



**Outlet: Retail World**

**Feature: POS/Security Technology feature**

**Deadline: 18 September 08**

**Comments by Phil Brown, National Retail Manager, ADT Security**

**1. Any exciting product launches that have occurred recently or that are planned in the near future.**

In July, ADT Security released a range of new products including the **Sensormatic Ultra Tag MT** – a multipurpose tag suited to a wide range of products but with particular benefits for wine and spirit bottles.

With Asia-Pacific retailers citing spirits are the most heavily stolen product in a 2007 survey (The Global Retail Theft Barometer), Ultra Tag MT was designed with three key requirements in mind – it had to be easy to use, highly secure and have minimal impact on product presentation.

Like all Sensormatic products, the Ultra Tag MT incorporates acousto-magnetic (AM) detection technology which recent research has found to be 1.5 times more effective than radio frequency (RF) technology.

**2. What products are currently popular and why?**

While performance will never be overlooked, customers are increasingly demanding security solutions that complement store layout and design, such as the slimline **Sensormatic Maxcalibur** pedestal, presently rolling out across Franklins stores throughout New South Wales. Featuring advanced acousto-magnetic (AM) technology and a footprint five to six times smaller than that of traditional EAS systems, Sensormatic Maxcalibur pedestals leave more room for customers, shopping trolleys, staff and merchandise displays. Cashiers also benefit from having an unobstructed view of would-be shoplifters.

To minimise customer time spent at the check-out and maximise space, a growing number of retailers are also calling on ADT to develop solutions which integrate security tag/label deactivation with their POS scanning system. One such product is the **Sensormatic Ultra Max AMD 5278** deactivator. This innovative scanner/scale/deactivation solution enhances checkout productivity in high volume retail environments, whilst increasing the effectiveness of loss prevention programs.

### 3. Do you know of any recent innovative products that have been launched which are having an impact on either the POS or Security Technology markets?

#### **RFID plus EAS**

The new **Sensormatic iREAD** platform is set to make a big impact on the local market when introduced next year. With the introduction of iREAD, Sensormatic will become one of the only tag and detaching systems able to carry both RFID and EAS, combining greater inventory control and superior item-level security.

By eliminating the separate power, control, readers, cables and antennas that have traditionally been needed for in-store RFID deployment, the Sensormatic iREAD platform reduces both the complexity and cost of installation. As such, the platform is expected to significantly broaden the appeal of RFID to retailers considering the use of the technology to enhance their operations.

#### **Integrated CCTV**

The **Intellex** solution offered by ADT is an intelligent digital video management system that digitally records multiple camera images directly to an internal hard drive, eliminating the need for conventional VCRs and their associated maintenance. However Intellex does more than just record; it provides simultaneous recording, playback and archiving whilst using Intellex's sophisticated search functions to define and find only those important events that meet set, security-alert criteria.

#### **Retail Intelligence Solutions**

Increasingly complex business operations are demanding real-time data replace traditional paper-trails and that multiple metrics converge into single, simple-interface reporting systems. **Sensormatic Smart EAS** and **Sensormatic Analytics**, both launched earlier this year, are spearheading developments in this area. **Sensormatic Smart EAS** captures and transmits data over the store's IT network in real-time to be analyzed and delivered in graphical, easy-to-read exception-based reports – even sent as alerts to mobile phones or PDAs. Management are alerted as to when, where and how to take action. **Sensormatic Analytics** offers storewide intelligence, gathering information from all of the key data producing systems within the store including point of sale, electronic article surveillance, traffic counters, vendor direct store delivery activity, in store inventory transaction data, to name a few. The data is stored in a powerful data mart and configured to deliver trend statistics and actionable reports.

### 4. Do you find your business is seasonal? When do sales peak?

Sales peaks in the retail security industry generally align with the lead up to major retail events when stock holdings are increased. For example, Retailers should be gearing up now for Christmas, to ensure stock loss is minimal over this busy time. The lead up to other peak retail periods such as Mother's Day, Easter and new season stocktake sales are also key times.

**5. What products are currently not popular in the market and why?**

For obvious reasons, large footprint labels that obscure instructions, directions or ingredient listings on smaller items like cosmetics and vitamins are not popular. The Sensormatic range of loss prevention devices includes some of the lightest speciality hard tags and smallest footprint labels available. The entire range has been carefully designed so as to have minimal impact on product presentation.

ADT is certainly seeing a shift away from standalone physical security measures with retailers increasingly favouring security products that integrate with pre-existing IT systems to generate intelligence that can be used to better protect both stock and staff, whilst also improving business performance.

**6. Are there any other comments you wish to make about your products, company or the category in general? ie Where your business may be headed in the future?**

Technological advances are rapidly blurring the lines between security and IT across all sectors of industry. As the only company able to offer EAS, monitored alarms, CCTV, source tagging and analytics under the one name, and with global backing as the world's largest security company, ADT Security is uniquely positioned to partner with Retail not only as a single source security provider, but as a broader business intelligence partner. We will continue to innovate in these areas so that Retailers can focus on satisfying customers and maximising profits.

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