

# Retail CIO Outlook

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## TOP 10 Retail Security Solution Providers - 2016

Retail businesses today are one among the most vulnerable targets for security attacks. Having to deal with hundreds of customers and handling high volume exchange of personally identifiable information (PII) and payment information, retail CIOs need to re-think their security strategies in align with today's digital environment. Enterprises that fail to secure valuable information or data would lay path for identity theft and fraud, inviting negative impact on business and reputational damage. The challenges need to be addressed in a long-term in a strategic way, using a multi-layered approach to damper consequences of security threats.

In this scenario, there are scores of solution provides that offer advanced security solutions for the retail sector,

which integrate features like user behavior analytics, authorized access, data owner identification and full auditing for compliance.

To guide CIOs in selecting the most suitable security solution in the retail landscape, a distinguished panel of CEOs, CIOs, VCs and analysts, along with the Retail CIO Outlook editorial board has reviewed the top companies in the retail security sector and shortlisted the ones that are at the forefront of tackling security challenges.

The companies featured in the list, along with articles from top leaders in this space will give you valuable insights on how to secure the retail assets in a cost-effective way. We present to you the "Top 10 Retail Security Solution Providers 2016."



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**Company:**  
Transcends

**Description:**  
A provider of RFID and sensor based software to track assets, manage and control inventories in the retail industry

**Key Person:**  
Brian Pause  
VP of Business  
Development & Product  
Management

**Website:**  
[transcends.co](http://transcends.co)

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## Transcends

# End-to-end Visibility for Retail Inventory Management

**W**ith the complexity of numerous plant locations and legacy systems—the need to secure individual device data that operates over heterogeneous networks is a major challenge in the retail space. The proliferation of Radio Frequency Identification (RFID) and Internet of Things (IoT) has started to exert a major influence in the retail arena, where each manufactured item passing through the conveyor is being tracked throughout their production and subsequent life cycle to record the inventory movement and readily identify the missing items. Retailers require an unprecedented collaboration, connectivity and coordination from each self-aware sensors, to have a complete visibility on the item level—how many products are being produced, what items are being shipped, what products are currently available and missing out in their warehouse and more. Applying the right security solutions at every level of retail supply chain, Transcends, a provider of sensor based software, connects the RFID reader and sensor network to analyze information in real-time, minimize inventory losses, improve customer satisfaction and increase sales. “At Transcends, our mission is to make RFID implementations simple for a variety of business uses, from manufacturing and work-in-progress, to asset tracking and inventory control,” says Brian Pause, VP of Business Development & Product Management, Transcends.

Transcends offers a wide array of “out-of-the-box” products such as RIFIDI-enabled servers and appliances, which help to develop and implement successful RFID solutions. “Connecting the IoT with people, Transcends’ Asset Tracking solution tracks assets, records the last seen location and keeps a history of all locations the asset has been seen,” comments Pause. The solution uses fixed readers and rules to monitor products in real-time and also alerts the management when item counts fall below a specified threshold, too many products are removed in a short period of time, or items exit without passing through the check out register.

To enable efficient counting of tagged assets, Transcends leverages its inventory control tool with the RFID handheld, ensuring high inventory accuracy, speeding up cycle counts,



reducing labor costs and freeing up staff from mundane tasks. Integrating with cloud providers like Amazon, Azure, and Salesforce.com and IoT Platforms such as AWS IoT, Thingworx, GE’s Predix and Ubidots, Transcends offers a complete visibility and control on what is going on in the warehouse and establish an audit trail to reduce lost items.

“Our partnership with the leading manufacturers and vendors to build RFID business solutions or develop sensor based appliances and applications for optimizing retail supply chain, enables retailers to have full visibility and control over the inventories,” states Pause. For

instance, one of Transcends’ clients, an apparel rental company established a new warehouse in a short timeframe. The company wanted to track inventory more effectively and improve customer experience. With Transcends’ RIFIDI platform, the company gained real-time visibility into their individual item level, thereby increasing productivity, workflow throughput, quality and reliability, while reducing labor and inventory costs.

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The road ahead for Transcends looks promising. “The innovation of IoT and sensor technology is just the beginning of the wave. We are en route to bring in innovative, valuable business solutions to the market, with improved quality service and enhanced security of the IoT devices and networks,” concludes Pause. **RC**