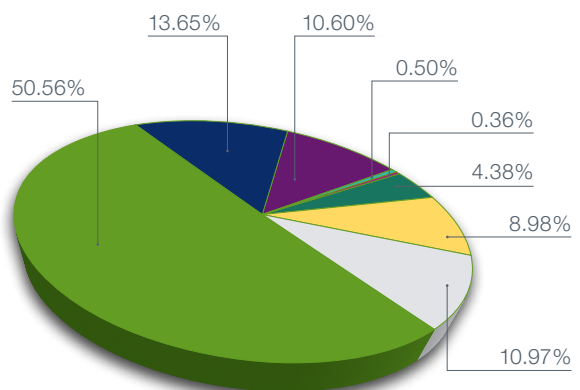
Improve loss prevention enterprise-wide

With EAS Compliance systems working 24/7 you're able to tackle shrink more effectively and successfully reclaim lost profits.

- **Remote access** to EAS activity in individual stores, across a region or your entire retail chain provides meaningful knowledge. You can prioritize effort, allocate resources with confidence and justify your investment in loss prevention

- **Exception-based reporting** – exceptions and trends are automatically displayed on a dedicated dashboard, giving you early warning of areas for attention

- **Alerts** can be sent via pagers or emailed to relevant people about after-hours alarms so action can be taken quickly



PERFORM

Time to take action

Make Checkpoint's EAS Compliance systems the backbone of your loss prevention strategy and you gain real competitive advantages in a market-place driven by tight margins.

Increase shopper satisfaction and revenues

Our systems help protect your assets around the clock, while keeping both on-shelf availability and product accessibility high.

With fewer items stolen you're able to maintain stock levels and control retail prices. Consumers enjoy more choice with opportunities to touch and feel products on display, leading to more sales.

Enhance profits

Higher detection rates mean the chances of your products walking out the door are greatly reduced. Combine this with properly managed processes and staff interaction, and higher profits are guaranteed.

Secure a roadmap for the future

Measurable results are delivered from the outset, enabling you to develop an operational roadmap to manage shrink in the future.

You will see how everyone in the organization – security officers, shop floor staff and store management, working in close co-operation with your loss prevention team – has the potential to make a positive, long-term difference to shrink.





Sell More and Lose Less with our 10-point plan to enhance in-store EAS compliance

- Move loss prevention to the top of your agenda
 - Make shrink everyone's problem and make everyone part of the solution
 - Give management ownership of, and accountability for, profits and losses
 - Train sales staff in EAS procedures and processes to build confidence in loss prevention policies and systems
 - Work with manufacturers and distributors along the supply chain to increase source tagging, particularly for high-value, high-theft SKUs
 - Identify high-theft items and introduce secured open-merchandising solutions in-store
 - Monitor, record and analyze EAS activity across your entire chain
 - Review EAS reports regularly, compare performance and act on results immediately
 - Tighten policies and procedures that have led to previously undetected losses
 - Maintain focus on stock loss reduction to keep your efforts in line with store and supply chain developments and to counter the resourcefulness of criminals
-



Checkpoint 

Your Shrink Management Partner

Checkpoint Systems is the leading supplier of shrink management solutions. Checkpoint's global team partners with retailers to reduce theft, achieve operational excellence, increase inventory visibility and provide customers with greater merchandise availability through a combination of advanced RF technology, a broad merchandise protection program, added-value software and real-time labeling solutions.



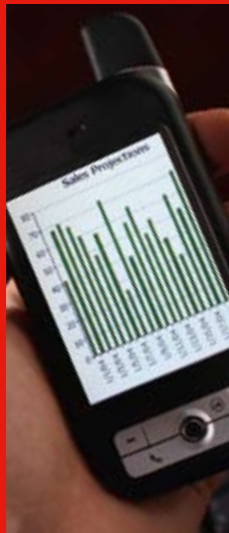
Electronic Article Surveillance



Source Tagging



High-Theft Solutions



Shrink Management Software



RFID



Check-Net® Labeling Services

CONTACT
Tel: 800 257 5540
E-mail: info@checkpoint.com