

# POI Global Promotion Optimization Summit



*Big Data*  
*Pricing* **TPO**  
*Retail Execution*  
*Mobility* **TPM**

# Trax

image recognition

We capture retail today.  
So you can see the opportunity of tomorrow.



**Think of all the possibilities if your eye was connected to a computer.**

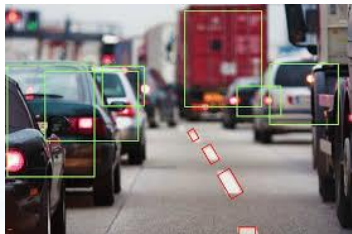


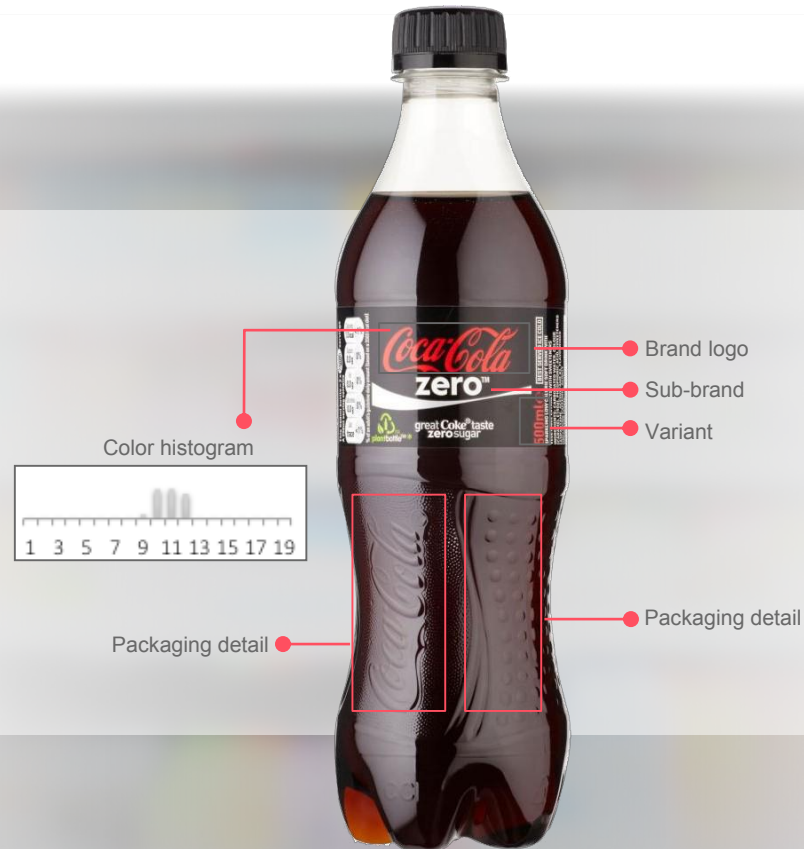
Image recognition is the identification of objects, people, buildings, places, logos, and anything else that has value to consumers



**Simple Recognition...**



**Coca-Cola leverages fine grained image recognition algorithms specific to retail, with the ability to recognize any product at a brand, sub-brand or SKU level**



**Our algorithms overcome:**

- › Near identical products
- › Reflective packaging
- › Partially obstructed SKUS

## Cutting Edge Algorithms



Manufacturers overcome issues such as:

- › Near identical products
- › Reflective packaging
- › Partially obstructed SKUS

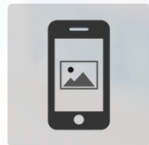
**The Trax Test:**  
How many unique  
SKUs do you see?



➤ Two! There are actually  
three 600ml bottles in a  
cooler of 450ml bottles



## Real-time analytics for real-time corrective action in-store.



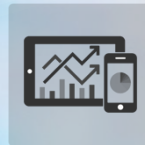
### Shelf captured

Sales reps take as many images as required to cover their shelf or category



### Image uploaded

Shelf images captured are sent to the Cloud



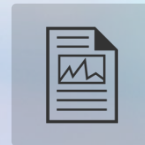
### Reports available

Real-time actionable mobile reports are received within minutes in the store



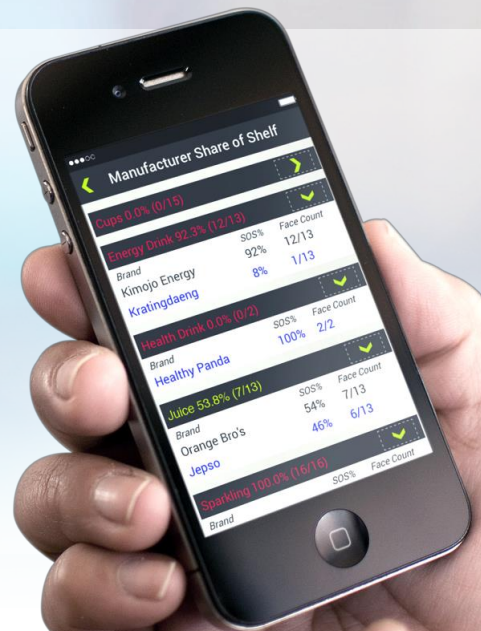
### Corrective action

Reps apply corrective actions in-store and other sales development activities



### Management updates

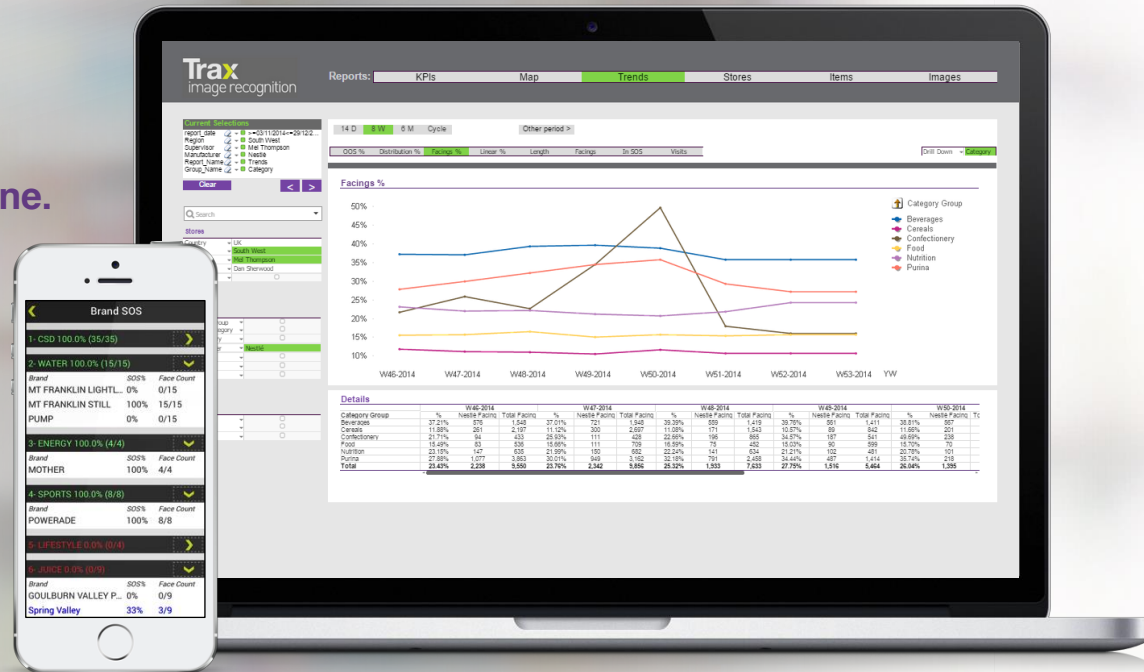
Same day web analytics are made available.





## Actionable mobile reports in-store and comprehensive web reports online.

- › Distribution
- › Out-of-stock
- › Share of shelf
- › Shelf standards
- › POS material presence
- › Planogram compliance
- › Pricing
- › And more..



## Section: Coca-Cola Case Studies

**Trax**  
image recognition

## A Picture of Success

Coca-Cola bottlers around the globe have been working with Trax to perfect their in-store execution.

The Coca-Cola logo is displayed in its classic red script font.

<<PLAY VIDEO>>

## New RED based on Image Recognition



Rolled out with Trax in 35 cities in Russia during last 6 months

### Coca-Cola Russia Results:

1. Saved up to 60% of time spend to audit
2. Improved data accuracy 25%+
3. Increased store coverage 4x times
4. Integrated with telephone sales
5. Received full category and competitor insights



**Spend less time auditing,  
more time optimizing your  
in-store execution.**

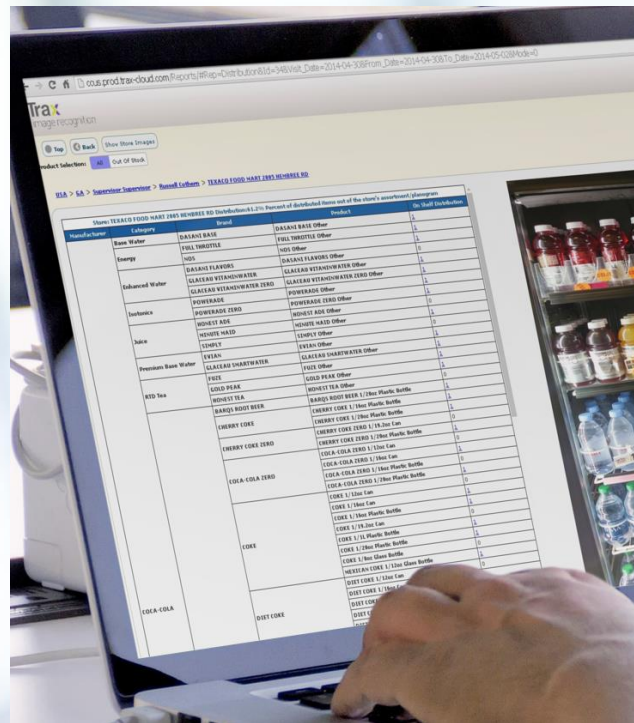


With image recognition, each Coca-Cola sales rep can invest up to 60% more time in selling.

**Coca-Cola Korea Results:**

- More time spent on sales activities in-store
- Accurate insights
- Real-time accurate reports

## Call centre integration for back office telesales support.



Integrating into their existing call center and CRM systems, Trax gave call centre agents a better understanding of OOS, SOS, store layout, competitive products and more.

### Coca-Cola Amatil Results:

- Real-time data and store images for telesales reps
- More effective sales calls
- Increase revenues

**Track price changes  
and stay competitive.**



Using Trax, Coca-Cola Japan received real-time pricing data to effectively manage their pricing strategies for each category and SKU.

**Coca-Cola Japan Results:**

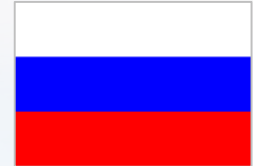
- Understand market dynamics
- Maintain competitive pricing
- Prevent potential volume loss



## A Picture of Success

Coca-Cola Russia Case Study

*Coca-Cola*



<<PLAY VIDEO>>



## Coca-Cola Today

In today's fiercely competitive retail environment, understanding how our brands and products look, perform and persuade on the shelf has never been more business-critical.

The market constantly changes every day...  
can Coca-Cola react to all these changes?

**Let's take a look at the past 25 years to see BIG changes in Russia:**

1. No competition in Russia
2. One product layout
3. Standardized
4. Unified



**Russia present reality means  
strong competition**





What it takes to be  
a market leader

1. Always adapt to market dynamics
2. First to see new opportunities
3. First to market with new sales strategies and best in class execution





Coca-Cola Bottlers use a simple continuous process called RED to drive market execution.

1. RED - Right execution daily
2. Simple process with 4 basic elements.
3. Most complicated and expensive element is tracking

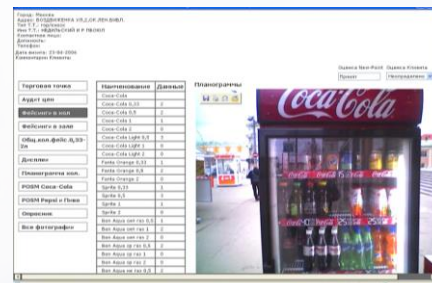
What we need from our RED tracking tool:

1. Ability to track different categories & 100s of SKUs
2. Different competitor activities
3. Proven data quality and accuracy (99.9%)
4. Detailed and actionable GAP analysis



## RED Evolution

1. Paper audit
2. Manual mobile
3. Automated with Trax technology

[illegible]

2005 - 2010

2010 - 2014

2015

## Manual paper audits

## Mobile RED

## Image Recognition

**Thank you**

Pavel Popkov, Coca-Cola

Shavit Clein, Trax Image Recognition





# Trax

image recognition

› We capture retail today. So you can see the opportunity of tomorrow.

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