The Reality Every LP & Fraud Director Knows…
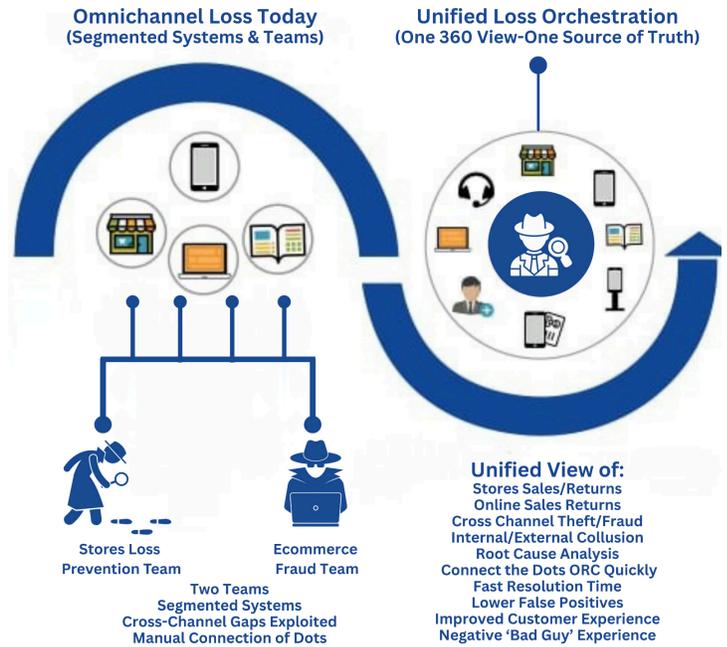
Omnichannel retail has changed faster than investigative tools, teams, and processes. The customer and bad guys see one retailer with multiple ways to shop, return, steal, and defraud. That gap is exactly where today's offenders operate. Yet the store's LP and digital fraud teams are still segmented with different tools, systems, and bosses.

- **Cross-channel exploitation** is now the norm! Buy online/return in store, curbside pickup fraud, promo abuse, and account takeover are tied to in-store behavior.
- **Fragmented systems** force LP teams to chase data across POS, OMS, EBR, loyalty, and fraud platforms.
- **Investigators are overwhelmed**—too many alerts, not enough context, and no unified view of the customer, associate, transaction, or offender.
- **False positives and friction** damage customer experience and hide the real offenders.
- **Root causes stay buried** because store and digital signals never meet in one place.

You're not just fighting theft and fraud, you're fighting **blind spots** created by disconnected systems and teams.

Omnichannel Loss Today
(Segmented Systems & Teams)

Unified Loss Orchestration
(One 360 View-One Source of Truth)

Stores Loss Prevention Team

Ecommerce Fraud Team

Two Teams
Segmented Systems
Cross-Channel Gaps Exploited
Manual Connection of Dots

Unified View of:
Stores Sales/Returns
Online Sales Returns
Cross Channel Theft/Fraud
Internal/External Collusion
Root Cause Analysis
Connect the Dots ORC Quickly
Fast Resolution Time
Lower False Positives
Improved Customer Experience
Negative 'Bad Guy' Experience

What Unified Loss Orchestration Gives You:

Unified Loss Orchestration is a unified, intelligence-driven approach that finally reflects how modern retail actually works.

1. InStore and Online Unified!

A small, standard set of fields that travel with every sale and return—store, date, associate ID, return token, device fingerprint, channel tag, item, fraud score, and more.

This becomes the **single source of truth** for LP, fraud, returns, and digital teams.

2. One shared record across all channels

Every team (LP and Fraud Teams) sees the same context, no more stitching together POS logs, OMS exports, and screenshots. This is how you expose **cross-channel patterns** that were previously unseen without manually putting the puzzle together.

3. A unified data platform built for LP

Daily (to near-real-time) loads all transactions into one clean, queryable environment.

This powers:

- **EBR/SQL playbooks**
- **Anomaly detection**
- **Supervised/unsupervised Machine Learning**
- **Root**-cause analysis
- **BI dashboards** for all retail loss and operational risk

4. A new operational advantage

With unified signals, LP can finally:

- **Spot coordinated fraud** across store + digital
- **Identify collusion** with confidence
- **Reduce false positives** and protect good customers
- **Accelerate investigations** with pre-linked evidence
- **Identify and fix root causes** instead of chasing symptoms

This is not just a tool, it's a **new operating model** for LP.

Why LP Directors Choose This Approach:

Because it solves the problems that keep you up at night:

- **"ORC enterprises are attacking both in-store and online simultaneously, but I can't prove it."**
- **"My LP and Fraud teams are drowning in alerts with no context."**
- **"Digital fraud decisions don't match what we see in stores."**
- **"We can't quantify the real impact of omnichannel loss."**
- **"We need a better way to educate the C-suite on what is actually happening across combined channels."**

Unified Loss Orchestration gives LP/Fraud teams the **visibility, intelligence, and influence** the role has always needed.

Call to Action for LP Leaders:

If you're ready to move beyond siloed LP and finally see your business the way your customer and offenders do **across channels, not within them**, then it's time to evaluate Unified Loss Orchestration.

Let's assess your current blind spots and determine whether a unified transaction strategy could impact your total loss, accelerate investigations, and give LP a stronger business seat at the table.

Reply to schedule a 30-minute Loss Orchestration Assessment.

Your next phase of LP leadership starts with a clearer view of your own data.