

# IoT EAS Retail Solution



“Shrinkage” is the term used to describe the effect of shoplifting and other forms of store theft, which cost the global retail industry more than \$128 billion in 2014, according to the Global Retail Theft Barometer .

Security experts say the most effective anti-shoplifting tool is the tag-and-alarm system, better known as Electronic Article Surveillance (EAS). This technology identifies articles as they pass through a gated area in a store, but it could be better.

## Enabling Two Technologies to Work Together to Combat Theft

PCCW Solutions recognizes that use of barcode technology as the tagging element of an EAS system is simply not sufficient.

Retailers would much rather combine barcode tagging with RFID technology, but transforming such a wish into reality is far too time-consuming for a fast-moving retail operation.



Our approach is to integrate RFID and EAS into one tag to achieve merchandise visibility and loss prevention in a single solution. The result is a powerful synergy created by two technologies working in tandem – in a typical Internet of Things (IoT) scenario that does not require human-to-human or human-to-computer interaction.

The plug-and-play IoT EAS Retail Solution delivers both loss prevention and inventory visibility at a single point-of-exit.

## Features and Benefits



One tag performs multiple tasks, boosting efficiency at the point-of-sale and achieving cost effectiveness over term



Retailers have greater visibility of what is stolen, enabling them to replenish stock in an efficient manner

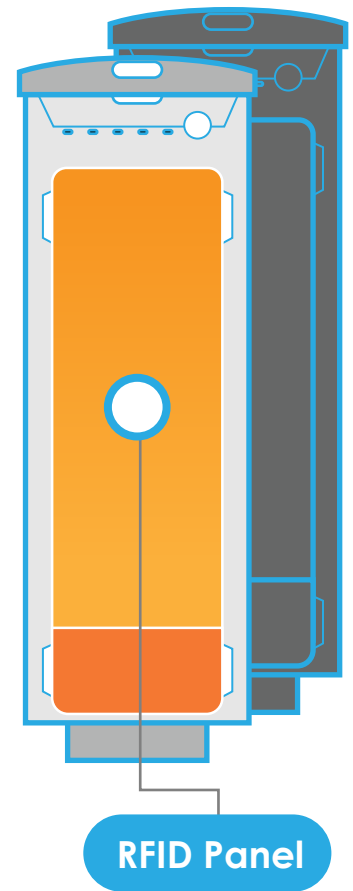


The solution has the intelligence to “ignore” tags from other retailers



Apparel retailers now have the intelligence to distinguish between casual shoplifters, thieves operating professionally or organized gangs, so they can respond accordingly

### EAS Pedestal



### About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data centers, hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals.