



Trax
image recognition

Coca-Cola

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

POI Global Promotion Optimization Summit
11th May 2016

Pavel Popkov (Coca-Cola Russia)
Anderson Maia (Trax Image Recognition)

Trax
image recognition *Coca-Cola*

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

© 2016 Trax Image Recognition. All Rights Reserved

Get *Eyes into the Store*, to see how your products are performing, but more importantly understand why.

From Channel

Products are distributed to retailers through closely tracked route-to-market channels.



But what's happening on the shelf?

Many brands don't have accurate on-shelf visibility and actionable holistic insights to drive purchase decisions where it counts most – in the grocer's aisle.



To Checkout

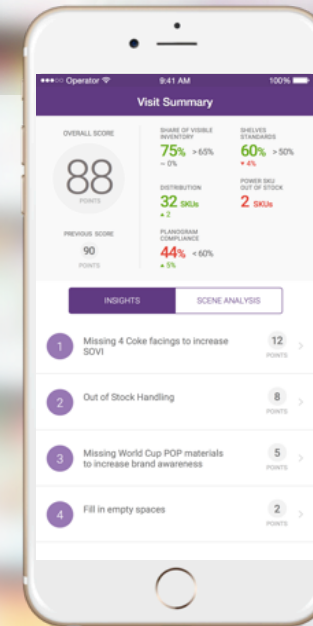
When products are sold, POS information provides valuable insights into sales and volume data.





Image Recognition provides a more **accurate**, **consistent** and **reliable** way to understand how consumer goods are performing in the marketplace.

With state-of-the-art Image Recognition, we turn shelf images into real-time insights



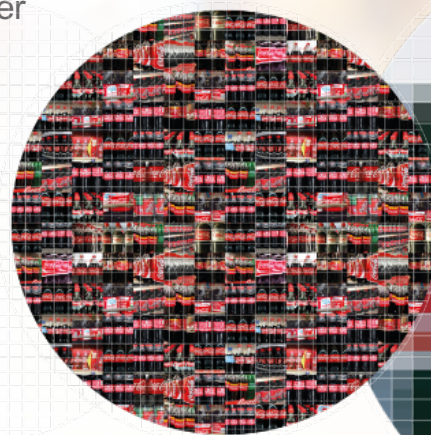
Our breakthrough computer vision algorithms and big data platform ensure the highest accuracy of recognition, insights and intelligence for your business.

Our proprietary platform harnesses sophisticated **'Deep Learning'** neural network architecture to power our recognition process.

Our algorithms overcome:

- › Near identical products
- › Reflective packaging
- › Partially obstructed SKUS
- › Poor photo angles

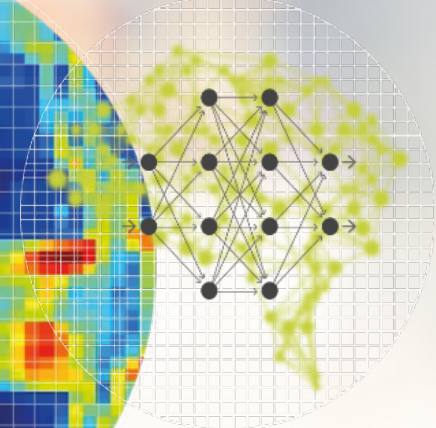
Millions of product images are uploaded weekly our Trax cloud...



Classification heat map



...fueling the most advanced computer vision recognition for retail.



Neuron activation visualization



Manufacturers today face expensive, inaccurate and limited market data.



High costs



Increase operational efficiency by up to 60%



Limited reporting



Capture over 50 KPI's & reports automatically



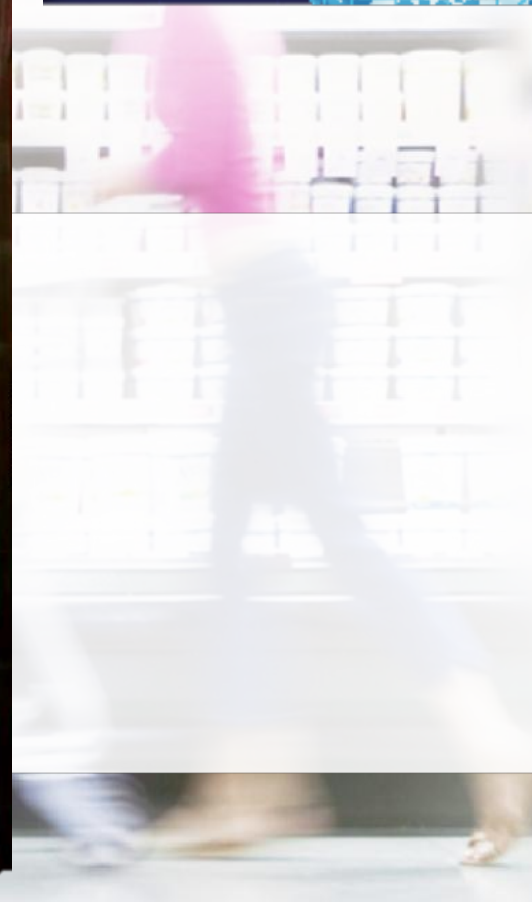
Manual collection



Less than 1 minute to capture the entire category

You need the most innovative technology available to get ahead of the game.

Reality out there cannot be captured just by numbers...



Coca-Cola Hellenic Russia
Case Study



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

© 2016 Trax Image Recognition. All Rights Reserved



A Picture of Success

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

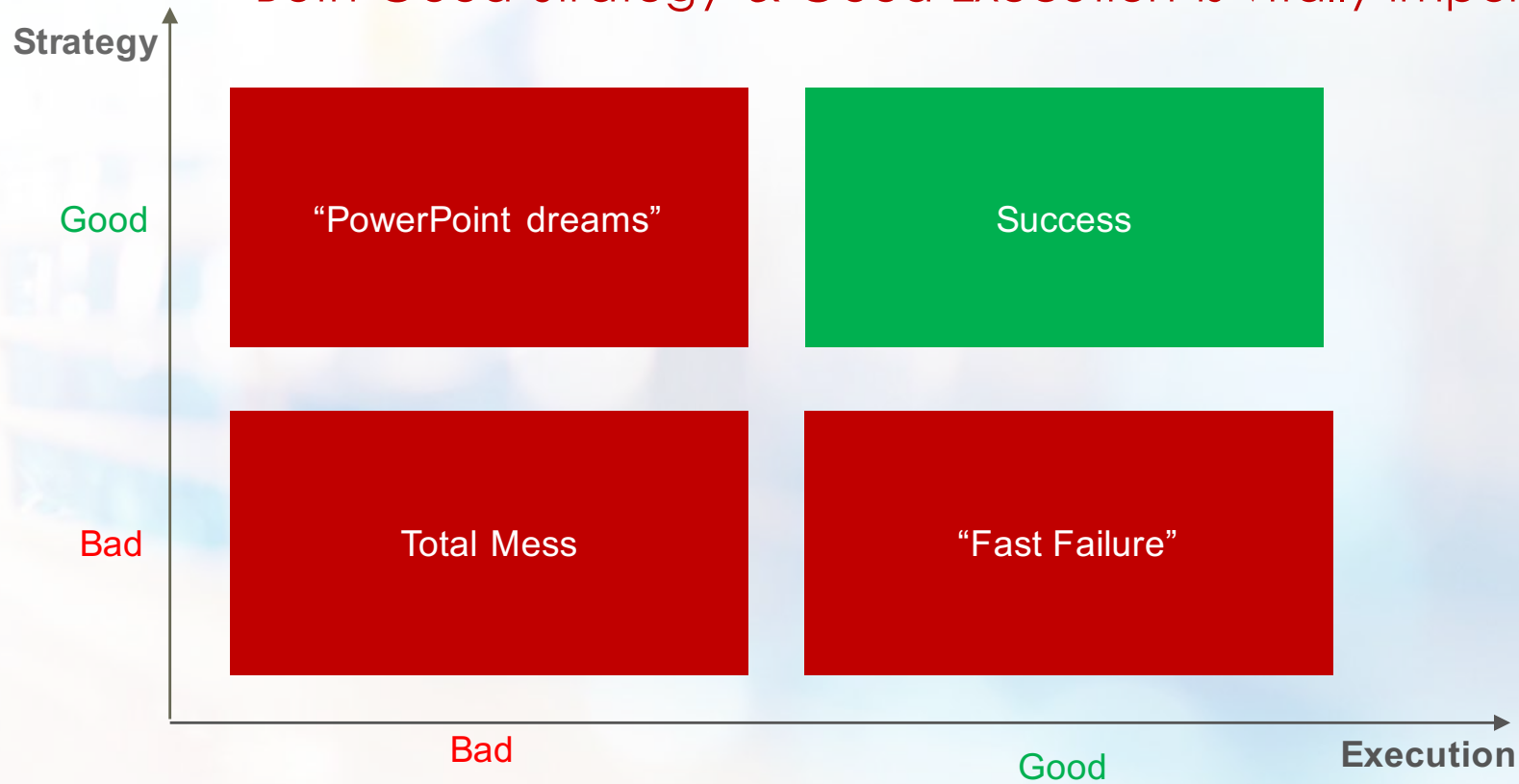


Coca-Cola Today

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.

Why store execution is so important for our business?

Both Good Strategy & Good Execution is vitally important to Success.





strategy



Coca-Cola use continuous process called RED to drive store execution.

Pro's

1. Strong focus on execution
2. Constant feedback to immediate actions
3. Strategy validation

Con's:

1. Budget => limited coverage
2. 3rd party capability
3. Time delay and human mistakes

4. Monitoring & Reports



2. Communication & Training



3. In-Store Execution





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.

Is it possible to keep main advantages and reduce disadvantages?

1. Define Strategy



4. Monitoring & Reports



Cheaper?

2. Communication & Training



Faster?

3. In-Store Execution



For everyone?

We was looking to new technology to improve process to new level

1. Define Strategy



2. Communication & Training



Yes.
with Image Recognition

4. Monitoring & Reports



Cheaper?

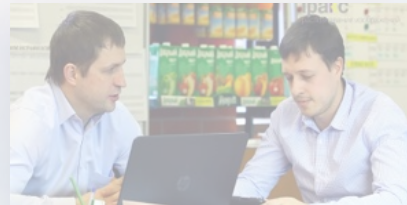
3. In-Store Execution



For everyone?



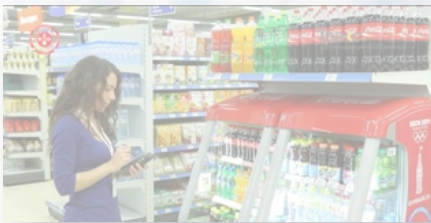
2. Communication & Training



3. In-Store Execution



4. Monitoring & Reports



1. Define Strategy



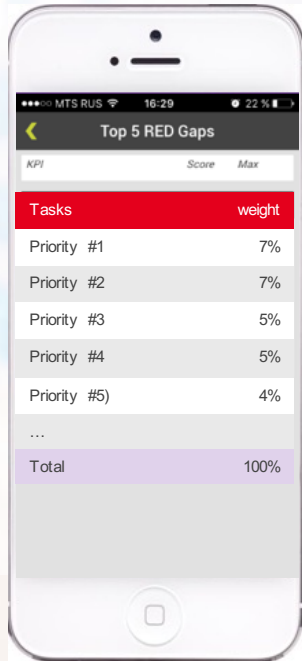
2. Mobile App



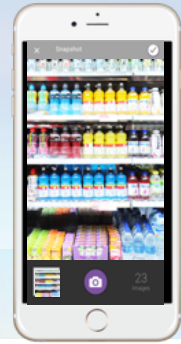
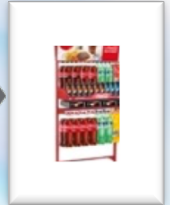
3. In-Store Execution



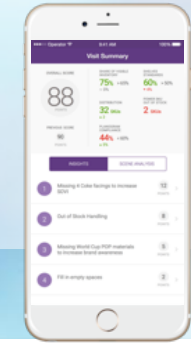
3 key steps during store visit



Right standard with one click



Recognition server TRAX



During 2015 we significantly expanded coverage

