

Cox Communications to Help Reduce Product Loss for Retailers with Technology Solutions

Exploring combined network and AI-enabled retail data analytics aspiring to stop shrinkage in real time and protect the industry's razor-thin margins

FAYETTEVILLE, AR., at the Northwest Arkansas Tech Summit, Oct. 30, 2023 – Cox Communications today announced they are teaming with Dell Technologies to explore joint technology solutions that help retailers improve inventory management, ensure product security, monitor foot traffic and protect against daily shrinkage or product loss.

Why It Matters



Shrinkage is one of the largest problems facing retailers, and it takes many forms including theft, cashier errors, skipped checkout lines, label switching and more. The average retailer loses nearly two percent of their total sales annually to product loss, according to the [National Retail Federation](#), which is significant given the industry's narrow margins.

Go Deeper

Cox's robust fiber-powered network and emerging technology solutions like Cox Private Networks enable high-performing cloud solutions closer to where data is being created. This powerful network, combined with a cutting-edge AI analytics platform from EPIC iO and Dell's computing platform and infrastructure, can be used to design retail solutions in an easy-to-deploy, cost-effective package. These solutions could detect and alert a supervisor about shrinkage anomalies so they can spot employee mistakes, alert them to point-of-sale (POS) system errors and potentially even prevent losses before they occur.

"The key to reducing shrinkage is the ability to proactively address product loss and immediately respond to profit loss incidents in real time," said Josh Sommer, vice president of new growth and development, Cox Communications. "By harnessing the power of Cox's fiber-powered network, paired with Dell's powerful infrastructure, we can bring the cloud right to the storefront and allow retailers to help minimize loss prevention while ensuring lasting customer loyalty. Ultimately, they can remain competitive amidst increasing customer expectations and competition."

Cox is exploring retail and other solutions with Dell Technologies because of Dell's deep industry expertise and the breadth of its edge partner ecosystem, that includes EPIC iO and EPIC iO's DeepInsights AI + IOT Platform. These combined capabilities enable Cox to explore a more complete solution and go to market quickly to address challenges they are hearing from customers.

"Edge technologies help retailers analyze data where it's created, in the store, to make faster decisions and deliver positive experiences for shoppers and employees," said David Trigg, vice president, strategic planning, Telecom Systems Business, Dell Technologies. "With Cox's network, combined with Dell edge infrastructure, retailers have a solution that is quick to install and easy to manage while delivering on customer shopping expectations."

About Cox Communications

Cox Communications is committed to creating meaningful moments of human connection through technology. As the largest private broadband company in America, we operate fiber-powered broadband networks in more than 30 states, providing connections and advanced cloud and managed IT services for nearly seven million homes and businesses nationwide. We're dedicated to empowering others to build a better future and celebrate diverse products, people, suppliers, communities and the characteristics that make each one unique. Cox Communications is the largest division of Cox Enterprises, a family-owned business founded in 1898 by Governor James M. Cox.

The commercial services division of Cox Communications, Cox Business, provides fiber-based network and managed and cloud solutions that support applications and create connected environments for more than 370,000 businesses nationwide, including health care providers, K–12 and higher education, financial institutions, government organizations and retail businesses of all sizes. We also serve most of the top-tier wireless and wireline telecom carriers in the U.S. through our wholesale division. For more information, visit www.coxbusiness.com.

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