

EBOOK
ZEBRA PRESCRIPTIVE ANALYTICS



What Retail Losses Are You Not Catching?

See What AI Capabilities Automate Course Correction



Mitigating Loss with Automated, Data-Driven Actions

While loss prevention has been rooted in stopping traditional forms of theft and fraud, it has evolved out of necessity. Today, the risk of loss is as multifaceted and complex as omnichannel shopping. Each new service, channel and mode of payment invites new vulnerabilities.

It's no surprise then that almost half of U.S. retailers are broadening their approach to loss, committing to Professor Adrian Beck's concept of total retail loss (TRL). Adopters of TRL report increased operational transparency, better allocation of resources and higher profitability.

Your organization may be one of many retailers gradually implementing a TRL framework when assessing what losses to address. The challenge is in simultaneously tackling so many potential threats, given the sheer volume of SKUs, employees and transactions. It's simply impossible without the right technology.

Is Your Existing Solution TRL-Ready?

- Does it require you to manually stitch together data sources?
- Does it generate reports without recommending actions to fix issues?
- Do false positives frequently waste your valuable resources?
- Does it leave you guessing which of the many anomalies deserve immediate attention?
- Is it not powerful enough to detect very subtle fraud?
- Does it leave your team to prompt and track investigations by hand?
- Does it fail to automatically monetize actions?

If you answered yes to any of these questions, chances are your solution isn't responsive enough to keep pace with the higher stakes of loss prevention today. Without the right technology, too many losses can go unseen and unchecked.



A Closed-Loop AI System is the Smarter Choice

By comparison, a software solution powered by artificial intelligence and continually enhanced by machine learning **eliminates weaknesses common to other technologies**. Look for one that automatically closes the loop between your decision-making and your execution. That's what will ramp up the speed, quality and quantity of your actions.

Ensure yours has these essential capabilities to mitigate more losses:

Automatically Aggregates All Data Sets

This will both save you time and provide an accurate source of truth.

Automatically Prioritizes Issues

When inconsistencies are prioritized by their monetary value, you and your team can focus on the most impactful issues.

Automatically Triggers and Tracks Execution

This capability alone elevates a closed-loop AI system above all others. Imagine the efficiency of having a solution that automatically pushes prioritized actions and confirms execution for you.

Seamlessly Scales

If you're going to expand beyond traditional shrink, you'll need an AI solution capable of identifying opportunities within transactions, inventory and supply chain data.

Digs Deep and Wide

An AI system that dives deep into your big data can detect subtler issues hidden to human interpretation.

Automatically Prescribes Corrective Action

A closed-loop AI system will do more than just tell you what's happening; it will also reveal the root cause and right actions to resolve anomalies.

Automatically Quantifies Actions

Don't be surprised if your role transforms into that of a strategic partner. That's often what happens when you have an AI solution that values investigations.



Reasons to Buy the Right AI Solution Adds Up

\$50,000

per month recouped from ORC ring

\$25,000

vendor credit for unnecessary waste

\$75,000

in fraudulent refund scheme recovered

The Difference between Data Insights and Data-Driven Actions

While most systems focus on insights, a closed-loop, AI system focuses on action. In today's rapid-paced retail environment, that matters. By automating action, you can course correct anomalies sooner. Here are just three of the many practical use cases for this type of solution.



Stop Organized Retail Crime (ORC)

Have the system scour your e-commerce data to identify if your customer service representatives are appealing more e-commerce orders than benchmark levels. If so, the system will prompt you to investigate potential ORC activity. For one retailer, that translated into a savings of \$50,000 a month.



Remedy Unnecessary Inventory Waste

Flag and fix widespread damages that are too subtle to notice at the store level. The AI system can spot a spike in waste across multiple stores, indicating a larger problem, and advise how to resolve it. In the case of one grocer, the system recommended contacting the DSD vendor, who credited the retailer \$25,000 for improper packaging.



Catch Disguised Fraud

Uncover fraud disguised as normal activities by associates or managers across different stores. The AI system can alert asset protection teams to investigate unusual activity, which may be hard to recognize. In the case of one retailer, pattern detection and data revealed a fraudulent refund scheme happening at two different stores, totaling in 75K recovered.



Make it Obvious. Make it Zebra Prescriptive Analytics

Thousands of opportunities for margin improvements await. But how do you know which tasks to take on, what order, or how to implement with your team? That's where Zebra Prescriptive Analytics outshines other loss-prevention solutions. It translates your data into prioritized actions, so you don't leave dollars on the table. See how Zebra Prescriptive Analytics amplifies profits, by uncovering hidden weaknesses and delivering timely course-corrective actions to your frontline.

