

# Enable smart and connected shopper engagement with loss prevention, inventory and traffic insights

Retailers today are reimagining their business and processes to better drive outcomes as they move toward digital transformation. Having innovative solutions and services that connect shoppers, employees and products via real-time actionable data transforms the shopper experience.

Sensormatic Solutions has partnered with Google to deliver cloud-based retail solutions across the traffic insights, inventory intelligence and loss prevention solution suite. Utilizing the Google Cloud Platform (GCP), Sensormatic Solutions can deliver on insights that enable smart, frictionless and connected shopper engagement at scale while enabling digital transformation.

## Power of two

Sensormatic Solutions is a global leader in enabling smart and connected shopper engagement. By delivering innovative solutions powered by Google Cloud, Sensormatic Solutions helps retail organizations across the globe create unique shopping experiences.

Enabled by Google Cloud tools like Google Kubernetes Engine, Cloud SQL, BigQuery, Cloud Dataproc and more, Sensormatic Solutions can deliver real-time visibility and insights for accurate decision-making across the enterprise, enabling retailers to confidently move into the future.

Sensormatic Solutions has also partnered with Google on TensorFlow, the open-source ML environment originally developed by Google, to help create predictive analytics based on data captured by Sensormatic sensors.



## Innovation through connected, intelligent, cloud-based systems

Sensormatic Solutions' smart connected systems and intelligent sensors coupled with Google Cloud Platform tools enable rapid development of innovative as a Service software retail solutions.



## Speed to market with scalable, agile and secure solutions

Google Cloud Platform tools allow for faster deployment of Sensormatic applications and new features that help shorten time to market and deliver more secure, adaptive retail environments for shoppers everywhere and at scale.



## Platform for smarter retail solutions

Sensormatic leverages Google Cloud Platform to enable future integration of retail solutions across traffic insights, inventory intelligence and loss prevention onto a centralized platform to provide retailers with holistic, real-time, actionable insights along with predictive and prescriptive analytics.



## Proactive and predictive approach to loss prevention

**Sensormatic Shrink Management as a Service (SMaaS)** is a cloud-based solution that empowers Loss Prevention professionals to more strategically manage shrink with predictive analytics and shoplifting insights. All connected EAS devices are proactively monitored by dedicated remote diagnostic specialists to help keep your system up and functioning properly. Highly scalable cloud infrastructure by Google and EAS event reporting enables your growth.



## Inventory Intelligence for seamless unified commerce

**TrueVUE Software as a Service (SaaS)** is designed to optimize customer engagement by capturing real-time inventory availability, movement and event visibility data from retailer and customer touch points along their journey. RFID technology enabled cycle counting, interactive restocking and inventory analytics help retailers know exactly what merchandise is available on the sales floor, stock room and other zones for efficient unified commerce execution and a frictionless shopper experience.



## Traffic insights for a superior shopper experience

**ShopperTrak's traffic as a Service solution suite** provides comprehensive insights around traffic counting, traffic patterns and market benchmarking to optimize labor, store and marketing performance to improve retail profitability. Retailers can rely on ShopperTrak's cloud-based analytics to build powerful new performance metrics, draw insights and make the most informed decisions to improve the shopper experience and optimize in-store operations.

## ASDA embarks on digital transformation journey with smarter loss prevention

Asda's asset protection team embarked on their digital transformation journey, wanting both centralized visibility into loss prevention management as well as a platform that can provide superior asset protection and add operational efficiencies in all of their stores.

Recognizing the value of data and the ability to view its entire shrink management ecosystem, Asda chose next-generation loss prevention solution – Sensormatic Shrink Management as a Service (SMaaS), a connected, secure and scalable Google Cloud-based service from Sensormatic Solutions.

The solution provides Asda both device management and predictive analytics to help manage shrink while addressing underlying root causes, allowing Asda to more proactively manage their estate in real-time across 642 stores.



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