



Case Study

Retail

Convenience Store Theft



Summary



Location

Ontario, Canada



Challenge

Late night and daytime robberies of cigarettes led to significant losses



Solution

Tobacco Tracker™ GPS tracking devices catch thieves in action and recover stolen inventory



Result

High success rate has led to expansion of stores using Tobacco Trackers



Challenges

The number of convenience stores is on the rise: in North America there are over 175,000 locations, representing almost 34% of all retail outlets. Far more than drug stores, supermarkets and dollar stores.

Many convenience stores are experiencing robberies and burglaries. Some criminals favor cash; however, tobacco is becoming an increasingly attractive target. Organized retail crime rings resell tobacco and its high price makes it a profitable item to steal. Stores lose hundreds of thousands of dollars of profit due to these crimes, but more importantly, robberies and burglaries cause other problems for stores including:

Lost sales while the store is closed, or while police are processing the crime scene.

Personnel issues resulting from the aftermath and stress of robberies.

Possible damage to stores if thieves use destructive means such as smash and grab or crash and grab assaults to steal inventory.

Mac's Convenience Stores in Canada faced elevated levels of crime due to tobacco thefts and decided to take a proactive approach to address the issue. The security director has continually embraced innovative technologies to prevent crime, including using social media to post robbery event info and video footage of each robbery to try to identify criminals. He approached 3SI for a solution, and we offered the Tobacco Tracker, a product using our proven GPS tracking technology. With a dual focus on criminal apprehension and inventory recovery, Tobacco Tracker helps the store maintain operations while reducing future crimes by taking career criminals off the street.



The Solution

To address the tobacco theft problem, the customer first identified stores that were located in areas with high crime rates. Beginning in May of 2014, they began using 3SI's Tobacco Tracker in these locations.

The first robbery events occurred in July. In both cases, the trackers worked as desired and led to one suspect being apprehended. The successes have continued and a total of nine serial offenders have been taken off the streets thanks to the tracking program. The store chain has expanded the program to comprise over 80 Tobacco Trackers throughout Canada.

Keys to the success of the Tobacco Tracker include:

The tracker **activates on motion** to ensure the theft is detected whether the criminal demands merchandise from the clerk or forcefully takes it himself.

Using **3SI's secure website**, the criminal is tracked allowing police to move in and apprehend the suspect.


Typically, felons are **caught within 20-30 minutes** of committing the crime.

Trackers take **less than 20 minutes** to install so stores are protected right away.



Conclusion



When it comes to preventing crime and protecting our employees, sometimes you need to evaluate your current practices and think outside the box – make a shift in your paradigm to achieve your goal. Technology is evolving and security professionals need to leverage this to their advantage. GPS tracking, specifically the Tobacco Tracker, is an excellent example of how technology is assisting in asset recovery, offender apprehension and over the long term the prevention of incidents at Mac's Convenience Stores. 

Sean Sportun
ICPS Mac's
Convenience Stores Manager,
Security & Loss Prevention

3SI GPS tracking devices are designed to protect convenience stores 24/7. 3SI provides support from the criminal event to the apprehension, and everywhere in between. This collaborative relationship allowed 3SI and the customer to:

- Identify and install the product in high risk stores.
- Train police to respond to crime events using 3SI trackers.
- Assist law enforcement to apprehend the suspect and recover the stolen assets.

With an overall retail **success rate** of **85%+** for apprehension and asset recovery, 3SI Trackers are a **proven, covert** and **inexpensive** option to protect valuable inventory.





Convenience Store Solutions

Convenience stores are frequently targeted for crime. Cash, tobacco, and alcohol are just some of the items that attract criminals. Fortunately, 3SI offers an inexpensive and highly effective suite of solutions.

Visit our “Convenience Store Solutions” page to learn more. 3sisecurity.com/cstores

About 3SI

3SI Security Systems is the world leader in asset protection systems designed to recover stolen cash and high-value assets, apprehend criminals, and deter crime. Since 1972, our innovative solutions have helped to combat crime through GPS tracking, dye and ink staining, DNA and explosive gas neutralization technology.



3SI Security Systems, 101 Lindenwood Drive, Suite 200, Malvern, PA 19355, USA | **E:** info@3si.com | **T:** 800.523.1430