



Secure

Protect Profit and Cut Shrink

Artificial intelligence and predictive retail analytics help you identify the employees, items, and locations that cause significant loss, uncover inefficient processes, and reveal systemic problems that drain your store and ecommerce profits every day.

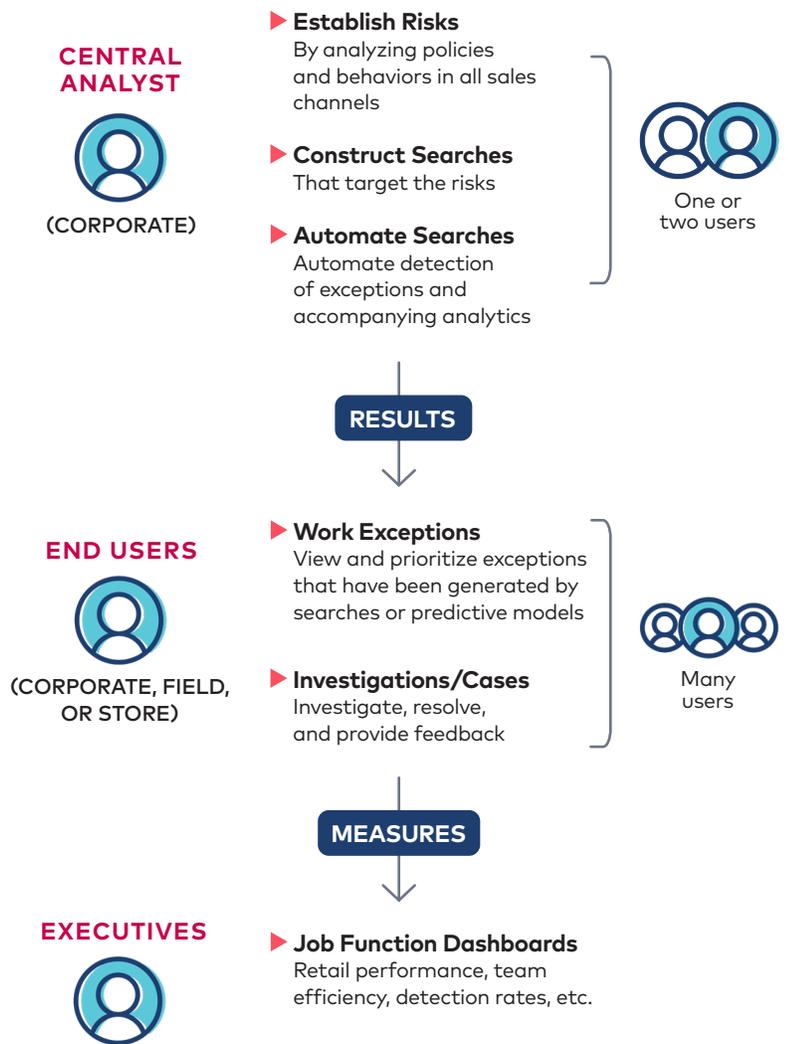
Secure

Appriss® Secure is new from the ground up. It culminates significant involvement with retailers to maximize analytics and artificial intelligence for insight and action. It helps you get to the in-store and ecommerce information needed to solve problems and improve performance. Far more than a traditional exception reporting solution; it combines artificial intelligence (AI) with standard query-based research to find where and how losses occur, and then offers next steps. Users are not just confronted with data, they are given answers and pathways to resolution.

If you already use an exception based reporting (EBR) solution, you are familiar with some of the sales reducing activities in your organization—employee fraud at the point of sale, merchandise being lost or stolen from the back room, vendor errors, process inefficiencies, and more. Secure makes these exceptions easier to find and resolve. Plus, Secure is not limited to POS data—it can pull information from systems throughout your organization spanning multiple banners, channels, and data sources.

Secure is a solution within the larger Appriss Retail platform to address loss prevention/asset protection and retail operations analysis and decisions. The interface and analytics are so easy to use that it is often deployed to many departments, empowering more people to understand the business better.

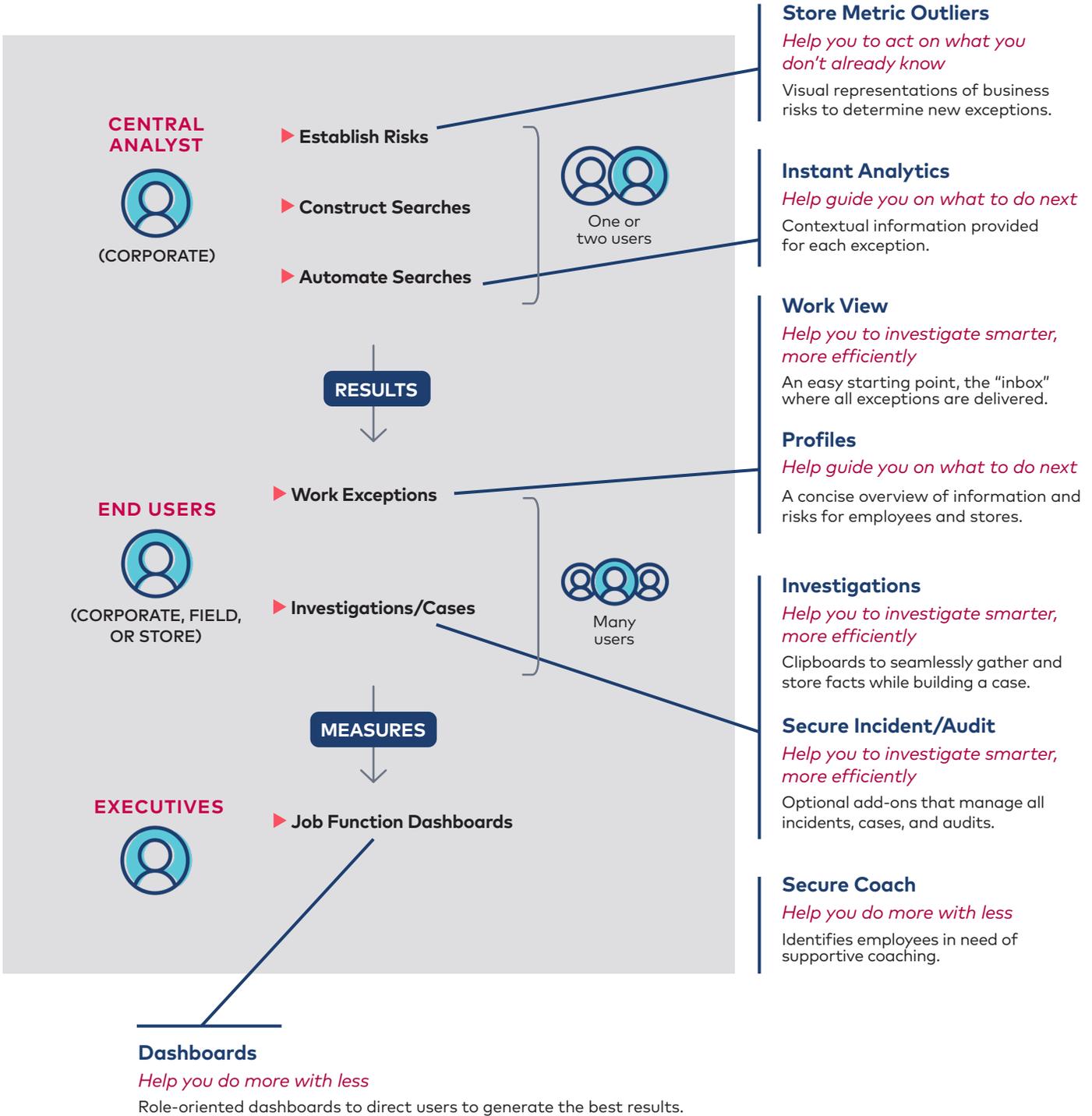
ROLES AND RESPONSIBILITIES WITHIN SECURE

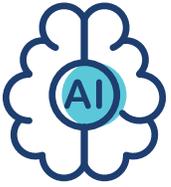


What Is New in Secure?

Better Manage Risk and Improve Profitability

Employing artificial intelligence to answer the question, "What don't I already know," Secure uses data and analytics to help you do more with less. It looks for people, product, place, and process issues across the business with different risk behaviors, allowing you to work smarter. The result: easier identification and research of store and ecommerce issues to help bring them to closure faster, with less effort, and more efficiency.





ARTIFICIAL INTELLIGENCE ACCELERATES INVESTIGATIONS

Secure offers you the next step in outlier detection by building in AI to automatically analyze your data and find suspicious behaviors. In some cases, the machine learning models will point the central analyst directly to the appropriate business risk or sales reducing activity (SRA) that requires additional searches.

Secure AI not only tells you what you do not know, it tells you what to do next. These key features are intended to aid in the discovery of exceptions that are complex in nature.

- 1 Store Metric Outliers is standard within Secure. It helps the central analyst look for stores where outlier behavior is more prevalent than in other stores. In turn, the central analyst can now write better searches and create the necessary Instant Analytics to reduce these previously unknown outliers.
- 2 Instant Analytics, included in Secure, provides a quicker understanding of events that have taken place. It helps end users operate more efficiently by issuing scores that indicate where to look next to bring the item to resolution.

Secure Data and Analytics Help You Do More with Less

With headcounts shrinking and every line of the budget being scrutinized, you cannot rely on your old EBR system to make your team more efficient. Secure's data and analytics help you operate faster and smarter. They literally point you to where else you need to look, increasing the effectiveness of all of your end users. Not only does Secure remove many of the reporting tasks, false positives, and guesswork, it also packs robust analytical power and AI. With Secure you have a more comprehensive view of the business beyond LP/AP; therefore, you can make decisions that deliver a stronger benefit to the company overall.

Secure stands apart, with innovations like:

- Searches, written in plain language and based on a built-in risk dictionary of proven best practices.
- Watch List, tag a person, place, or product so that you can be visually reminded during an investigation.
- Work View, a single location for end users to work from, like an inbox.
- Profiles, focused context and risks around employees and stores to provide additional information and research.
- Investigations, an end user's personal "clipboard" or "file folder" to rapidly store transactions, internal charts, or web pages while building a case, and then move to a case when ready.
- Over Short Reporting (optional), automatically tracks cash drawer accuracy and identifies outlier behavior.
- Coach (optional), reduces SRAs and improves efficiencies at the front of store by identifying cashiers who need supportive training.
- Dashboards, based on job functions and focused on achieving great results from the entire team.
- Mobile, a fully responsive experience on any mobile device.
- Incident Management and Store Audits, optional functions that can be integrated easily with Secure.



How Secure Works

Secure uses advanced exception reporting and data monitoring to help you address real problems within your organization. At implementation, a Customer Success representative works with you to identify which metrics and queries are relevant to your business and customizes those searches to meet your needs. Over time, you can add to or amend these searches as you choose. Secure’s natural language interface is easy to use. If you need additional assistance, your Success representative will help you at no charge.

The post-launch process can be summarized in seven steps.

1. Automatically retrieve and work exceptions in your personal Work View.
2. Determine what to do next by reviewing Instant Analytics.
3. If needed, drill to transaction level and view receipt(s).
4. Review any necessary video (CCTV) footage.
5. Expand the investigation by linking to additional searches, profiles, or guidelines.
6. If enough suspicion exists, the end user can copy info into Investigations and compile all necessary information.
 - a. Secure Incident can manage your cases or can export information to many legacy case management solutions.
7. If no suspicion exists, the exception can be abandoned. This requires an input or reason from the end user for feedback on the resolution.

Why Secure?

Secure has an outstanding retention rate and typically pays for itself in six months or less.

- Top EBR/retail analytics solution in the US and UK.
- Predictive analytics and deep integration with other Appriss Retail solutions.
- Increase in overall cases by 30%.
- Fewer false positives.
- 50% reduction in the time it takes to investigate.
- Visibility of 100% of your SRAs and exception metrics, no guessing.
- Coach (optional) can improve store performance.
- Free, lifetime support from the Customer Success team.

Bottom Line: Results

Why has Secure been the market leader for enterprise-wide retail analytics? Results. No other solution delivers better SRA management, shrink reduction, and profit improvement. Secure helps you understand more of your business, enables you to work more efficiently, and do more with less. When you build in the AI capabilities, you can finally see what you don’t already know and where to turn next.



Advantages

Loss Prevention Central Analyst

- Monitor POS and ecommerce activity and processes
- Immediately actionable searches, reporting, and dashboards
- Manage watch lists
- Write searches in plain language
- Built-in Risk Dictionary of proven, best-practices searches
- Create and store custom searches independently
- Design searches with Instant Analytics
- Schedule searches to run automatically
- Leverage the power of AI

Loss Prevention End User

- Receive exceptions in Work View inbox
- Work exceptions guided by AI
- Review transactions and additional links
- Build Investigations and transfer to Case Management when ready
- Monitor exception abandonment rates
- Reduce SRAs

Operational

- Identify functionality or process gaps
- Directional and operational metric reporting (trending and peer-to-peer)
- Comply with credit/debit/gift card standards (including avoiding fines)
- Monitor conformance to policies
- Recognize policies that need to be amended or added
- Detect training needs

Technical

- Easy user interface, extensible to enterprise usage
- Supports many SSO capabilities
- Integrates with many CCTV/digital video vendors
- Fully responsive on any device, desktop or mobile

Financial

- Compliance with discounts or cost of goods sold markup
- Profitability—maintain or improve margins
- Achieve ROI in six months (average)
- Visibility into future profitability impacts



Leveraging more than 20 years of data science expertise, Appriss Retail transforms ecommerce and omnichannel consumer interactions by providing real-time, actionable recommendations that reduce fraud, drive efficiency, and maximize profitability. The company's AI-driven, SaaS platform generates analytical insights and recommendations at more than 150,000 physical and online retail locations in 45 countries across six continents.

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