

**RFID**  
JOURNAL  
**LIVE!**

**20** **YRS**  
2003 - 2022

**MAY 17 - 19, 2022**  
MANDALAY BAY | LAS VEGAS, NV



# RFID JOURNAL LIVE!

## USES RFID TO ENABLE OMNICHANNEL EXPERIENCE

**Alexandre Ribeiro**  
Chief Risk Officer

LOJAS RENNER S.A.



CMICADO youcom realize repassa



RFID



# LOJAS RENNER S.A

- Founded in 1965
- First Brazilian corporation with 100% of the shares traded on the stock exchange and listed on the Novo Mercado (New Market), a special listing segment
- Deliver the best experience in fashion and lifestyle to the medium/high segment, enchanting our customers with quality products and services at competitive prices, with an innovative and sustainable ecosystem



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# WHO WE ARE

1

**Leader in Omnichannel fashion retailing**



**6 BUSINESS**

(Renner, Camicado, Youcom, Ashua, Realize and Repassa)



**636 STORES**

(404 Renner, 119 Camicado, 104 Youcom, 9 Ashua)



**4 DISTRIBUTION CENTER**



**25.5 THOUSAND EMPLOYEES**



**Dow Jones Sustainability Index (DJSI):** World leader in retail industry



**RFID**

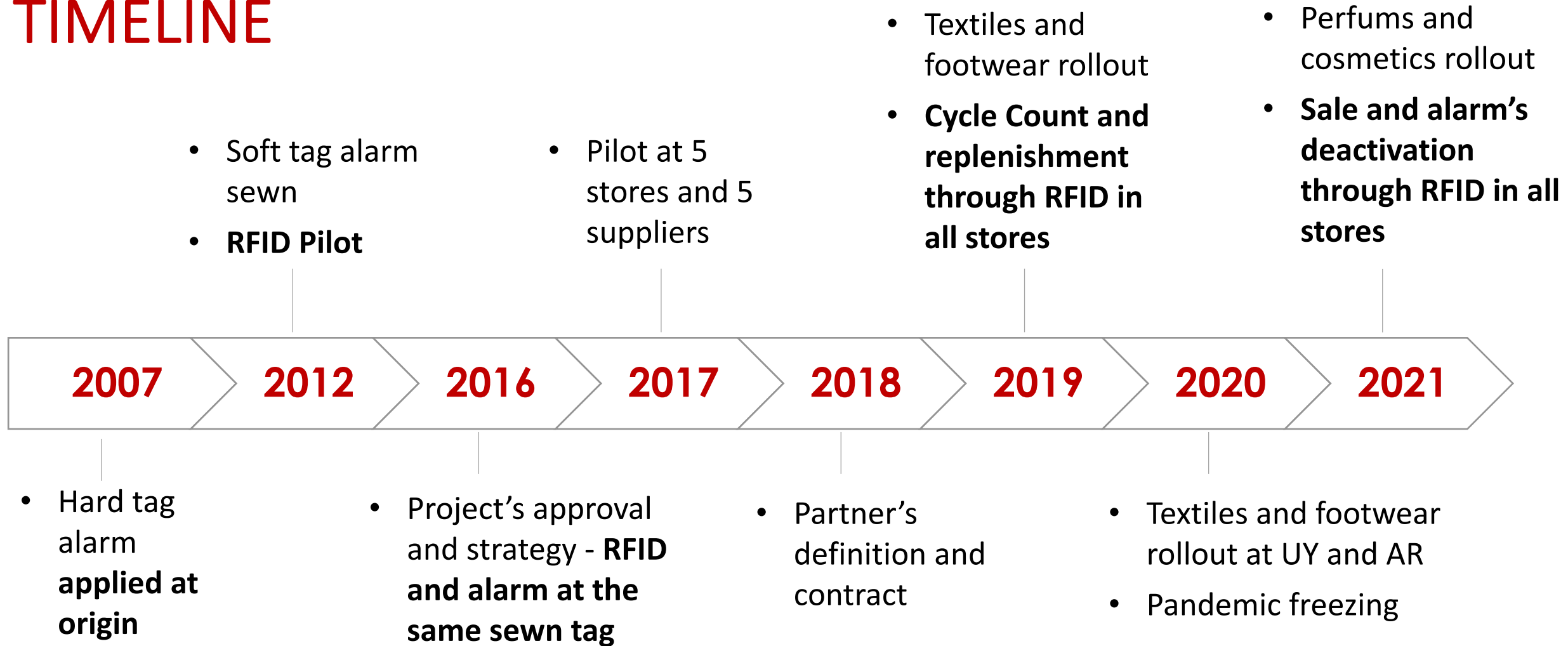
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# TIMELINE





FIRST VIDEO

RFID  
BEM-VINDO AO FUTURO



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# TECHNOLOGY AND STRATEGY

- Stock management and alarm in the same tag
- Sewn and adhesive serialized tags applied at origin
- Suppliers benefited by the technology
- Sensormatic's combined solution - **Software and tags**
- APP Renner for replenishment



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# MAIN RESULTS

- **87% of reduction** of stockouts in sales area
- **64% of increase in accuracy**
- **Costs** with alarm tags and outsourced cycle count **eliminated**
- **79% of ROI**
- Increase of sales in the first year:
  - ✓ Projected: 0.5%  
**Fulfilled: 1.8%**

Comparable stores



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# MAIN BENEFITS

- Increase of items' availability for Omnichannel's sale
- Sale and alarm's deactivation in any location of the store
- Productivity gain
- Product traceability

**Customer's shopping experience improvement**



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# MAIN BENEFITS

- **Data generation** for commercial management
- Control of items carried to the fitting rooms
- RFID data employment in **loss prevention**
- **Reduction** in suppliers' orders devolutions
- Frequent and assertive replenishment of products



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SECOND VIDEO



# LUCIA FLORES

STORE MANAGER  
SHOPPING BOURBON WALLIG

RFID PILOT STORE

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# MAIN CHALLENGES

- Cultural adjustment
- Rollout of all stores in 4 months
- Perfumery and cosmetics' tags
- Pandemic



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# RFID NUMBERS

- **~ 4 millions** RFID reading per day
- **+ 500 millions** tagged products with RFID
- **99.5%** retailer suppliers applying tags in origin
- **4,803** alarm pedestals replaced in store
- **+ 17 thousand** hours of face-to-face training for store employees



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# NEXT STEPS

- Rollout of sales channels in UY and AR
- RFID in **E-commerce** and DCs
- **Transition Door**
- Pilot of automated inventories
- Evaluation of RFID in the other brands



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# THANK YOU

