



Profit Protection

Helping you to protect people, stock and assets

The arena profit protection module combines powerful incident recording with location profiling for crime incident monitoring and analysis.

Crime Prevention

The adage "prevention is better than cure" has been a central tenet of Hicom's approach to profit protection for over twenty years.

The most effective profit protection teams focus on the threats which cost their company the most money and then form strategies to block these. Continuous analysis based on reliable data is key to the creation of effective preventive strategies, so we have designed our crime prevention module to combine fast, accurate data capture with powerful analysis and report generation.

Quick and easy incident recording

We have made **arena** easy to use and simple to administer, freeing up more of your team's time to carry out those tasks where they add the most value.

We recognise that store personnel are there to help sell, and that administration time needs to be kept to a minimum, so with **arena's** Profit Protection module, incidents are recorded by each store via an intuitive and intelligent "wizard" interface; reducing the time taken to record an incident whilst improving the quality of the data recorded.

Compliance improves too with **arena**; store incident recording typically increasing by 250% over conventional store reporting systems.

Targeting the risks

One of the major benefits of **arena** is the ability for you and your team to identify and target the major risks to your business. Crucially once a preventive strategy has been implemented you can monitor its success by individual store, group of stores, area, region, across the whole company or other reporting point of your choice.



Hicom
Business Solutions

In their 2004 Strategic Plan, the Home Office states that just 5,000 people commit nearly 10% of all crime, and that 100,000 people commit half of it.

The ability to identify and target such offenders is imperative in protecting profit. With **arena** you can choose which offenders you want to keep a watch on at any one time and then dynamically create and circulate top offender lists. If a known offender is involved in an incident, the details of the incident can be recorded for future use.

Better intelligence in the form of shared data is part of the solution to protecting your business from this hard core of offenders. Hicom are pioneers in the field of national data sharing, and all **arena** customers are offered the facility free of charge. By sharing data with other retailers you will have access to intelligence on people who pose a threat to your business BEFORE they cause it harm.

Maintaining a safe environment

According to the British Retail Consortium, violence against staff has increased by more than 100 percent in four years.

The Profit Protection module will help you to identify when and where violent incidents are most likely to occur, highlight those members of staff at most risk of assault, and identify the key indicators of violence, helping you maintain a safer store environment.



profit protection

**"Opportunity makes a thief"
Sir Francis Bacon (1598)**

National Intelligence Data Sharing

Access to national crime incident intelligence affords you and your team the opportunity to be more proactive when targeting crime.

The service, should you choose to participate, involves each company agreeing to share offender information. Members can view the information in its entirety or filter it by their retail segment. This on-line resource will be continuously updated with data from all participating companies and **NBIS** (National Business Information System); a multi-award winning system from Hicom, used by crime partnerships around the UK.



Enterprise Risk Management

The Profit Protection system can be integrated into our **Health & Safety, Insurance, Audit or Fire Safety** systems, enabling the exchange of relevant information between departments.

Adopting a single system to record all incidents will provide you with a better understanding of the overall threats to your stores and help you to justify spend in the areas where it is required. In addition, because an incident may have multiple implications (i.e. Crime, Health & Safety, and Insurance), this usually means that multiple forms need to be time-consumingly filled in by your staff. Hicom's **arena** however, dynamically collects data resulting in improvements in terms of efficiency, compliance and the quality of the data captured.



Hicom arena supports:

- Fast, accurate data capture & incident recording
- Preventive approach to loss prevention
- Powerful analysis & report generation
- Analysis of incidents, offenders, suspects & risks
- Proactive intelligence led investigations
- Targeting of repeat offenders
- Creation & circulation of repeat offender lists
- Automatic Monthly Board Reports
- Annual BRC Crime Survey Report
- Cross-matching of offenders
- Departmental messaging & incident alert notification

Area crime profiles

What types of crime occur in an area?

Is there a high incidence of violence, burglary or ram-raiding where we are looking to open a new store?

Current criminal activity

1. Ability to track the movements of a particular individual or group;
2. Who is active in a particular area & what is the threat they pose?

This information can be used:

- for comparative purposes (e.g. regional incident reports and national patterns) and;
- by regional teams to place scarce resources when and where they are most needed.

Offender search:

By name, address, geographic area, and modus operandi.

Individual offender record:

To assist in securing police intervention and prosecution.

Suspect vehicles:

By offender or crime incident.



Business Flexible

Hicom provide a fully hosted and supported solution which means there is no capital expenditure, no internal maintenance and support requirements and the roll-out time frames are determined by you.

Data Protection

Hicom have extensive experience in the area of data protection and confidentiality. We continue to monitor changes in legislation that may impact on how our customers work with our systems.

Simple Installation, Straight-Forward Operation

We believe that software should be simple to install and easy to use. With **arena**, no software is installed locally, comprehensive training is given, data capture and reporting profiles can be adapted to meet your working practices, your data is kept secure and the system is maintained and updated automatically on your behalf.



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