



Understanding the ROI of the Agilence Platform

An in-depth return on investment (ROI) analysis of ten Agilence enterprise customers by Drive Research

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Executive Summary

After more than a decade as the leading data analytics provider for loss prevention in the retail, restaurant, and grocery industries, the team at Agilence wanted to better understand the benefits and costs associated with their product and services.

To collect and analyze cost and benefit data for this research, [Drive Research](#) conducted an in-depth return on investment (ROI) analysis of ten of Agilence's enterprise customers.



3318% or 33X
Average Annual ROI



38 Average Days
to Breakeven



\$6,058.17
Average Annual
ROI per Location



\$14,105.02
Average ROI
Per Day



Key Findings

The customer research provided significant insight into how organizations utilize the Agilence platform to operate their business. Throughout the discussions, several key takeaways became apparent.

Return on Investment

All ten customers interviewed were confident they had achieved a full return on their investments in the Agilence platform.

With the help of Drive Research's analysts, each was able to quantify the monetary value of various categories of benefits they've experienced while using Agilence and compare those returns to their annual subscription fee.

The tangible ROI percentage for all ten customers fell between 103% and 8127% with four of the ten customers interviewed surpassing 5000% or 50x return on annual investments.



4 in 10 customers
interviewed surpassed 5000% or 50x
return on annual investments



Key Findings

Time to recognize ROI

The time to benefit from using Agilence was near immediate for several customers. Through the analysis of organizational data, customers could identify sources of fraud, abuse, and errors and immediately act on these issues.

Others quickly realized a return through labor efficiencies at the point of purchase. Many saw significant reductions in promotion expenses caused by abuse or misuse.

The time to pay back ranged from 4.5 days to 354 days, with those who took the longest citing internal process issues as the reason for the delay rather than a shortcoming of Agilence.

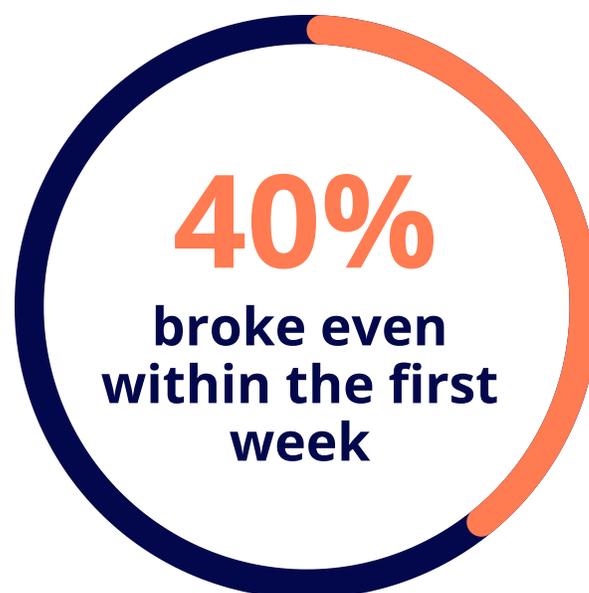
Four of the ten customers hit their break-even point within the first week after implementation.

ROI per location

Customers interviewed for this research spanned the retail, restaurant, and grocery industries with anywhere from 60 to 4,300 locations. Reported returns divided by the number of locations for each customer produced a range of results from \$400 to \$26,000 in annual returns per location.

ROI per day

Daily returns from Agilence ranged from \$246.58 to \$53,424.66.



Key Findings

Customers indicated Agilence plays a vital role in many areas of their organization including loss prevention, operations, human resources, finance, marketing, and general management of the business.

Tangible Benefits

The wide range of benefits customers cited is a testament to the flexibility of Agilence's platform. Many of these monetary values have been annualized to standardize metrics and accurately convey an annual ROI.

Top reported benefits with monetary value include:

- Various types of shrink, fraud, and theft reductions
- Labor savings
- Expense control
- Reducing out-of-policy discounts
- Operational controls
- Process and policy improvements
- Sales increases
- Upsell increases
- Promotional improvements



Key Findings

Intangible Benefits

Many of the top reported benefits of using Agilence cannot easily be translated to monetary values.

Included in these benefits are the platform's:

- Ease of use
- The ability to integrate a variety of data sources for analysis and reporting
- The ability to automate the analytics and reporting process for the organization

Many customers also reported using Agilence to proactively reduce risk and ensure compliance in their businesses. While it's difficult to attribute monetary amounts to these benefits, they undoubtedly provide great value to the business.

Observed Trends to Maximize Value

The research revealed a few key trends for those companies yielding the best results from their use of Agilence. Those that reported multiple departments as regularly using Agilence, and those who reported that they had integrated additional data sources into the Agilence platform saw considerably higher returns on their investments.



Introduction

Agilence is the leader in loss prevention analytics, helping prominent retail, restaurant, and grocery companies increase their profit margins by reducing preventable loss.

Every day, Agilence analyzes over 24 million transactions for our customers, transforming data into insights, and insights into actions.

The platform combines data from 200+ sources, including:

- Point-of-sale (POS)
- eCommerce
- HR
- Labor
- Inventory
- Product
- Third-party delivery platforms
- Alarms
- Case management
- Loyalty
- Access control
- Video surveillance

Companies have saved millions of dollars by optimizing operations, identifying sources of margin erosion, and reducing preventable loss using Agilence.

Many have also improved employee and customer safety, identified training opportunities, improved customer experiences, increased promotional success, and eliminated productivity gaps.

HR, marketing, payroll, operations, accounting, merchandising...there's not a department that can't see an ROI with Agilence.

Agilence customer



Benefits of Using Agilence

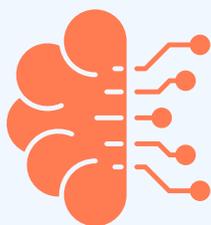
Drive Research found that retail, grocery, and restaurant businesses using Agilence experienced a wide range of benefits across a number of different areas depending on the type of business, the size and complexity of their organization, the number and business functions of Agilence's primary users within the business, and the different types of data integrated into the Agilence platform.

To guide organizations in building their business cases, Drive Research has presented the primary benefits most commonly experienced by Agilence customers with guidance ranges based on this research.

Customers primarily chose to use Agilence for the following reasons:



User interface



Integrate a variety of data sources



Overall ease of use of the platform



Automate analytics and reporting processes

The platform enables organizations to have faster reporting and analytics, reduce the time spent investigating their business, identify fraud, theft, and operational issues quickly (and automatically), and receive actionable insights from their established reporting procedures. Organizations recognized these benefits as they transitioned away from competitive solutions and began using the Agilence platform.

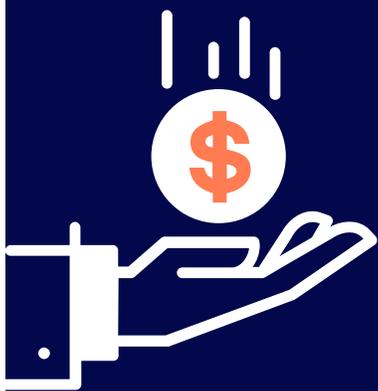
Tangible Benefits

Reduction in Preventable Losses

The fast and easy-to-read reporting and analytics provided by Agilence results in a reduction in shrink, fraud, and errors for organizations. This is the single largest contributor to ROI for nearly every customer interviewed.

Customers identified significant discrepancies which resulted in millions of dollars in cost savings.

- A retail customer reported a record reduction in shrink after using Agilence. Shrink improved by 30% compared to the prior year and is expected to improve even more the following year.
- One retail customer saved \$8,000,000 when the tool recognized they were giving too many out-of-policy discounts.



An Agilence customer, identified a simple price override issue that equated to **\$18,500,000 savings across 4,000 retail stores.**



Tangible Benefits

Customers identified fraud and errors much sooner, saving them hundreds of thousands of dollars annually.

A customer previously caught problems when they reached \$5,000, now they catch the error at \$600.

This saves them about \$320,000 annually.

Agilence flags problems in the system at \$200 rather than \$500 for another customer.

This \$300 difference amounts to about \$200,000 in savings so far.

Another customer indicated when they first turned on the platform, they identified many thousands of dollars in fraud.

With the large cases being dealt with, they now focus on smaller fraud cases of a few hundred dollars each, keeping these smaller cases from escalating over time.

Multi-location credit card fraud is detected early on, preventing continued theft.

Agilence has allowed one customer to better identify credit card fraud.

The customer can see credit cards being used at multiple locations and then prevent stores from accepting the card going forward.

Reduction in fraud and errors is often the fastest way for customers to recognize and directly calculate return on investment with Agilence.

Customers report savings that range from \$100,000 up to \$18,500,000.



We got the initial spend out of it, now it is icing on the cake. Most people bring in Agilence because of loss prevention capabilities. You unearth a lot of bad behaviors and theft. Just by unearthing that theft and stopping it, you have savings.

Agilence customer

Tangible Benefits

Reporting & Analytics Efficiencies



100%

All ten Agilence customers indicated Agilence has helped them create reporting and analytics efficiencies that **simplify reports, save precious time, and speed up investigations.**

Several customers noted an immediate simplification of their reporting process. This simplification helped customers decrease the “white noise” and focus on what is most important and impactful for their business.

The reporting process time significantly decreased, allowing organizations to act swiftly on insights and analysts to focus time on other key priorities.

Measurable ROI from reporting efficiencies to range from thousands to hundreds of thousands of dollars.



Tangible Benefits

Customer examples of measurable ROI include:

- **Recognizing issues faster.** What previously took 6 months now only takes weeks for one customer.
- **Reduced reporting time.** Loss prevention reporting was shaved to take one-tenth of the time for another customer.
- **Faster investigations by loss prevention.** An organization noted faster investigations by loss prevention compared to prior methods (estimated at 20% to 50% faster).
- **Decreased IT wait times.** Another customer who indicated a task that previously had a 10 day wait time, now only takes 10 minutes.
- **Metrics can be looked at within minutes (versus hours).** For another customer, this gave back a significant amount of time for 30 active users of the platform.
- **One company is expecting to save 10 to 15 hours a week in reporting time for each district manager.** With a total of 10 district managers, this equates to 100 to 150 hours saved every week. For the organization, this time saved represents two full-time positions in hours saved.



Overall, the customers identified return on investments from reporting efficiencies ranging from **several thousands of dollars to hundreds of thousands of dollars.**

Tangible Benefits

Increased Sales & Promotional Effectiveness

Many customers also use Agilence as a way to increase revenue, either by increasing upsells, identifying out-of-policy discounts, or optimizing promotions for profitability.

Customers benefit from increased sales by using the platform, gaining millions in return.

A restaurant used the tool to flag employees neglecting to add beverages to checks in an attempt to increase tip sizes.

This increased check size and improved employee performance. The customer was able to recognize an additional \$6,500,000 in annual revenue.

Improved promotional effectiveness reduces costs and increases profitability by identifying less effective marketing.

One customer **saved \$100,000** by identifying and discontinuing failed marketing efforts.

For another customer, identifying less effective promotions **increased profitability by 3%** and reduced the labor costs associated with the promotion.



Returns in this category range from tens of thousands of dollars to \$6.5 million.

Tangible Benefits

Improved Inventory Reporting

Several customers reported considerable savings associated with inventory reporting. Agilence has helped these customers account for lost or damaged goods, prevent out-of-stocks, and avoid waste.

Customers identify out-of-stocks hurting both sales and customer experiences.

One grocery customer identified out-of-stocks of common prepared goods during high traffic time periods.

Ensuring that prepared goods were ready and on the shelf during peak hours led to a 30% increase in sales of this type of prepared food across the chain.



Customers track specific inventory events, making costs more transparent and uncovering employee training opportunities.

One restaurant customer created a button in their POS system to track food items that were made and accidentally ruined. Rather than categorizing the wasted food as an unknown operational loss, the customer created a button in their POS system to track that event so it can be reported on through Agilence. The customer did the same with another event button which prevented the misrepresentation of returned orders.



Returns in this category range from tens of thousands to hundreds of thousands of dollars.

Tangible Benefits

Employee Performance Monitoring



Agilence customers experienced a wide range of ROI by monitoring employee performance - **between \$250,000 and \$6,500,000.**

The Agilence platform has a wealth of employee performance data that can be used for various initiatives such as:

- Identifying training opportunities
- Rewarding high-productivity employees
- Optimizing processes for efficiency
- Identifying instances of employee theft and fraud

Identifying performance issues early keeps these from escalating and has helped multiple companies improve employee performance, ensure consistent customer experiences, and reduce turnover costs.



Intangible Benefits

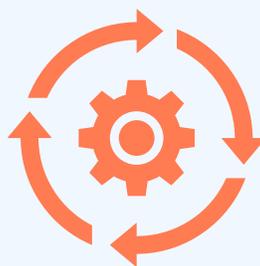
Ease of Use, Implementation, and Training

The platform's intuitive User Interface (UI) makes it easy for users of any technical level to uncover valuable insights that can benefit multiple functions within the business.

Multiple customers referenced important factors that led to their success with the platform such as:



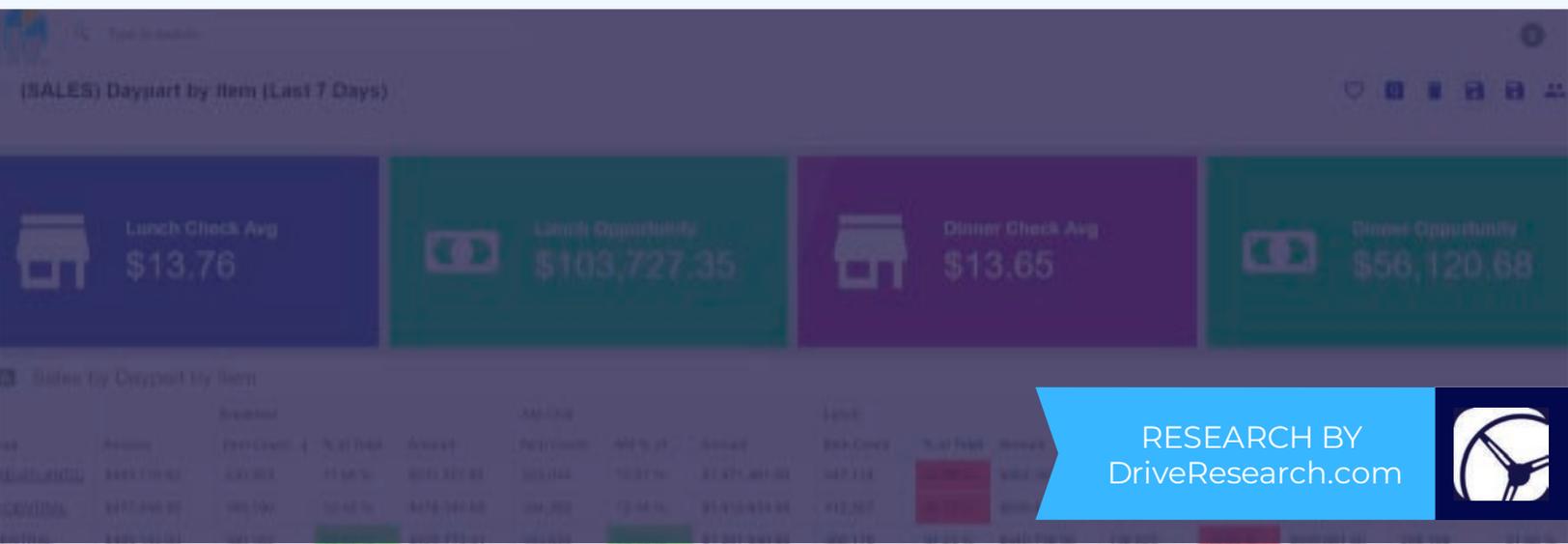
Overall ease of use



Ease of implementation



Comprehensive training



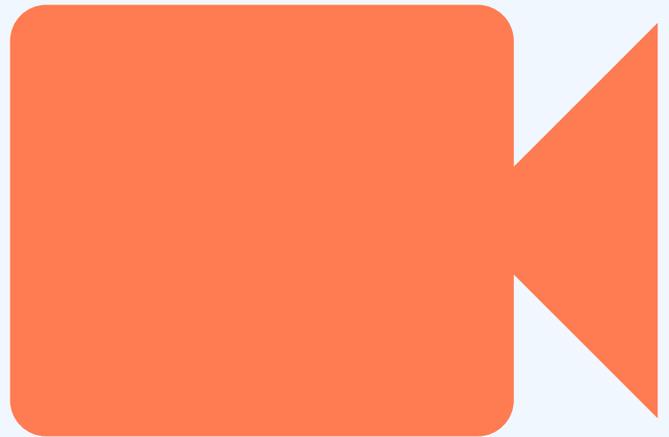
Intangible Benefits

Data Integrity and Integrations Unlock Additional Insights

Many customers cited Agilence's ability to easily integrate with multiple types of data feeds and data integrity as key benefits of the system.

Video integration is a significant time-saver for some organizations, helping to confirm suspicious behavior and flag fraud and theft at checkout without switching between systems.

Agilence's video integration ties the CCTV footage directly to the receipt for easy investigations.



We use Agilence to validate information at a company level. It's accurate, it's right. Agilence is referred to by many departments as the tool that can aggregate all information. I didn't expect it to be seen as the go-to tool but it is."

Agilence customer



Intangible Benefits

Ensure Compliance & Reduce Risk

Agilence helps customers ensure compliance and reduce risk within their organization.

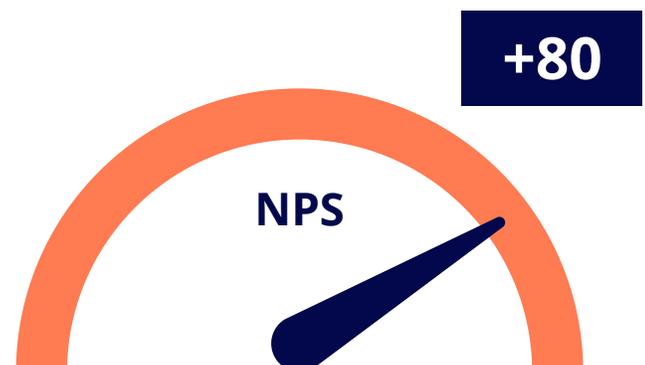
For instance, Agilence provided insight into possible regulatory compliance issues involving alcohol sales that weren't recognized before for a restaurant customer.

Similarly, a retail customer was able to ensure compliance and reduce risk by identifying a cashier that was using a single birthdate for alcohol sales.

This retailer compares measuring the value of these insights to measuring the ROI of insurance – It's nearly impossible, but it proactively protects the retailer from losing their liquor license, which could cost the business hundreds of thousands of dollars.

Reliable Customer Support and Community

Another key benefit of using Agilence is gaining access to its award-winning customer success team. As of publishing, the team has **won five consecutive Stevie Awards® for Customer Service Department of the Year.**



Calculating ROI

While all ten customers interviewed were confident that they had received a full return on all investments in Agilence, many did not have ROI figures on hand because the value of Agilence to the business was obvious. Customers were asked to estimate annual ROI in the categories outlined earlier in this report.

Financial Summary

ROI was calculated using self-reported returns during the interview process and annual costs provided by Agilence.

Drive Research analyzed the annual costs and returns of the Agilence platform for each of the ten customers interviewed. Agilence's pricing model is based on a number of factors including the number of locations, data integrations, daily transaction counts, and data complexity.

	High	Low	Average
ROI	8,127%	103%	3,318%
Payback/Break-Even Point (Days)	353.9	4.49	37.73
Annual Benefit	\$19,500,000	\$90,000	\$5,148,333.33
Annual Benefit Per Location	\$26,000	\$400	\$6,259.24
Benefit Per Day	\$53,424.66	\$246.58	\$14,105.02

Calculating ROI

Customer Profiles

For the development of this report, Drive Research spoke with ten Agilence customers and conducted in-depth ROI assessments for each.

Industry	Number of Locations	Interviewee(s)
Retail	240	Director of Loss Prevention, Safety, and Risk Management
Retail	378	Regional Loss Prevention Director
Retail	5,000	VP Loss Prevention and Safety
Retail	1,300	Director of Loss Prevention, Loss Prevention Analyst
Retail	394	Director, Loss Prevention, Health, and Safety
Grocery	150	Director, Asset Protection
Grocery	59	Chief Operating Officer
Restaurant	1,300	Professional, Loss Prevention
Restaurant	500	Senior Manager, Asset Protection
Restaurant	64	Director of IT



Conclusion

For some Agilence customers, the total return on investment is incalculable. The recurring theme throughout customer interviews was that they had never thought to calculate an ROI for Agilence because the value to the business was so obvious.

Reducing risk and ensuring compliance is difficult to monetize, but the importance cannot be overstated for organizations.

Simplified and effective reporting from Agilence makes the data easier to read and digest and saves massive amounts of time throughout the organization.

This leads to faster investigations, which decreases the time it takes to identify and resolve fraud and errors. All of these areas for seeing a return-on-investment compound and provide a sizable benefit for the customers utilizing Agilence.





About Drive Research

Drive Research is a national market research company that designs studies, manages projects, analyzes data, and consults with clients on our findings. We custom build qualitative and quantitative market research for a variety of different industries. Drive Research follows a unique in-house process that enables our clients to make business decisions using evidence and facts.

To learn more, visit DriveResearch.com

About Agilence

Agilence is the leader in loss prevention analytics, helping prominent retail, restaurant, and grocery companies increase their profit margins by reducing preventable loss. Agilence specializes in uniting digital and physical transactions to help cutting-edge loss prevention teams tackle preventable loss in all its forms - in the store, online, and at the corporate office. Every day, Agilence analyzes over 24 million transactions for our customers, transforming data into insights, and insights into actions.

Contact us today to schedule a live demo!

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