

THE POI RETAIL EXECUTION SUMMIT

Gaining Competitive Advantage with
Exceptional Retail Execution



Image Recognition and Artificial Intelligence for Retail

Steve Hornyak
CEO, Americas
Trax Image Recognition

- Image Recognition
- Artificial Intelligence
- Image Recognition and AI in Retail
- AB InBev Case Study
- Coca-Cola Case Study

Announcement of Pope Benedict in 2005



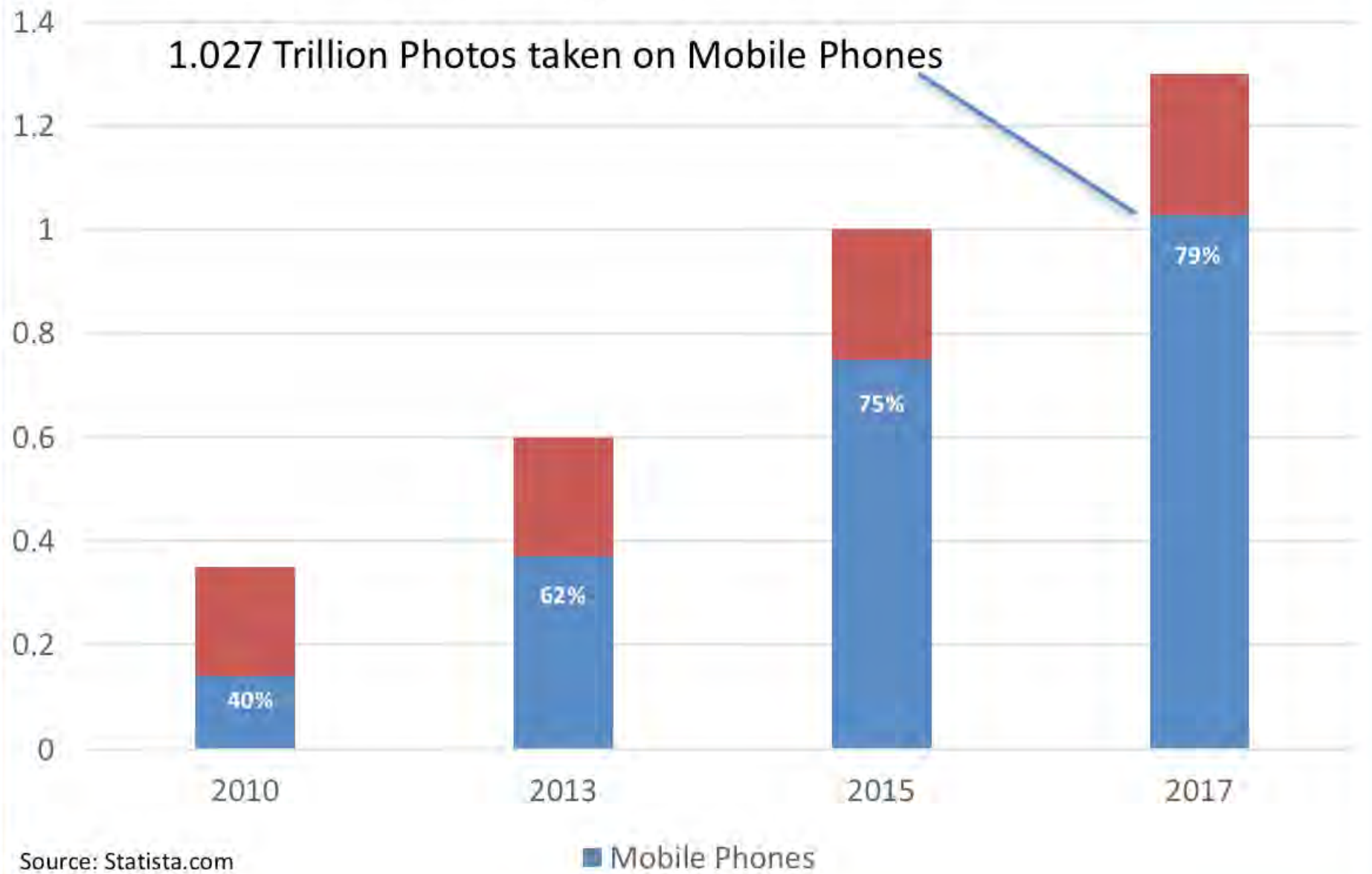
Announcement of Pope Francis in 2013



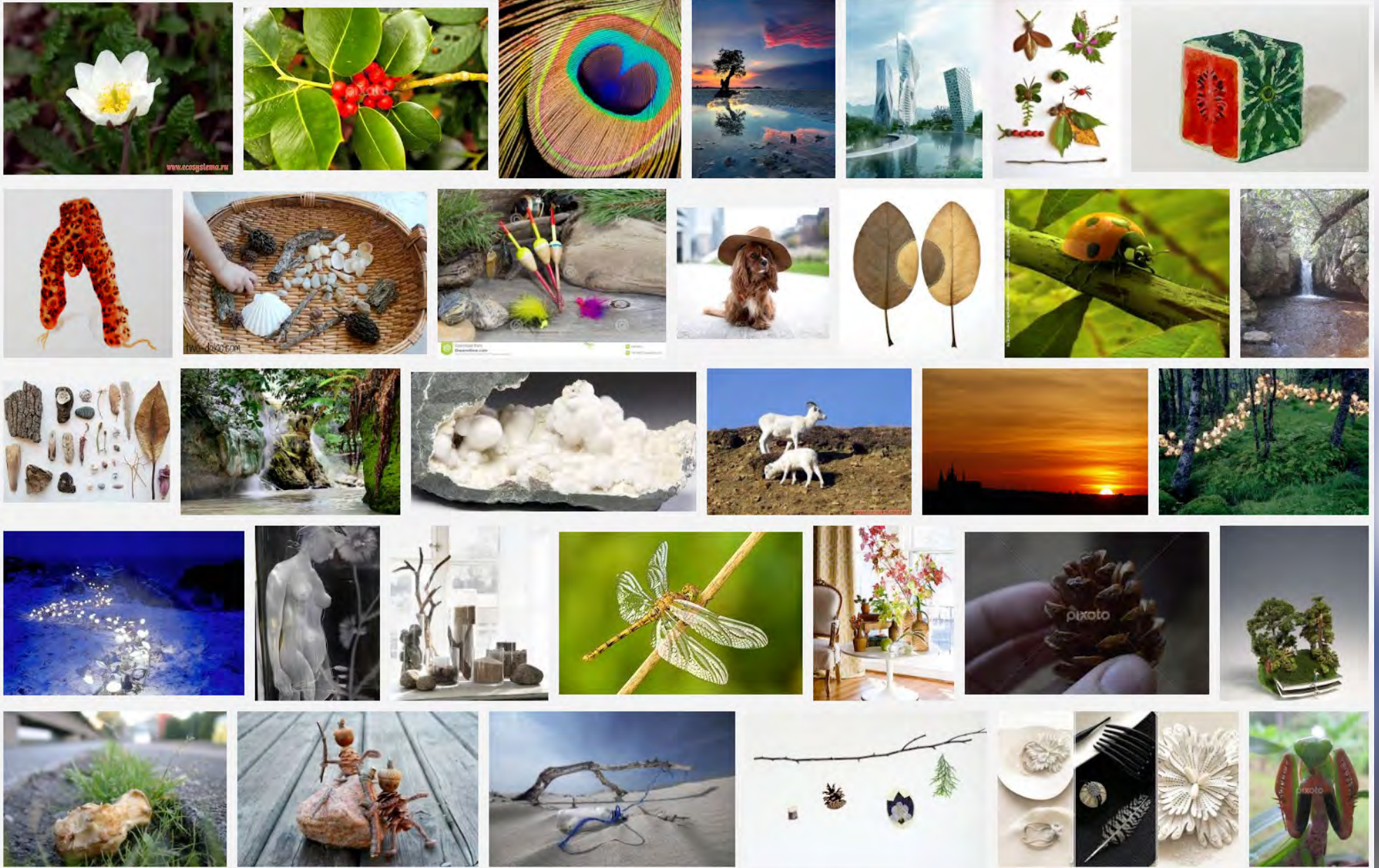
2.08 Billion Smartphone users

493 Photos per person in 2016

Digital Photos



Basic Image Recognition



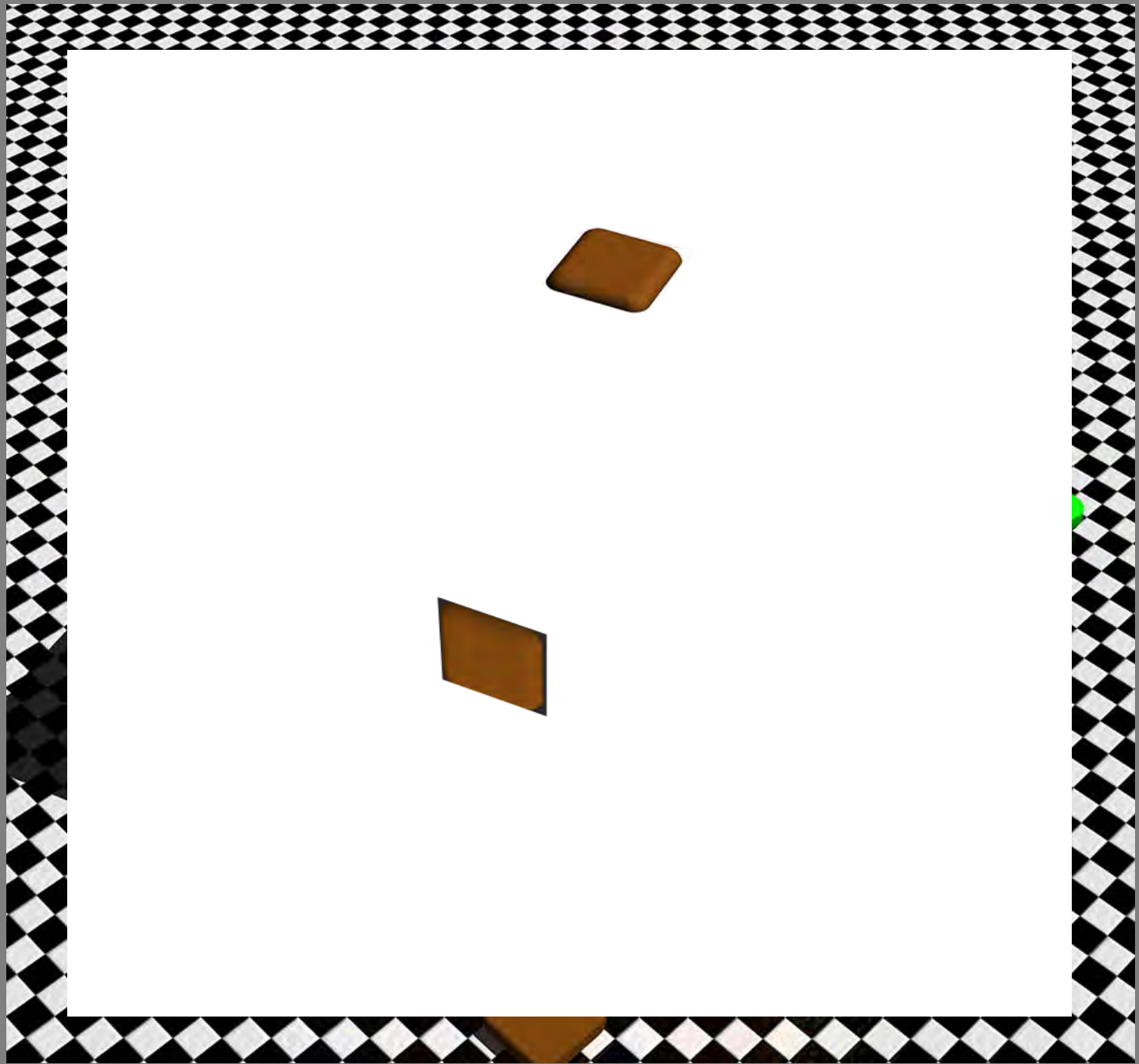
“Fine-grained” Image Recognition







**Humans aren't that
good at image
recognition**



Quirkology Channel

THE COLOUR CHANGING CARD TRICK

www.RichardWiseman.com


Can you spot the planogram error?



Answer >

The 2L bottle has been placed next to the 5L products.





**Computers are very
good at image
recognition**



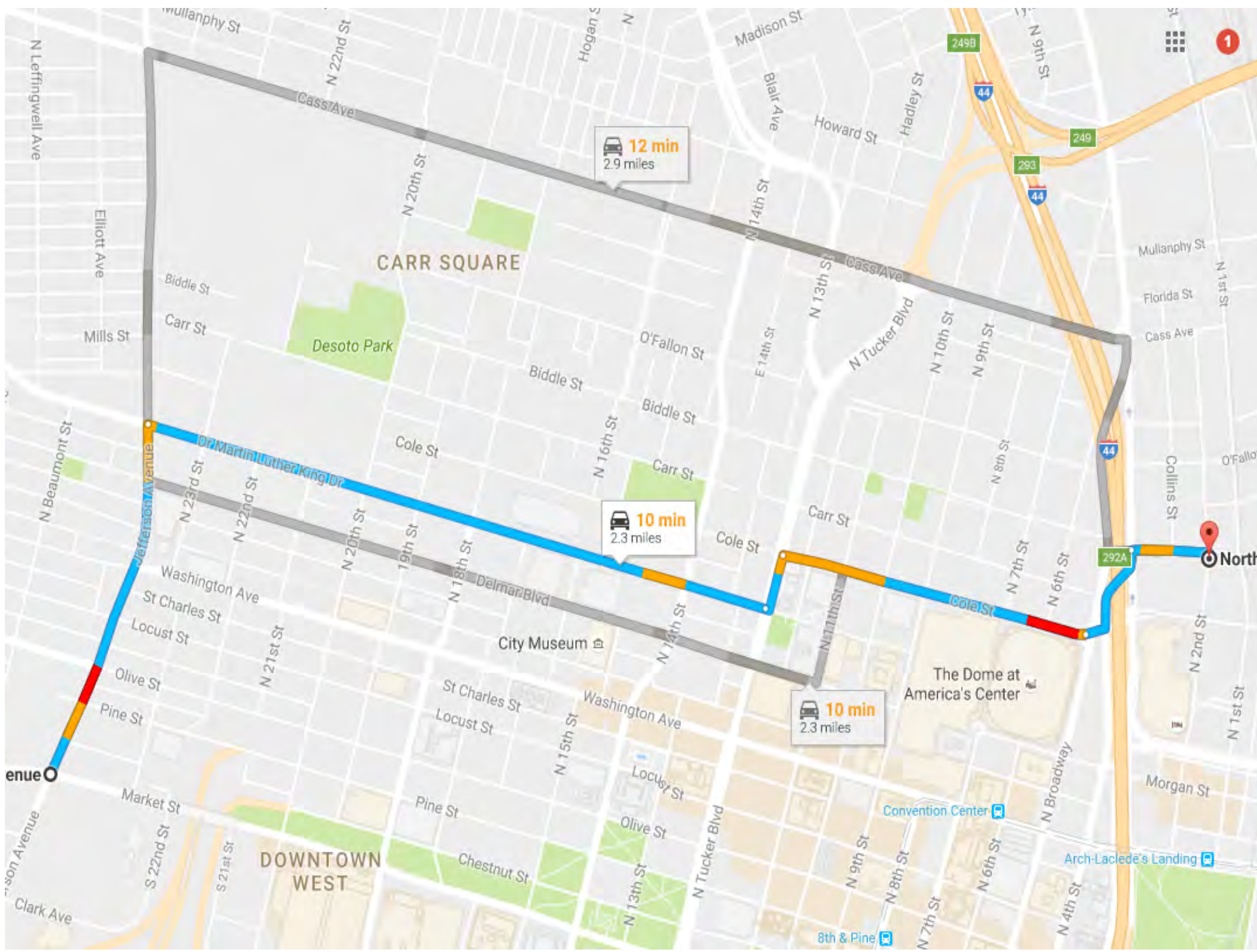




**Coupled with AI, we
can do even more**







12 min
2.9 miles

10 min
2.3 miles

10 min
2.3 miles

1

North

CARR SQUARE

DOWNTOWN WEST

The Dome at America's Center

City Museum

Desoto Park

Convention Center

Arch-Laclede's Landing

8th & Pine



1052 N 2nd St

St. Louis, Missouri



Street View - Jun 2016

FOUR SEASONS HOTEL

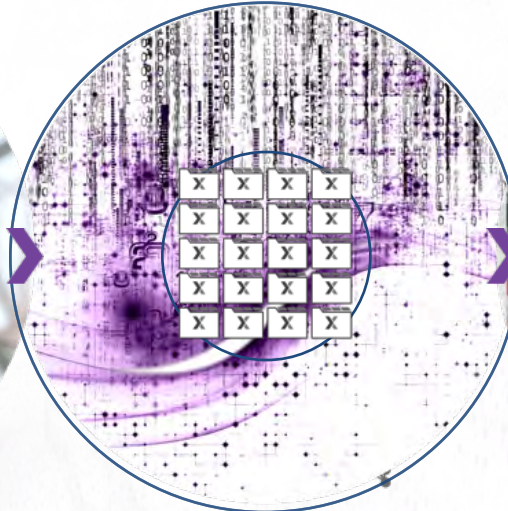
© 2016 Google



Deep Fine-Grained
Recognition Engine



Retail 'Big Data'



Data Science
Engine

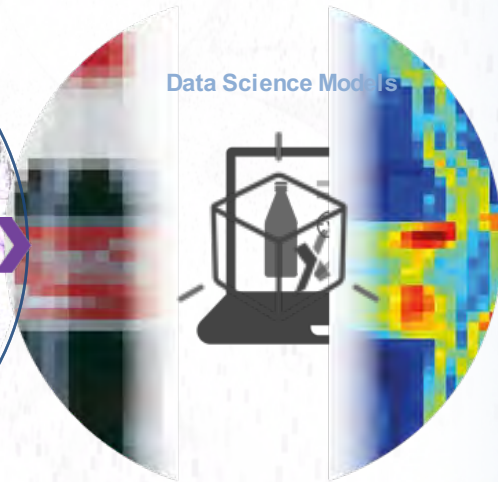
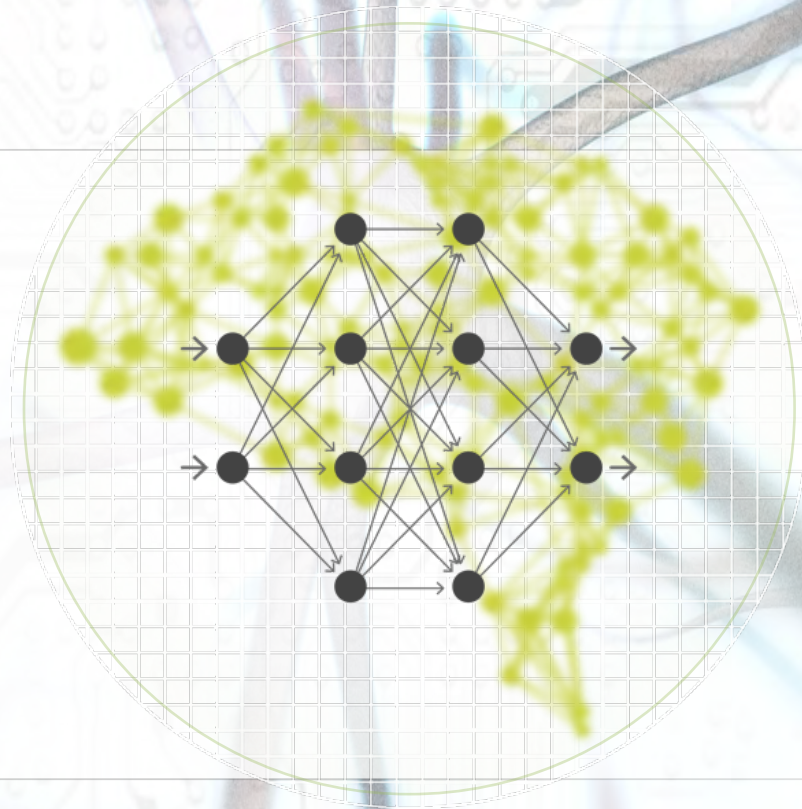


Image Recognition, Deep Learning, & Computer Vision Algorithms



The bigger the data, The better the results



A background network diagram consisting of numerous small grey nodes connected by thin, light grey lines, forming a complex web-like structure. The nodes are distributed across the entire page, with a higher density in the center and right side.

Image Recognition in Retail Video

Retailers Need Shelf Visibility To Truly Understand What's Happening In The Store

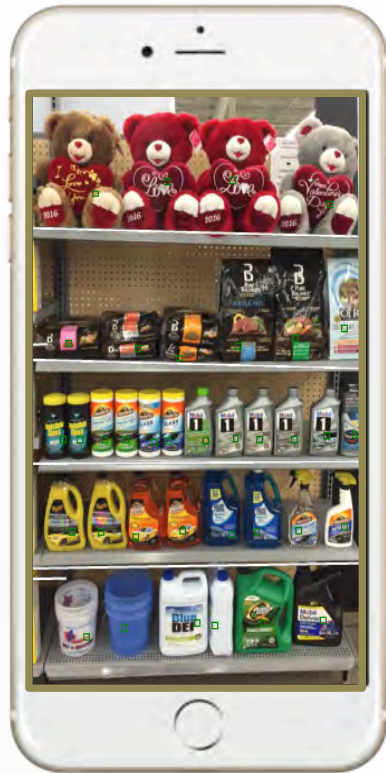
● From Distribution ● To Checkout ▶

What's happening on the shelf?



Image Recognition can "Digitize" store shelves

Take a Photo



Products Identified



Ready for Reporting





Products		Compliant %	Compliant Count
Empty	<input type="checkbox"/>	1 %	2
Correct	<input checked="" type="checkbox"/>	85%	168
Wrong Position	<input type="checkbox"/>	12%	24
Not in Planogram	<input type="checkbox"/>	2%	3
Total			197

Actionable real-time mobile reports in-store

KPIs:

- On-shelf availability
- Out-of-stock
- Share of shelf
- Shelf standards
- POS material presence
- Planogram compliance
- Pricing
- Promotions
- and more...





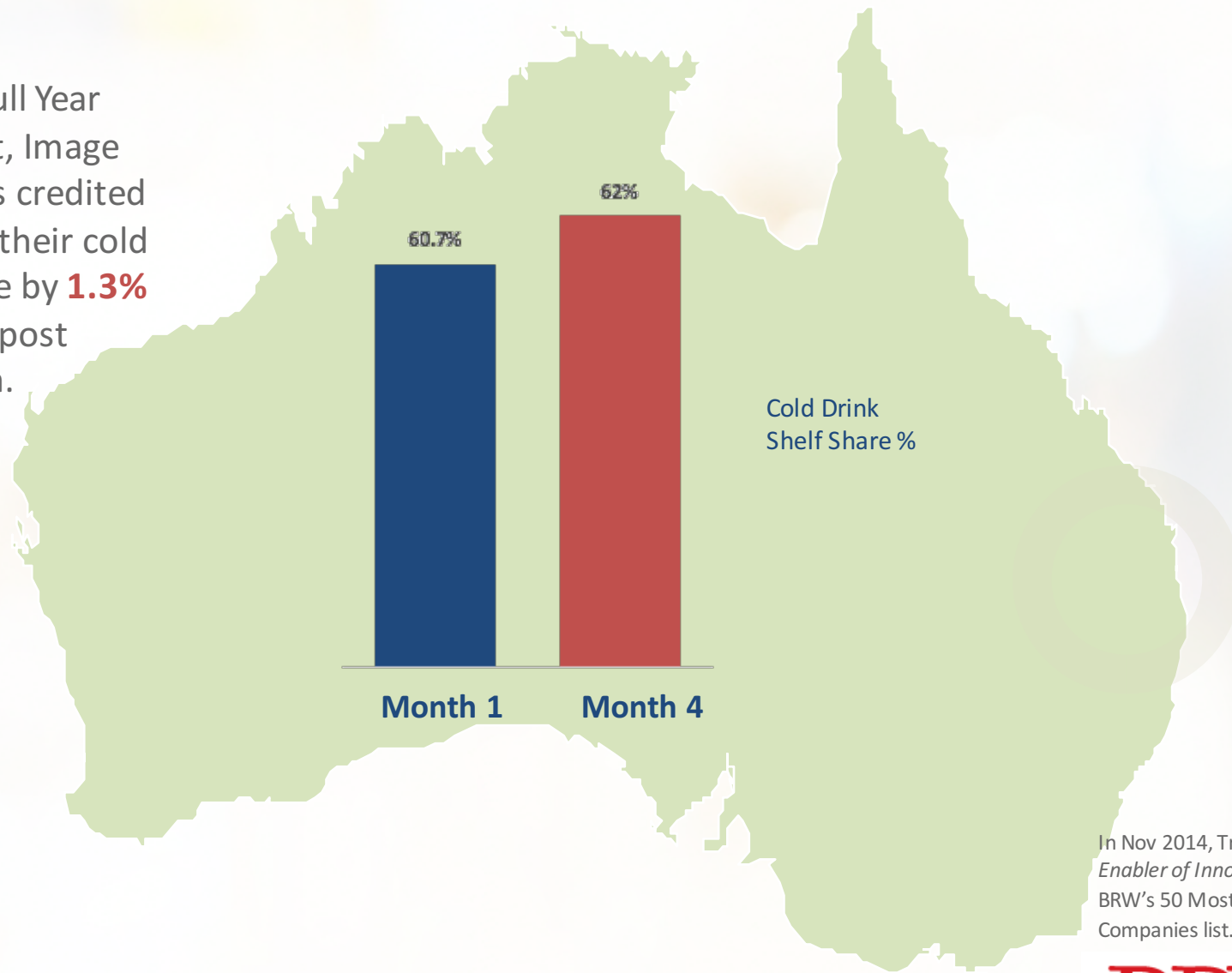
Retail Intelligence Video

A complex network diagram with numerous nodes and connecting lines, rendered in a light gray color, serves as the background for the slide. The nodes are of varying sizes and are interconnected by thin lines, creating a dense web of connections. The overall aesthetic is clean and modern, typical of a professional presentation.

Case Studies

Coca-Cola Australia increased market share by 1.3% market share in 4months

In CCA's 2013 Full Year Financial Report, Image Recognition was credited with increasing their cold drink shelf share by **1.3% in four months** post implementation.



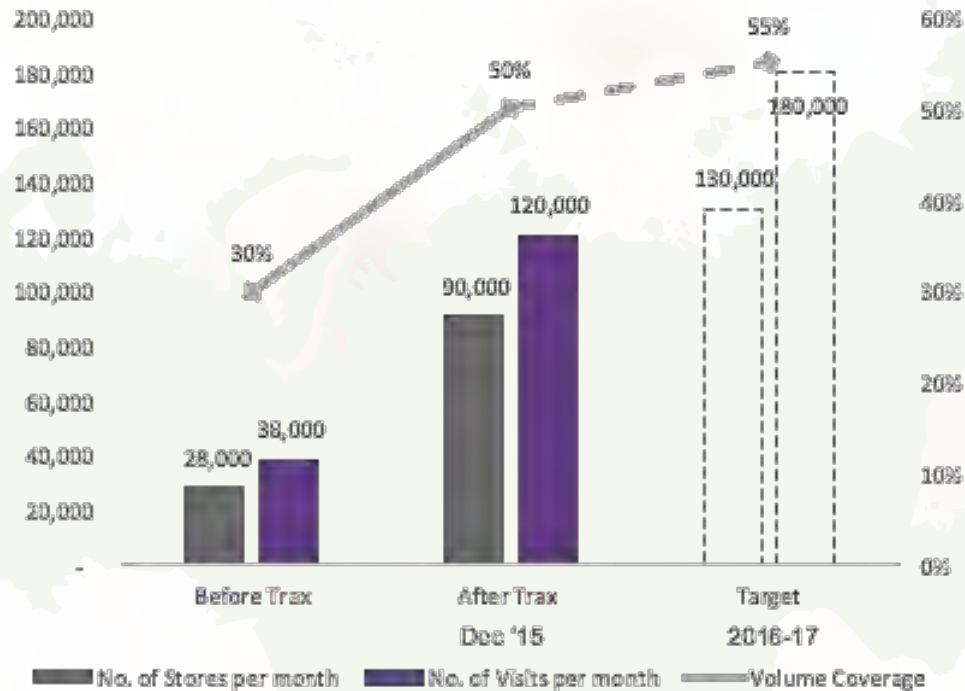
In Nov 2014, Trax was named *Key Enabler of Innovation* for CCA in BRW's 50 Most Innovative Companies list.

Coca-Cola Russia | Increased sales volume by 4-10%

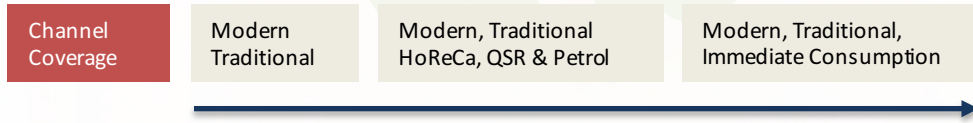
Increased Coverage without Significant Budget Increase

“With the new RED system, we have expanded our regional coverage from just top 35 cities to over 130 cities and rural territories. 1,600 users have adopted the new system, compared to only 800 users before.”

- Pavel Popkov, RED Manager, CCH



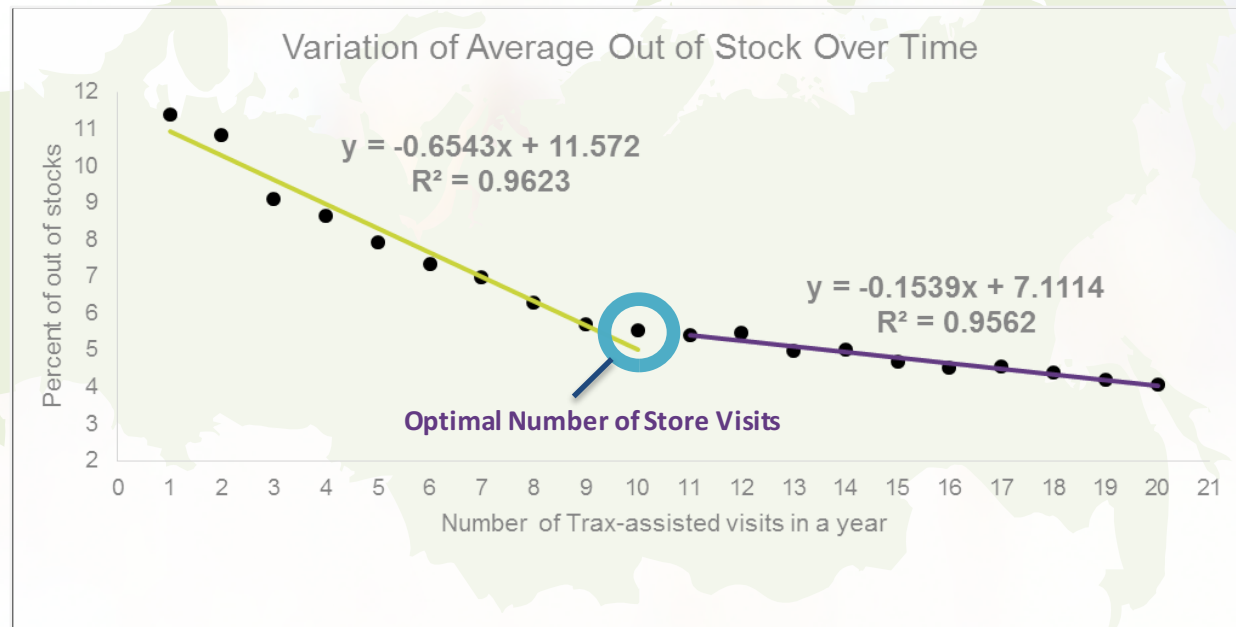
Tripled RED coverage in terms of both stores and visits.



Coca-Cola Russia | Trax reduces Out of Stock 4-11% per store visit

Project details:

- Traditional trade
- 85,000 store visits
- Number of visits with Trax Retail Execution

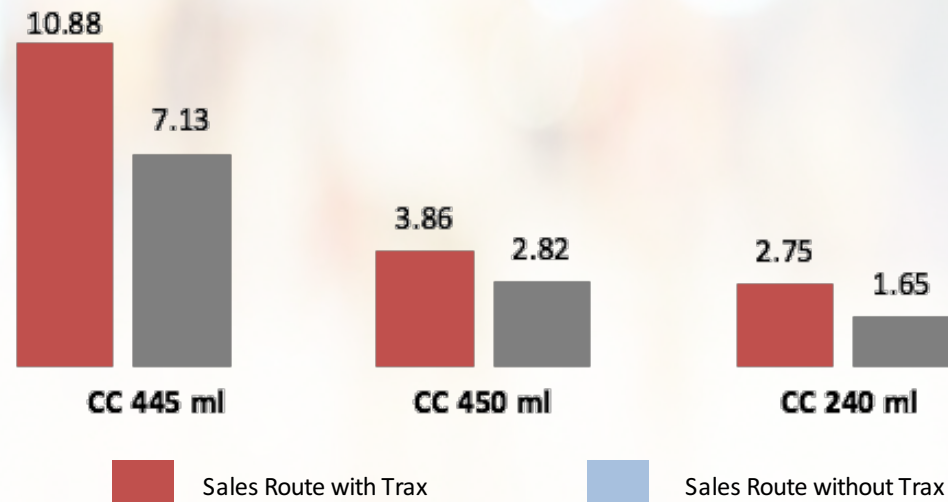


Coca-Cola Thailand | 30% sales volume increase for 3 Power SKUs

Project Highlights:

- Traditional & Convenience channels
- 1300 outlets
- Tracked 104 competitor SKUs

Effect of Trax on Sales (Volume per Outlet)



AB InBev Brazil | Revenue average increase of 12%

Project Highlights:

- 35 retailers
- >1200 stores
- 60% stores visited by Trax
- EPOS data based on customer records

%Revenue improvement normalized to start date

