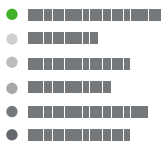




Counter Loss

Identify and reduce
stock loss risks



Impact on turnover and sustainability

Stock loss is a problem that affects all kinds of companies in the retail industry, and one which may lead to losses exceeding 2% of net turnover. It also has an adverse effect on sustainability, giving rise to inefficiencies that are essentially incompatible with CSR policies.



Minimise your stock loss

Counter Loss is an integrated management tool developed by Deloitte which facilitates the **automated detection, monitoring and management of incidents and risk patterns** that lead to stock loss. Using Big Data, this tool sends **customised alerts** to act on the main fraud- and loss- generating processes, delivering traceability and analytical capability to companies with respect to all stages of the value chain, from product storage through to final store sales.

Identify risks at each stage of the value chain

Counter Loss helps us to identify the various risks relating to stock loss that can be encountered in our business, which are mainly as follows:



Commercial

- Ill-defined ranges:
 - ▶ Mandatory range
 - ▶ Free range
- Management of offers and seasonal campaigns



Procurement

- Deficient sales forecasts



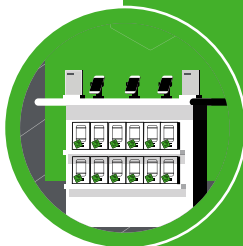
Storage

- Fraudulent consumption or theft
- Product breakage or impairment
- Product expiry, loss of freshness or obsolescence



Transport

- Breakage
- Product misplacement

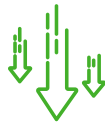


Store

- Manual orders leading to waste
- Low level of inventory reliability
- Deficient product alarm systems

Leverage the power of your data to make strategic decisions

1 Detection of stock loss problems



Counter Loss uses Big Data analytical techniques to identify the main causes of the loss occurring throughout the supply chain, from the commercial departments to the sales channels.

2 Anticipation of risks



Creation of a proprietary model to anticipate the risks associated with stock loss at each stage of the supply chain, from the warehouse to the store.

3 Analysis, monitoring and traceability



Counter Loss ensures that there are suitable processes, environments and systems for monitoring and controlling stock loss, thus guaranteeing more sustainable businesses:

- Development of a scorecard
- Reports
- Issuance of customised alerts
- Case and incident manager

Analyse the economic impact of each decision

Counter Loss guarantees a reduction in stock loss, whilst maintaining the sales potential and good condition of the products. Moreover, **the integrated workflow enables the alerts issued to be monitored and resolved within the established time limits**, thereby offering the client an analysis of the economic impact of each action.





Do you want to learn more?

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