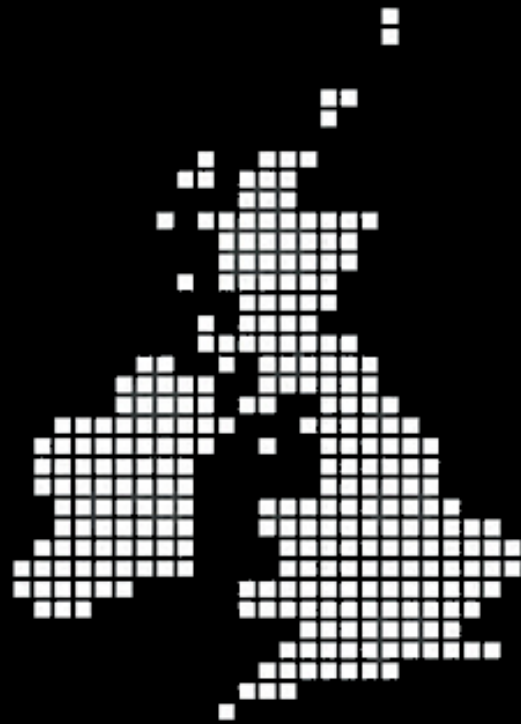


RETAILERS AGAINST CRIME



Maxine Fraser
National Executive

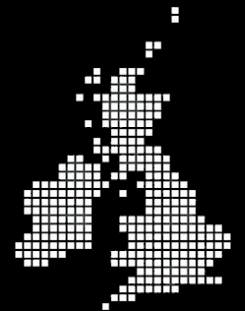
RETAILERS AGAINST CRIME

- ▶ RETAIL CRIME PARTNERSHIP LAUNCHED IN 1997, FUNDED SOLELY BY ITS MEMBERS
- ▶ RAC OPERATES IN SCOTLAND, NORTHERN IRELAND, NORTH EAST OF ENGLAND AND CUMBRIA
- ▶ INFORMATION CIRCULATED TO OVER 1700 OUTLETS



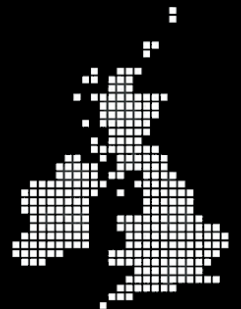
▶ RAC recognised during 2007 :

To increase effectiveness in tracking retail offenders, information received required to be circulated as soon as possible to members. In order to carry this out, an enhanced database was required.



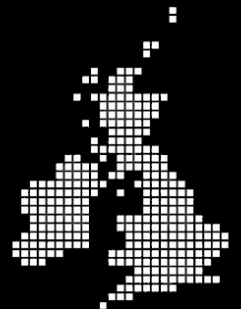
PROBLEMS

- ▶ DELAY IN INFORMATION SHARING
- ▶ NOT ACCESSIBLE TO MEMBERS
 - ▶ HIGH COST
 - ▶ TIME CONSUMING



REQUIREMENTS

- ▶ INSTANT INFORMATION SHARING
 - ▶ ACCESSIBLE
 - ▶ COST EFFECTIVE
 - ▶ USER FRIENDLY





SOLUTION

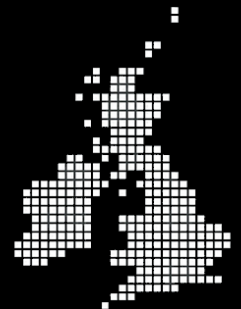
- ▶ ACCESSIBLE TO ALL MEMBERS
- ▶ INSTANT INFORMATION SHARING
- ▶ USER FRIENDLY
- ▶ COST EFFECTIVE
- ▶ SMS & EMAIL ALERTS
- ▶ ANALYSIS TOOL
- ▶ IMAGE UPLOAD
- ▶ INCIDENT MAPPING
- ▶ ON LINE RAC FILE





THE FUTURE

- ▶ RAC MODEL TO BE EXTENDED
 - ▶ RETAILERS BENEFIT
- ▶ LOWER CARBON FOOTPRINT



RETAILERS AGAINST CRIME

*'Working together to
detect and deter retail
crime since 1997'*

