

FMCG/CPG Brand image recognition brochure

COMPUTER VISION

IR

Sterison IR Instore-Execution

In order to make business-critical decisions, brands need to stay always up to date on what they have in their possession, how much they have sold, what the competitors have in stock, and other essential data.

In an already cut-throat market, decisions on store-level distribution, on-shelf stocking, and merchandising need to be data-driven and executed with speed. The goal with technology adoption is not just real-time visibility anymore. Retail leaders today desire to have complete control of what happens to all their products and promotions when they hit the retail shelves across thousands of outlets.



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Why Is Image Recognition Important?

Time savings are a big reason why image recognition is important in retail. It puts the onus on the tool to decipher what's going on in an image, not on your team. It's a lot faster to take a few pictures than it is to answer a survey or catalog every detail of the shelf.

In addition, image recognition is also a boost to data quality. You can combine insights from on-the-ground reps and other sources with image recognition applications to build a better picture of the store. AI and machine learning scan the images for other attributes or build a completely different picture, like stitch multiple snapshots into a panorama.



Reduce store audit collection time

15%

improve data accuracy by 10-15%
versus manual surveys

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How Image Recognition Benefits FMCG/CPG Manufacturers

Image Recognition technology can save FMCG/CPG manufacturers a tremendous amount of time by pointing out the redundancies in no time.

- It allows the field reps to spend more time on sales and less time with tedious paperwork and analysis.
- It helps them create visual consistency between stores.
- Manufacturers become more agile in tracking performance and brand distribution, which allows them to meet customer demand in a timely manner.
- It can also effectively monitor the freshness of products.
- It also gives insight into how brands can improve product placement and make visual display more appealing and effective.

In a nutshell, image recognition allows you to gather valuable data to optimize the merchandising layout on the shelves.

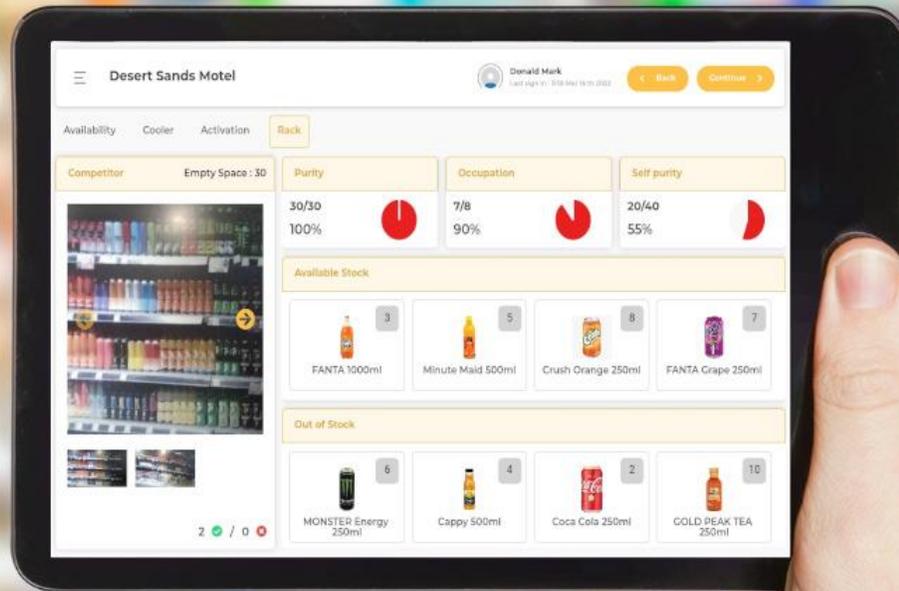


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The right solution for your success in retail execution!

Image Recognition by Sterison provides you with more objective and better quality data. However, it is all about much more than time-saving improved data collection. This is just the beginning of the IR journey!

- Our IR solution helps you better and quicker assess in-store execution to get a clear picture of the POS situation.
- It then allows you to go beyond simple data collection and solve the problems effectively. It suggests the most appropriate on-site actions to your field teams to help them improve a shelf reality.
- With Image Recognition by Sterison, you can give your commercial teams the visual tools to negotiate better agreements with their clients. You can boost sales, minimize risks of losses, anticipate problems and be much more proactive than ever.



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Business value by using image recognition and retail analytics

To truly understand how image recognition will impact your business, it's important to understand at a high level how the technology works to process data.

1. Increase market-share with real-time visibility
2. Monitor store compliances
3. Save store audit time
4. Precision distribution of products to stores
5. Competitor intelligence





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How can you improve your on-shelf performance?

95%

After computer vision

Share of shelf visibility

**32%**

Before computer vision

Share of shelf visibility



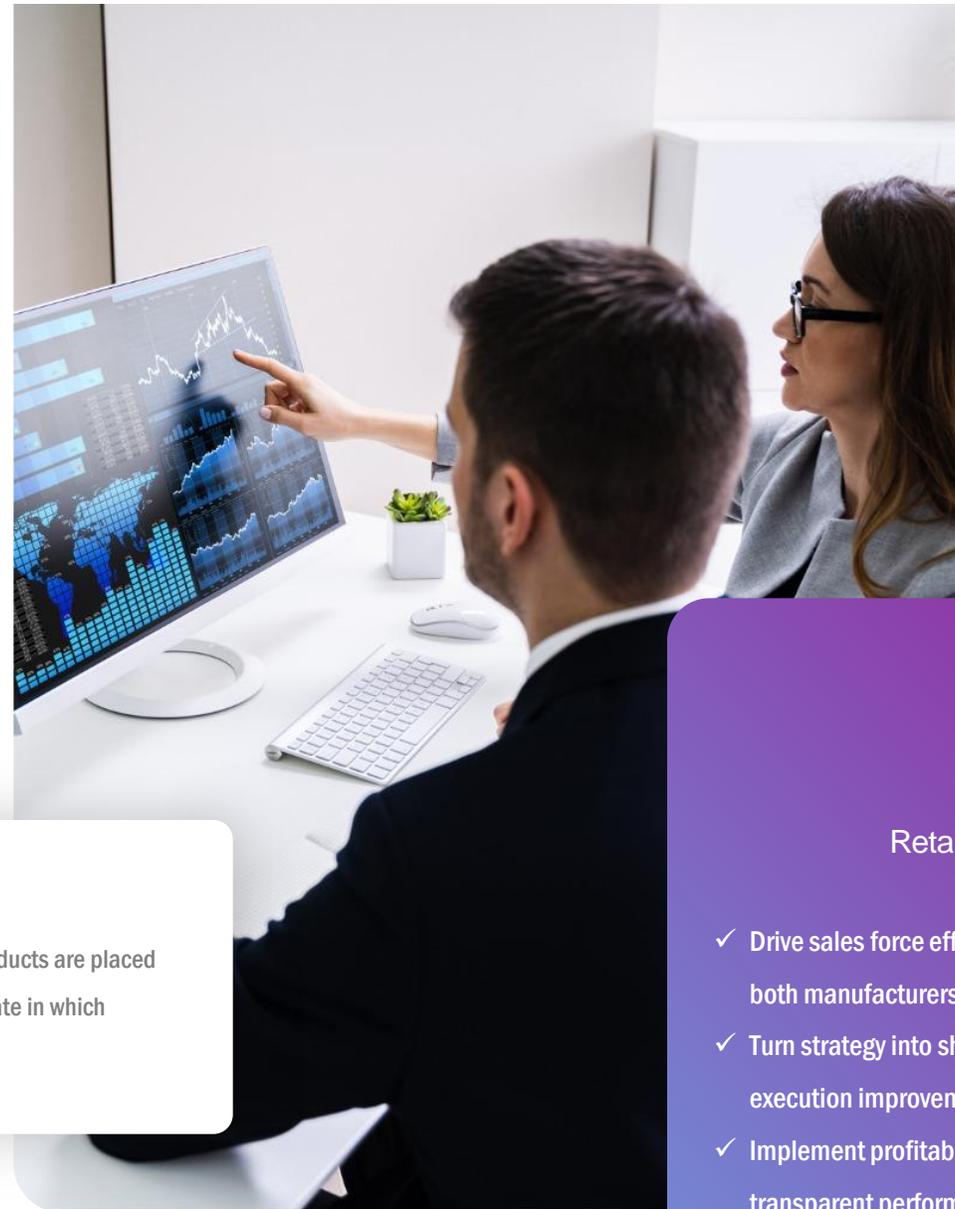
Real-time store insights can help manufacturers immediately fix shelf conditions and execution inefficiencies so as to actively prevent out-of-stocks and misplaced items on the shelf.

- Improve SKU visibility
- Display compliance checks
- Planogram compliance checks
- Competitive intelligence

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Real time product monitoring

Sterison retail image recognition automatically finds trends on product conditions including availability, assortments, space, pricing, promotions and enables both retailers and FMCGs to take immediate measures that drive sales.



Pro-active sales recommendation

Insights that go beyond telling you where and how your products are placed on the shelf, to which category mix will have a higher sell-rate in which store and in which location.



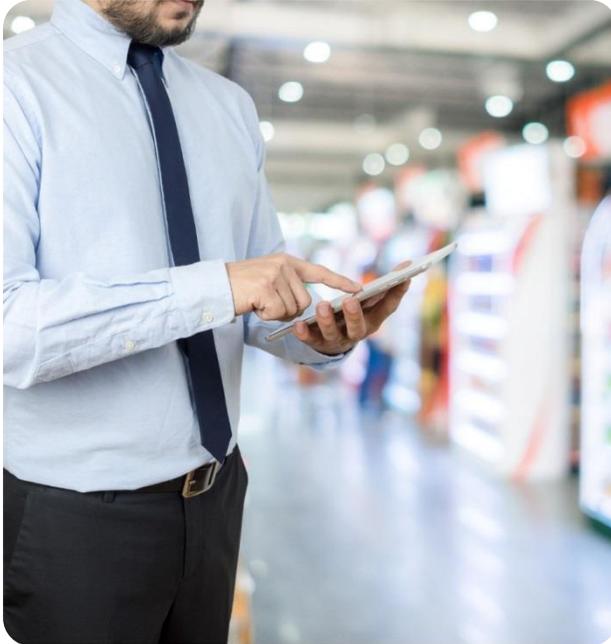
Precision product distribution

Proactive recommendations to distribute the right product assortments to the right stores in the right quantity.

IR

Retail monitoring

- ✓ Drive sales force efficiencies and boost sales for both manufacturers and retailers
- ✓ Turn strategy into shelf reality with disciplined execution improvement.
- ✓ Implement profitable joint business plans with transparent performance data.
- ✓ Spot trends and react quickly to opportunities at the store level.



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A run-through of benefits image recognition drives in retail



10+

Additional Features

Sterison IR brings about significant improvements to how retail businesses run, namely:

- ✓ The sales reps get to spend more time on sales instead of manually doing the paperwork
- ✓ Retailers get the chance to maintain visual consistency across multiple stores within a single chain
- ✓ Manufacturers get an opportunity to adjust production volumes based on brand performance and distribute products according to customer demand
- ✓ Retailers prevent overstocking and stock-outs, as well as make sure customers are always served fresh products
- ✓ Retailers sell more effectively due to analytics-driven product placement

Measure and improve your shelf and trade promotion execution

1. Reduce Out of Stocks
2. Improve execution and shelf space compliance
3. Automate tedious shelf audits and empower Reps
4. Win more shelf space by influencing retailer with data
5. Make faster and better trade promotion decisions



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60 Sec Digital Shelf Check

**1 Minute**

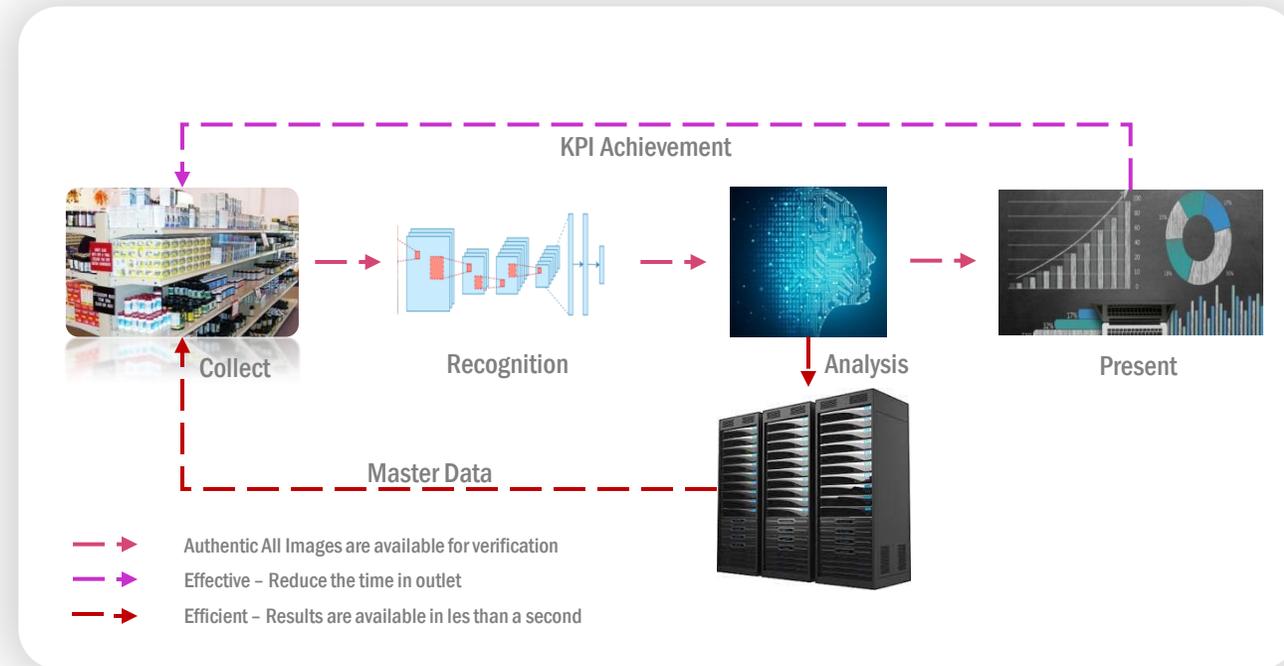
Improve Timeliness
Sync data in real time

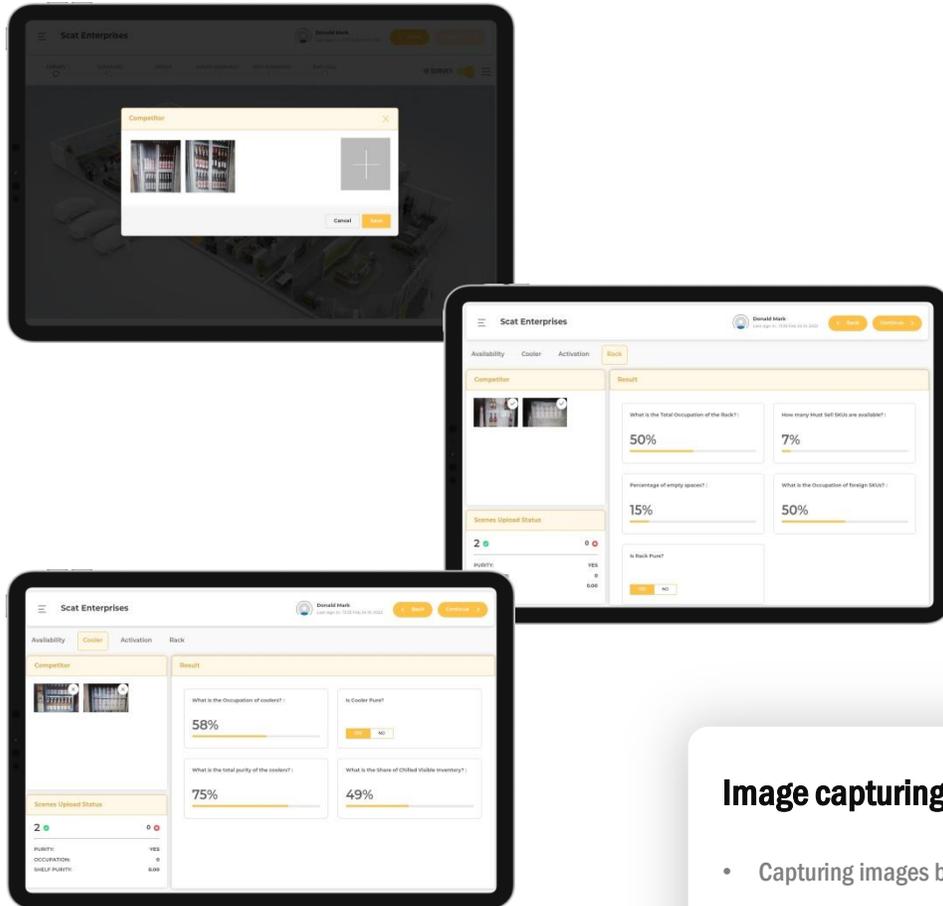
**1000 Times**

Improve Data Collection Efficiency
Calculate custom BI reports fast

**100 Times**

Reduce Costs
Significantly reduce backend personnel





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Computer Vision Survey

Auditing shelf management using Image Recognition digitizes store checks and plays an essential role in understanding the shelf conditions and how they affect the sales of their core SKUs.

Using a deep neural network, detects SKUs within images of shelves and classifies them at manufacturer, brand or SKU level.

Image capturing by scene

- Capturing images by each scenes
- Offline image quality analysis
- Options to capture long shelves
- Status validation of each image to be uploaded on cloud



Analysis Result

- Accurate result by each business use cases
- Various business results
- Clear status of number of images uploaded and analysis



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Our Commitment

At Experian, we are only driven by customer success, providing a great experience during the partnership phase. To be able to achieve that, implementation planning for effective organizational transition is paramount. Outcome is all that matters. Our experience delivering products for the global market has given us the insight to be driven by pre and post implementation metrics to predictably deliver outcomes for our customers.

There is also significant planning that goes into phased roll-out in a large organization coupled with gamification to motivate people to adopt faster than their peer groups. Bottom-line for us is - system delivery alone is not the end, but the route traversed is equally or more important.

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providing real time market intelligence helping customers achieve..

- Revenue growth
- Operations efficiency
- Better customer service





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Benefits Summary

50%

Reduce store audit collection time



15%

Improve data accuracy



- ✓ Digitize Store Audits
- ✓ Maximize Sales
- ✓ Elevate Customer Experience

3%

Higher on-shelf sales lift through in-store calls to action



10%

Improvement in assortment availability and reduce out of stocks



20%

Lift in Click-Through-Rates





SMART FACTORY

About Sterison

- Sterison is a technology services company with a strong focus on delivering applications and products using multitude of software technologies and hardware products.
- The company has been working tirelessly to maintain a smile on our customer's faces and now is offering a line-up of ground breaking technology products and services.
- Whether you're looking for digitalization service, business solutions, supports we can partner with you at every stage of the business growth!



Our Key Customers



Partner Network



Building the future with tech, gear, and software



THANKYOU

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