



Revenue Protection & Loss Prevention



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REDUCE STORE THEFT & OPTIMISE OPERATIONS

EAS or Electronic Article Surveillance can significantly reduce theft in store as well as helping you keep track of your inventory and reporting on store performance and operations. RFID Solutions can track and trace from point of origin offering you more control over the entire process.

It's no longer just about using tags to deter would-be theft. EAS or RFID can bring a wide range of benefits to any retail business from customer analytics through to staff optimisation –and bottom-line profits.

INNOVATIONS

Consumers want to buy anywhere, anytime – with a range of browsing, purchasing delivery and return options. Our omni-channel partners focus on providing a seamless, personalised customer experience across all your consumer purchasing channels. A highly effective eco-system that delivers results.

Customer satisfaction rates are 23X higher for omni-channel companies (Checkpoint Retail Tech Solutions)

Integrate systems that are item-based, access-based, security-based. It may be access to your store, carparking, your items for sale or cloud-based security ensuring not only your own information is safe and secure but also your customers.

BUSINESS BENEFITS

- Deliver a compelling shopper experience
- Reduce shoplifting occurrence
- Reduce internal theft opportunities
- Increase shopping conversion rates
- Reduce organised retail crime opportunities
- Improve display effectiveness
- Ensure compliance



WE WILL



Understand your security needs

- By understanding your business aims and operation flows, we can help design security solution that works for you, your employees, suppliers and contractors.



Complete on site and network audits and surveys

- Optic converged security specialists will audit your building (s) and all access points in conjunction with any existing security measures.



Review of recommendations and options

- Optic will discuss with your team the recommended approach, products and how best to train your staff in best practice management for your purpose designed solution & bespoke deployment

WE ARE OPTIC

Optic Security Group is Australasia's largest independent provider of converged security (physical, personnel and information) risk management solutions, and we've been doing it for over 30 years.

We are excited to partner with you in establishing and enhancing your security risk strategy and governance, and in designing, integrating, installing, maintaining and servicing networked security systems.





MARKET LEADING PRODUCTS AND APPS

Consumers wish to buy anywhere and at anytime, We can offer a range of solutions to utilise highly accurate real-time data. Ensuring your revenue and stock inventory are accurate, available and safe is our focus for you. We will tailor the right omni-channel solution for your setting – one store or many, on the high street or within a mall, or the shopping mall itself!



A QUALIFIED SECURITY PROFESSIONAL TO DESIGN YOUR SECURITY SOLUTION

In accordance with our **Enterprise Security Risk Management (ESRM)** approach, our methodologies and solutions are aimed at lowering your exposure to security risks that could affect your organisation operationally, financially, or reputationally. We deliver risk-based – not product-based – solutions.

We will work closely with your Security and IT team to ensure security solutions are fit-for-purpose in terms of selection, design, deployment and maintenance, including regular risk, threat and vulnerability assessments and converged security audits.

We will ensure our delivery is also de-risked and reliable, including in relation to the availability of security product (supply chain) and equipment (including PPE), and appropriately qualified and experienced technical personnel, and Business Continuity Planning.

SPEAK TO A CONVERGED SECURITY SPECIALIST

For a no obligation discussion about how Optic Security Group can be part of your security solution, contact us today.

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