

# “Business” Intelligence

An industry look at where we are,  
where we need to go and how each of  
us can make it happen!

# Holistic Loss Prevention

- **Six Key Principles of Loss Prevention**
- **Today's Business Focus**
  - Holistic Approach
  - Beyond "Cases"

- Earnings Improvement
- EBITDA
- Profitability



# Exception-Based Reporting

- Not just for “POS” anymore!
- Must be beyond “simple” case detection

*“If you don't have the necessary tools and analytic capability inside your business to measure every moving part and know exactly what levers to throw precisely when, you are dead.”*

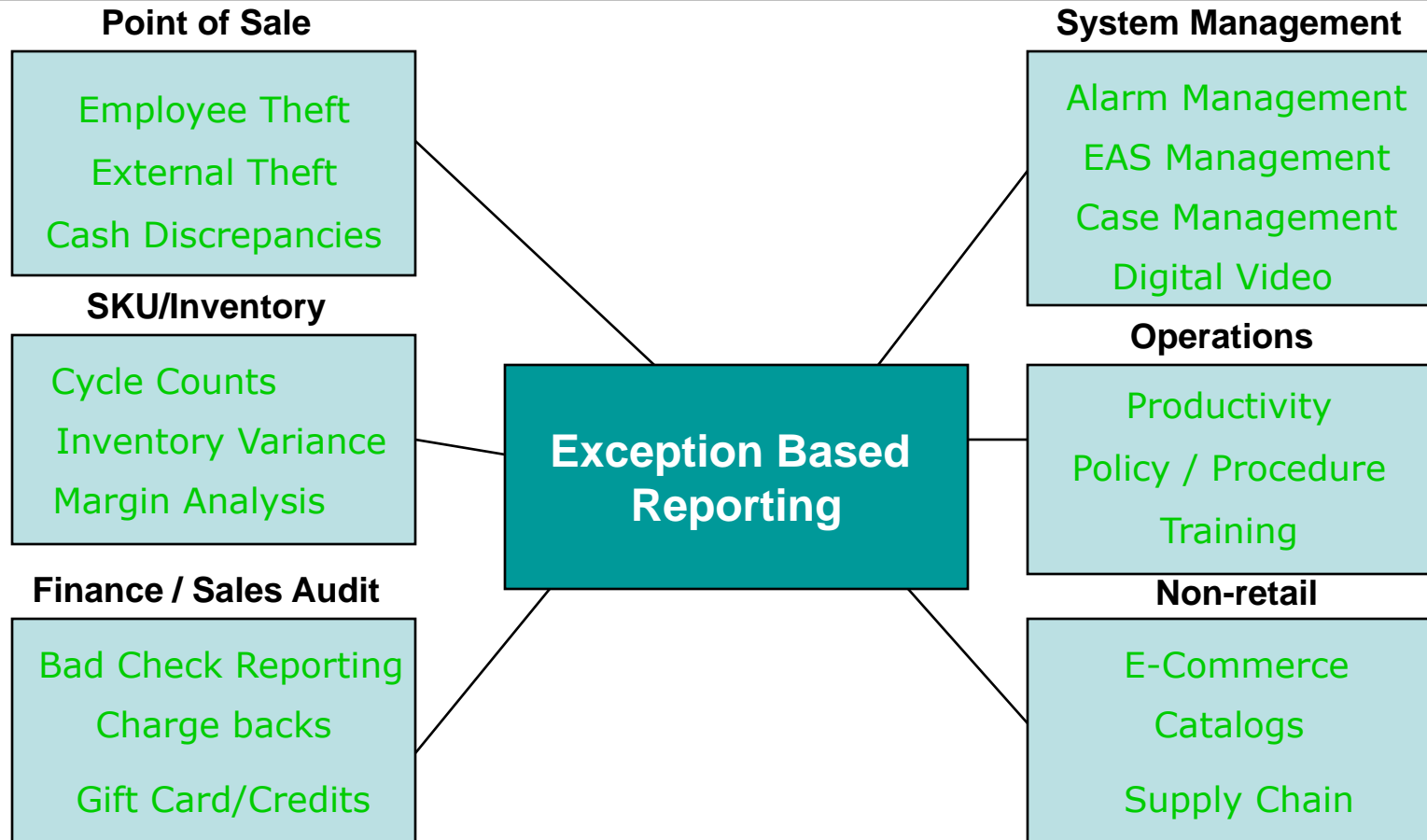
-JC Penny Chairman and CEO Myron Ullman

*(during an interview of CNBC Squak Box when asked What's the one thing that every retailer needs to be thinking about if they're going to have any shot at surviving this whole mess and getting back on track?)*

# The Issue Today

- *Exception Based Reporting* is a concept, not an application!
  - Loss Prevention in general has held on to EBR Applications. Need to release its abilities to the company.
  - Individual companies need to expand the concept and go beyond the single application.

# Holistic Analysis



April 8, 2009

# The Future

- **The Focus:**
  - The Analysis not the system
  - Getting to proactive decision-making through qualified analysis (holistic approach)
- **The Toolset:**
  - Multiple Data Sources
  - Various Systems talking collectively
  - Potentially 1 singular reporting application (*Umbrella Application*)

# Moving You Toward the Future

## Ownership

You are the expert and the person with the greatest opportunity to move your EBR concept further. It should start with you!

## Open-Minded

Begin to think holistically on how changing a simple report or getting another department involved may alter your results? Always think **What If?**

## Relationships

Continuously build relationships with other departments. Show them your tool and ask how they may be able to use it. Ask what if both departments were to share data? What might be the outcome?

## Knowledge

Always, always, always continue to learn about your applications, your business and your industry (retail). Living only in LP will not help you holistically.

## Partnership

Build partnerships. Seek to build partnerships with your application provider, give value to gain value and continue to network.

April 8, 2009

# The Next Generation

- ***Who is responsible for innovation?***
  - Solution Provider?
  - Retailer?
- ***What is the next great thing for Exception Based Reporting?***
  - Is it another feature or functionality?
  - Is it another application?
- ***Will it be an LP Driven application?***
  - Or will it be an Enterprise application driven from outside the loss prevention function?

# Questions / Comments

*April 8, 2009*

**EBR**group.net  
Making the Most of your LP Systems