



**scout**  
by centific



# Proactively address shrink, safety, and service by empowering existing cameras with AI

1.6%

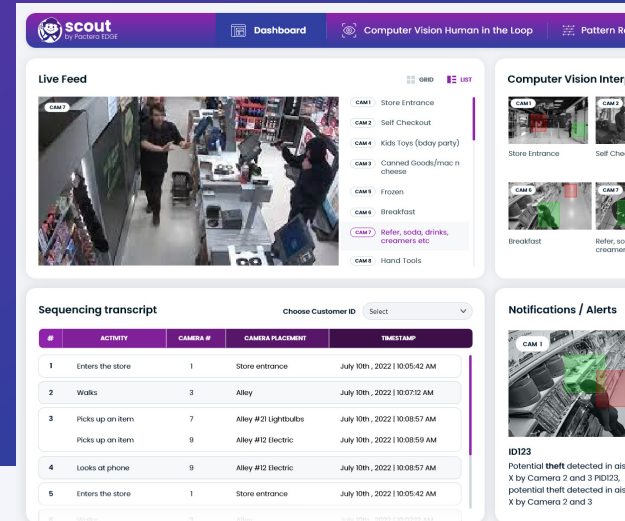
of retailers' annual revenue is lost to shrinkage

26.5%

increase in organized retail crime in 2021

80%

of retail crime reported violent incidents



**Shrink is retail's \$100 billion problem. Retailers need to enable and empower their teams to act confidently and in real-time. Understanding customer behavior, detecting fraud, and identifying on-premises hazards have become critical necessities.**

Meet Scout— The enterprise-grade, AI-enabled solution that empowers retail businesses to understand in-store human behavior, create frictionless shopping experiences, reduce shrink, improve workplace safety, and optimize customer satisfaction.

## Key Features and Benefits

Scout protects your bottom line, supports associate efficiencies, and improves operations.

### Real-Time Alerts

to empower associates and fight shrink

### Actionable Insights to

to understand customer interactions

### Self-Checkout Object Detection

with instant notifications

### Behavior Anomaly Detection

spots potential threats

### Human in the Loop

ensures high accuracy and onboards more use cases

### No New Hardware

empower your existing cameras

### Integrates with



POS Tools



Video/Camera Technologies

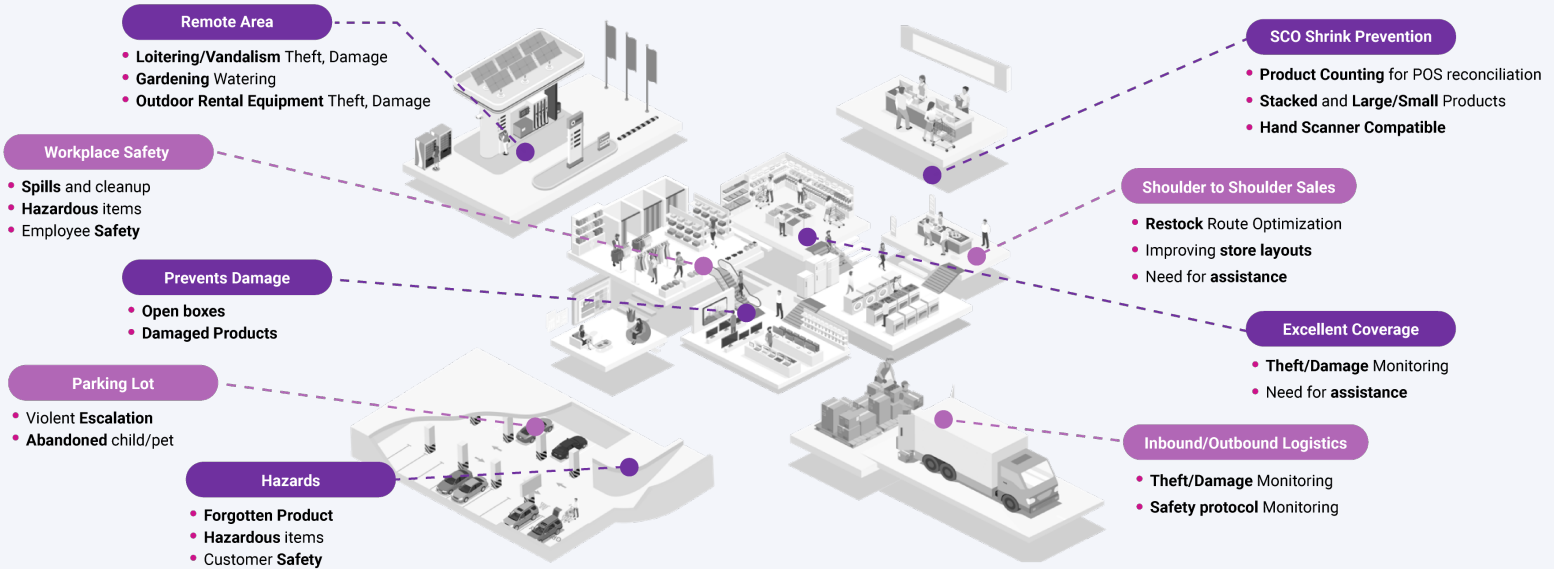


Existing Security Systems

**12-15** Months to achieve ROI through reduced in-store shrink

**10%-15%** reduction in labor costs

# A Radically Different Approach to Legacy Systems



## Enabling Opportunities

Scout solves diverse retail use cases and answers questions like:

- How can I understand my customer journey and what happens in my store?
- How do I mitigate shrink and fraud before it happens?
- How can I detect misplaced stock, internal threats, and P&L leakage?
- How do I know what to do in cases of shrink?
- How do we proactively provide a safe environment for all?
- How can we delegate critical tasks to the right associate?

## Why Centific

Centific helps global companies solve their toughest customer experience challenges with data-driven, people-centric solutions.



### Reach

With teams in the **Americas, Europe, APAC, and around the world**, Centific has the **global support** and resources to help your brand succeed in any market.



### Scale

Our **OneForma platform** gives you access to **1M+ users across 230 countries and territories**, giving you more insight into your customers around the world.



### Technology

We leverage the latest in **AI, ML, and cloud technologies** to help you deliver best-in-class customer experiences powered by people.