Sentinel program finds rebirth with Eyes On U

EYES ON U

Sentinel: Origins

In 2011, the Bloomingdale's flagship location decided to take control of the inventory shortages that were occurring in their Arcade-level Chanel Shoppe. They came to WG requesting a loss-prevention solution that wouldn't hinder the clean aesthetic created by the Shoppe or prevent their employees from displaying Chanel handbags throughout the store. Sentinel was our answer.

Sentinel uses RFID technology that monitors movement away from a protected area. By installing Sentinel readers (RADs) in Bloomingdale's stock area and the Chanel Shoppe, all tagged items can be monitored throughout their movement through the store. Each handbag is affixed with a Sentinel tag that records its unique serial number, allowing employees to keep track of inventory. Employees can also "check out" the bags for use outside the protected area for a predetermined amount of time.

In 2012, inventory shortage results dropped by 75%, and in 2013, the first complete year of a fully-functional Sentinel system, Bloomingdale's Loss Prevention executive said that inventory shortage due to theft was ZERO.

That Bloomingdale's success paved the way for our new RFID innovation: Eyes On U.

Eyes on U: Introduction

The usefulness of Sentinel's RFID technology in loss prevention solutions created a new opportunity for innovation. WG has set our sights on creating an even more cohesive loss prevention system by integrating video surveillance; this new venture is called Eyes On U.

Now, retailers are able to use our EAS systems or our RFID-enabled Sentinel systems in concert with our video surveillance equipment, providing a holistic approach to theft prevention.

When an armed RFID or EAS tag triggers their respective systems' alarms, several anti-theft measures occur in concert. An anti-theft message plays on the system's audio setup. At the same time, the surveillance cameras are activated to record video of the attempting shoplifter. The still-armed tags also send a signal to a database containing information on all tagged items, allowing employees to identify what item is causing the alarm to activate.

These measures allow retailers to truly monitor their inventory, identify potential shoplifters, and protect their goods, all without hindering store aesthetics and layout.

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