



**Trax**  
image recognition

## Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPM-TPO  
Retail Execution Journey



Discovering Category Opportunities at Store Level via  
Image Recognition Technology

**POI: Summit**

February 11th 2016

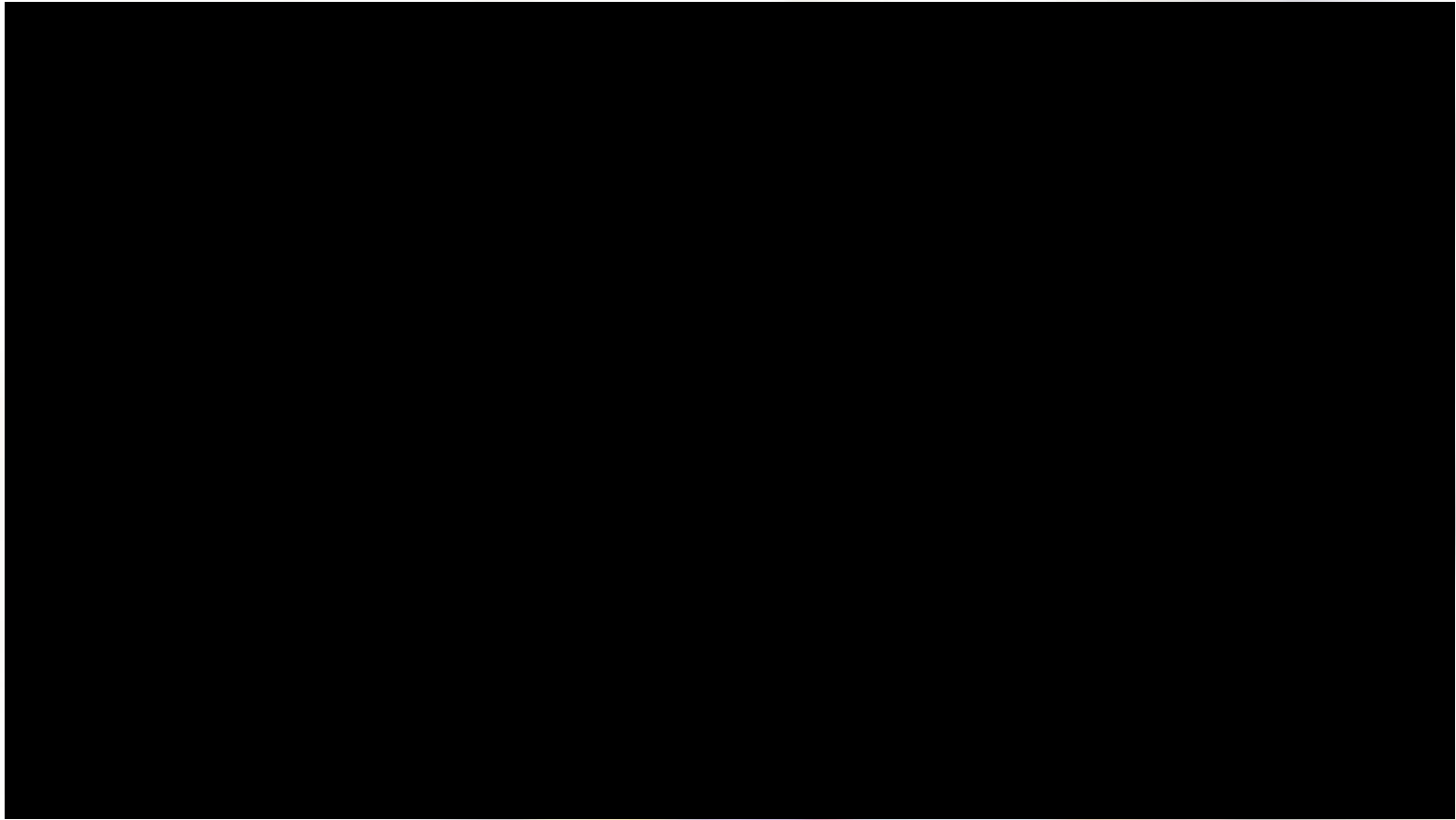
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# How Shelf Reality is Captured Today (on a good day...)

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# 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.



## Real world challenges to ensuring consistent execution.



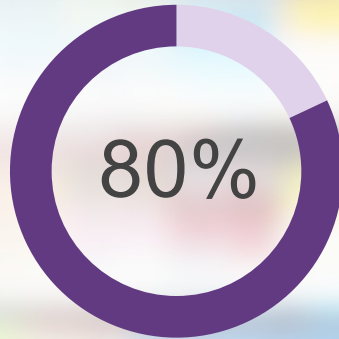
High costs



Limited reporting



Manual collection



80% of sales rep's time goes into manual administrative work, leaving little time for negotiating with store owners

....It's time to leverage technology that enables corrective measures in real time

Breakthrough fine grained image recognition algorithms are designed for retail.



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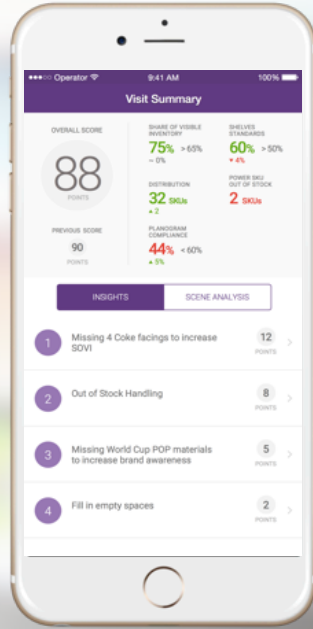
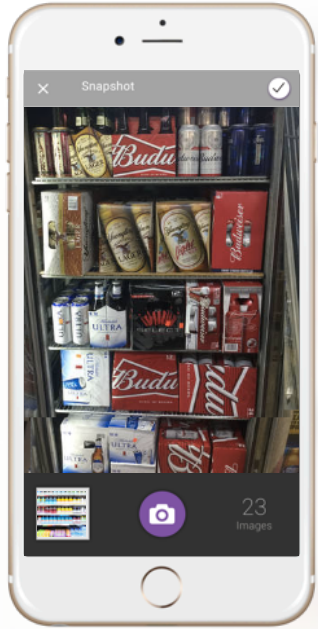
IR algorithms are constantly learning as more and more images are recognized, exponentially increasing the granularity of their capabilities

**Our algorithms overcome:**

- Near identical products
- Reflective packaging
- Partially obstructed SKUs
- Poor photo angles

# Mobile and Fixed Camera Solutions powered by Industry Leading Retail Based Image Recognition Algorithms

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Captured with  
96%+ accuracy

Real-time shelf  
analysis

Granular & aggregated  
insights

## Working with AB InBev on KPI focused Capabilities...



### High Quality Data

We don't just track a few SKUs we can provide full category insights



### Real-Time Insights

Our competitors take weeks or even months, we provide insights in real-time



### Integrated

Our technology is easily integrated as a plug-in to existing retail solutions



### Cost Effective

We are the most cost-effective solution in the market



### Global

We are a global full solution provider

## ...is why leading global household brands trust Trax.



L'ORÉAL



Nestlé



MAYORA



Indofood

MARS



LAVAZZA



AB InBev

**Trax**  
image recognition

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

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