

## AP Industry & Strategy

Brand L. Elverston

Walmart

Director, Asset Protection Systems & Analysis

**Save  
money.  
Live  
better.**

# Outline

- AP/LP Today
- Why Change?
- Tomorrow - What's the path?

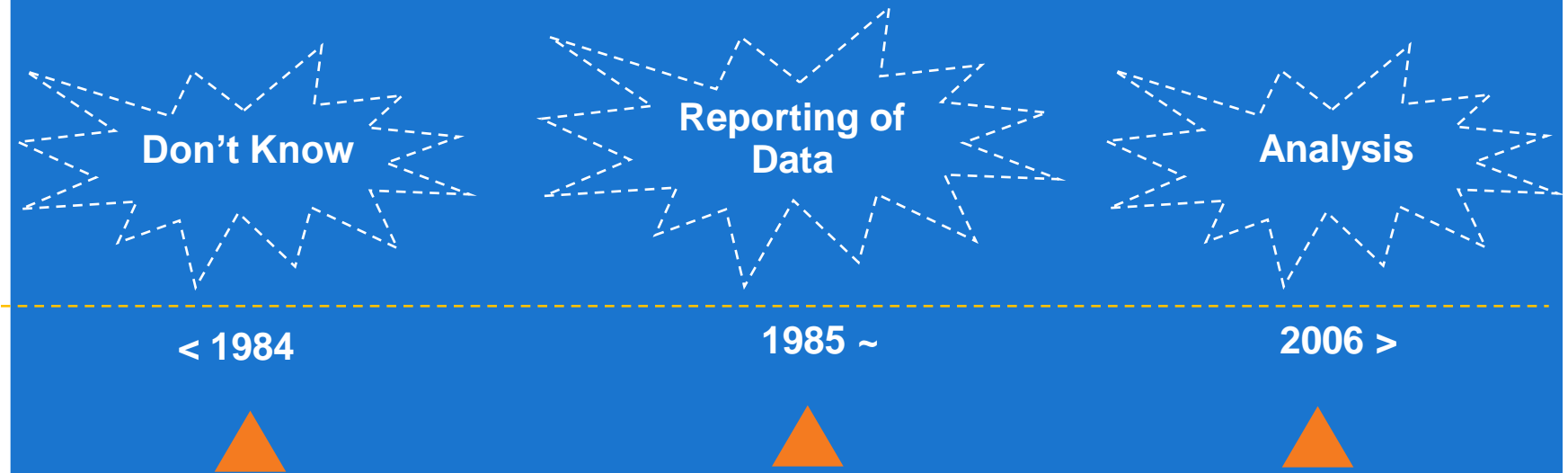
# AP/LP Today

- Historical reliance (apprehensions/cases = success)
- Limited support of total business
- Business strategy (skills gap)
- Company goals (inv. flow, customer exp.)
- Profit vs. Shrink



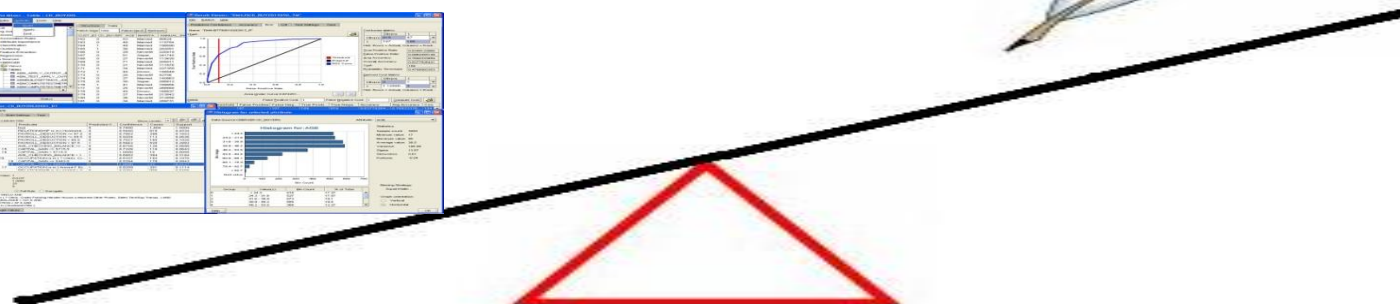
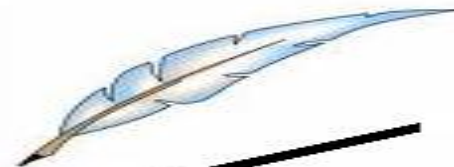
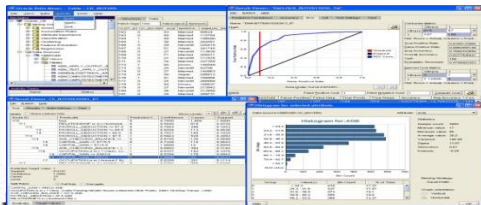


# Intelligence Continuum



Data

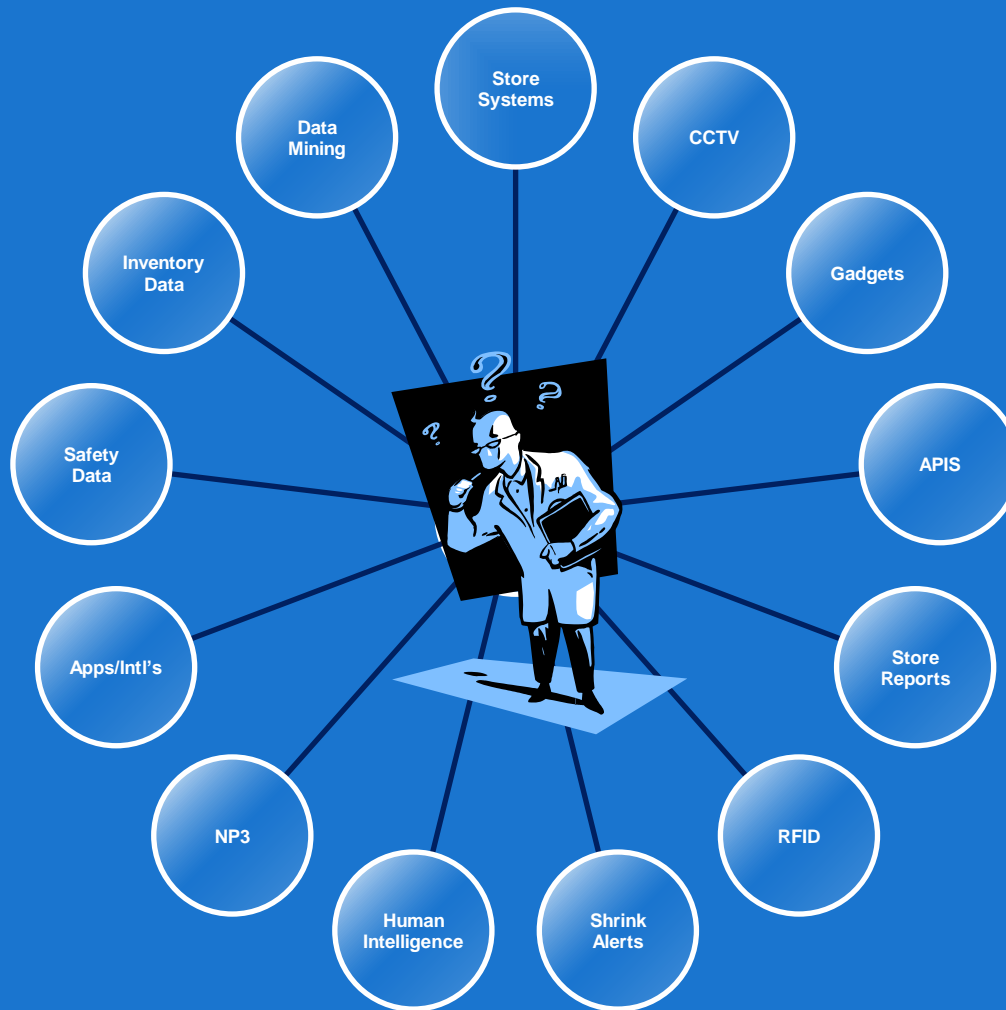
Actionable Intelligence



# Existing Assets



# Fusion of Existing Assets



# Future State – Fusion of Assets

**Actionable Intelligence**

**Trend Analysis**

**Predictive Capability**

# How do we get there?

**Business Requirements**

**Supplier Discussions**

**Think Tank Involvement**

**Recurring Supplier Summits/Reviews**

# What do we expect?

**Existing Resource/Data Fusion**

**Predictive Capability**

## **Recruiting/Development of Non-traditional Suppliers**

- **Academia**
- **Department of Defense**
- **Start ups**

**Paradigm Shift - Leverage Retailer Strength**

# What does the customer expect?

**Pleasant and safe shopping experience**

**In-stock**

**Right item, right price**

**No hassle shopping**

# Technology

- Actively seek and lead technological advances (Academia, Research, Defense/Gov't)
- Dual purpose ~ reduce shrink & improve operational efficiency (inventory accuracy, deterrence to theft).
- Customer focus vs. “gotcha”

- Point of Sale Activation (POSA)
- Biometrics
- Bottom of Basket
- Smart EAS ~ next generation
- EPC (supply chain vs. item protection)

- Video Analytics
  - DVR integration with POS
  - Sweeping alerts
  - Remote video access
- Data Mining
- Predictive Software Modeling

# Summary

- Strategic alliance (5 year plan)
- Evaluate all liabilities (AP/LP and SBU)
- Right people
- Resource to Risk
- Leverage technology = drives efficiency and impact
- Lead change for the customer

**“Learning and innovation go hand-in-hand....**

**The arrogance of success is to think that  
what you did yesterday will be sufficient for  
tomorrow.”**

**- William Pollard**

## AP Industry & Strategy

Brand L. Elverston

Walmart

Director, Asset Protection Systems & Analysis

**Save  
money.  
Live  
better.**