



Packaging and presentation are everything when it comes to marketing a product, and the same applies to retail shrinkage data, argues Andrew Wood Managing Director of ORIS Systems.

“Retailers often can’t see the wood for the trees - they usually possess most of the relevant management information on shrinkage, but not in a usually-friendly format and it often goes no further than the desk of the loss prevention manager.”

**Andrew Wood,**  
Managing Director of  
ORIS Systems

Andrew Wood is a plain speaker who believes that retailers prefer a no-nonsense approach to shrinkage - especially when they already have the solution to the problem that is costing them millions of pounds every year under their noses.

His view is vindicated this week with the publication of the European Retail Theft Barometer which, apart from highlighting a worrying increase in internal theft - up almost two per cent over the last two years - suggests that one of the reasons is that retailers are not sharing strategic shrinkage information with key stakeholders.

With the High Street suffering a major slump in footfall, tackling shrinkage is a key way that retailers can take back control of their profits, argues Wood.

“Packaging shrinkage data in the right way makes the visible, visible right across the organisation from loss prevention to store managers to finance, HR and key suppliers. This is because shrinkage is not owned by one department - it is everyone’s problem and it is only by working together that strategies can be put in place to reduce it,” argues Wood.

“But you can’t put those strategies in place until you have the ability to measure shrinkage in a way that

is meaningful for the entire organisation,” he says.

This is where ORIS Management Information Systems come in as it presents a total picture of shrinkage region by region, store by store and factors in key personnel and technology already in operation.

“It’s a bit like pressing the interactive red button while watching a football match on the television. We can now get all sorts of information that enhances our understanding of the player’s and team’s performances as and when we want it from the comfort of our arm chair. ORIS MIS does the same for retailers so they can judge their team’s performance and identify who needs a

metaphorical red card,” he adds. Boots the Chemist has taken some of Wood’s alternative medicine via the web-based management tool introduced by ORIS and now the business shares that data across key departments and among its supply base.

According to Robert Jennings, Head of Loss Prevention at Boots: “This tool has simply changed people’s lives in the way it delivers information to key departments and allows us to share data with our supply-chain partners. As a result, we now have a much more collaborative approach to shrink management.

