



#### WHO IS LIDS?

Based in Indianapolis, Indiana, the Lids Sports Group includes more than 1,000 mall-based, airport, street-level, and factory-outlet locations across the U.S., Canada and Puerto Rico. Lids offers officially licensed and branded headwear in the latest styles and colors for collegiate teams and major professional sports teams, as well as other specialty fashion categories.

#### RETAIL

Wave Analytics, Sales Cloud, App Cloud

**Lids**<sup>®</sup>

## Lids Sports Group unleashes ThinkLP's Wave App to reduce inventory shrink.

In the retail industry, inventory shrink – the difference between the amount of inventory a retailer thinks it has and what it actually has – is a \$100 billion-dollar-a-year problem globally. That's why Lids Sports Group, a leading American specialty apparel retailer with over 1,000 stores, employs a loss-prevention team who's engaged throughout the organization proactively identifying ways to reduce loss. With vast amounts of data stored across numerous back-end systems, providing unified self-service analytics for a traveling team of loss-prevention professionals is imperative.

ThinkLP, a Salesforce ISV Partner, has just launched a new Wave App that provides insights across loss prevention related datasets including hundreds of millions of rows of data in order to help identify potential fraud issues such as discount abuse, POS exceptions, refund fraud, and more. Wave's action framework can instantly alert a loss-prevention manager to these exceptions on her mobile device so that she can easily take action from wherever she is, and provide prescriptive actions to store managers to take immediate action. The effects of increased speed to insight and prescriptive analytics yields millions of dollars of savings annually.

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*“The idea of being able to distribute prescriptive alerts from our big data and empower our loss prevention team with self-serve analytics while mobile is extremely powerful.”*

– Ryan Rust, Lids Sports Group