
SECURITY DIRECTOR NEWS

Fathead uses SheerID technology to safeguard military discount



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DETROIT – If perpetrators of retail crime are good at anything, it’s identifying vulnerabilities and exploiting them. Targeted discounts, used by retailers to extend their brand to new or existing customer groups, are precisely the kind of initiatives that are potentially exploitable.

Aware of this, some retailers are taking steps to put in place the right protections to prevent discount abuse.

Fathead LLC, a Detroit-based wall graphics company, is using a gateway from SheerID to verify the identities of eligibility of active duty military at the point of sale. They’re using the technology for their Salute to Service Sweepstakes, which offers monthly drawings and giveaways to military members and their families.

The military discount is the first of its kind at Fathead, said Molly McLeod, marketing project manager.

“We were impressed by [SheerID’s] expertise and knowledge,” McLeod told Security Director News. “We wanted to secure military status, and to do it in a seamless way.”

SheerID, based in Eugene, Ore., develops technology that draws information from protected databases to instantly verify customer eligibility for group retail discounts.

Jake Weatherly, co-founder and CEO of SheerID, said they are offering the military verification gateway for free. “This means small- to medium-sized business who don’t have an engineering team can plug into customers’ experience to improve military offers or launch them for the first time,” he says.

SheerID’s technology leverages constantly updated, authorized data. Because the service can be used at the point of sale, it can have a lot of value to retailers from a loss prevention standpoint. A Big Data resource if there ever was one, the system may not have been possible six or seven years ago, Weatherly said.

“We would have been shaking hands with really old infrastructure and very slow databases,” he says. “The only other way we could’ve done it is through data dumps, but in the case as soon as we get the data, it’s old.”