

# Addressing an ORC problem

**Rexall**

Rexall is one of Canada's leading pharmacy brands, with 400+ locations, servicing 180 communities nationwide.

Rexall Drugstore



# **Daryl Blackmore,** Director of Loss Prevention at Rexall, chose to stop crime with a new approach.

Daryl partnered with Auror to Pilot its Retail Crime Intelligence platform in a set of Toronto stores to help report, solve, and prevent crime, for good. Here's how he stopped ORC in just 90 days.



*“We weren’t equipping our stores with the ability to easily report and use actionable intel to prevent repeat subjects and ORC groups from impacting their stores. We needed to address it, and did so with Auror”*

**Daryl Blackmore,**  
Director of Loss Prevention at Rexall

# Meeting the challenge of ORC in 90 days

## Rexall's challenge

ⓘ Time consuming event reporting limiting store support

ⓘ No visibility or insights on repeat offenders

ⓘ Limited support from law enforcement

## Benefit realised during Pilot



**+220%** increase in reported events



Identified **79 offenders** accounting for **45%** of the total \$ value of theft



**11 arrest warrants issued**, resulting in tens of thousands of theft resolution in record time

“It was easy to engage  
our stores from the start  
thanks to the simplicity of  
the platform”

- Daryl



**220% increase** in events,  
**700+ comments** by stores  
sharing data



**9/10 events** had an image  
attached, with full event reported  
within **7 minutes on average**

All changes saved in Auror

- Event type
- Event details
- Person 1
- Person 2
- Vehicle
- Products
- Additional information
- Your details

**Gender**

Male Woman Unknown

**Their build can be described as**

Slender Average Muscular Overweight Unknown

**Their estimated height is**

Short Under 1.60m (-5'3") Average 1.60 - 1.75m (5'3" - 5'9") Tall 1.76 - 1.90m (5'10" - 6'2") Very tall Over 1.91m (6'3"+) Unknown

**Describe their appearance** Optional  
Select all that apply

Scars Tattoos Piercings Head Clothing Bag Other

**Did this person display any of the following behaviours?** Optional  
Select all that apply

Aggressive Physically abusive Carried weapon Affected by alcohol / drugs Erratic

**What happened with this person of interest?**

They were apprehended. We prevented them from offending. They left without paying for the goods. They left but the goods were recovered. Not applicable

Describe the outcome (Optional)

Photo of a person in a hoodie with a red 'X' over it.

“Now we have real time visibility of what’s occurring which allows us to better coordinate initiatives with stores, loss teams and senior management. It’s a real game changer”


- Daryl



**79 repeat offenders** identified, responsible for **45% of the total value** of theft

LOCATIONS

TOP PEOPLE

Suspect	Events	Total value
 John Doe	5	\$2594.73

John Doe p176442

12 comments Actions + Follow

Also known as John Citizen

John Doe has been involved in 5 events. They were last seen in **Smallville, Smalltown** and have been known to be **aggressive, physically abusive, and disorderly**. Most recently described as **male, muscular, and of average height**. They have been known to target goods such as **Baby formula**.

Behaviours

5 Aggressive

3 Physically abusive

2 Disorderly

2 Trespass

Last activity  
2 days ago  
at Superstore Bigville North

Events  
5  
2 at Superstore Bigville North

Total value  
\$2,594.73  
Superstore Bigville

5 events in the past 28 days  
ACTIVE



“In-platform collaboration made it easy for us to show law enforcement high value cases quickly, resulting in tens of thousands of theft resolution in 90 short days!”

- Daryl



A record **11 arrest warrants** issued, **\$30K** in recovered product.



**\$60K** worth of events reported directly to law enforcement

Shoplifting e137505

Actions + Follow

Summary of Shoplifting at Superstore Bigville in Bigville valued at \$1198.00 occurring on 21 October 2019 at 1:12pm involving two people that left without paying for the goods.

Status

INVESTIGATING

Location

Superstore Bigville

People2

Shoptheft

Total value\$1,198.00Recovered \$1,198.00

Date21 O

Generate statement

Update Police status

Report to Police

Statement Generated

Statement of: Superstore Investigator

Email: Investigator@superstore.com

Date & time statement taken: 21 October 2019 at 1:12 PM

Location: Superstore Bigville, 1020 Bigville, Bigville County, Bigville, BV 10201, Earth

I, Superstore Investigator state:

I am a Investigator at Superstore.

At about 9:50 AM on 21 October 2019 this event occurred at Superstore Bigville. This event involved 1 person, 1 vehicle, and \$1,198 worth of products.

Person 1

This person's name is believed to be John Doe, they can be described as male, 48 years old (14 July 1971), of slender build and between 1.76m - 1.90m (5'10" - 6'2") in height

Anna Marsh - ORC Investigator

5 minutes ago

Thanks @JaneSmith. We have an ORC operation currently underway with @LawEnforcement.

Jane Smith - Superstore Bigville

uploaded a video to the evidence locker.

25 minutes ago

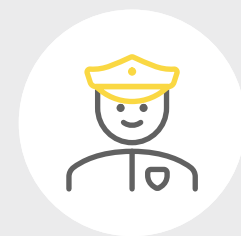
Video thumbnail

# ORC being addressed nationwide

Since deploying Retail Crime Intelligence to all stores



**99.5%** of stores  
activated within  
**2 weeks**



Police services covering  
**25% of Canada's  
population** now  
actively accessing and  
collaborating in platform



**Double-digit increase**  
in reported events since  
full launch



*"I knew this would work,  
and I'm excited for others  
to join us!"*

Daryl Blackmore,  
Director of Loss Prevention at Rexall

Want to learn how you can stop crime? Visit **[www.auror.co](http://www.auror.co)**