

Retail Execution

Ensuring the efficiency of your sales & merchandising teams

FMCG/CPG SOLUTIONS

Ailet: Our Success

- More than **30** clients Worldwide
- Success stories In more than **25** countries
- **4** regions Europe, LATAM, MENA, Asia
- Power of **AI** Latest technology inside

- Global provider of shelf execution for FMCG companies
- Extensive experience in shelf recognition
- Embedded BI. Accurate, consistent and reliable insights into shelf operations

MARS



ABInBev

Coca-Cola
ANDINA

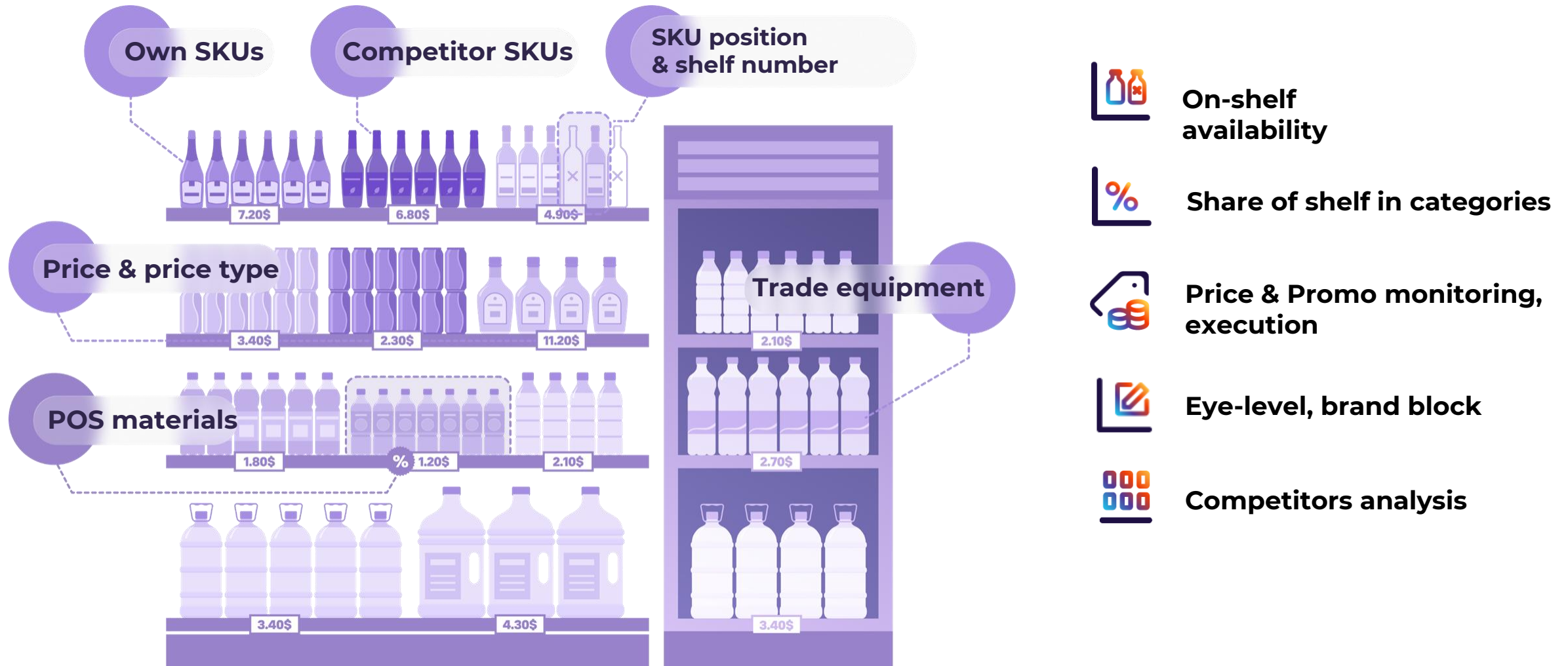
SANOFI

Walmart

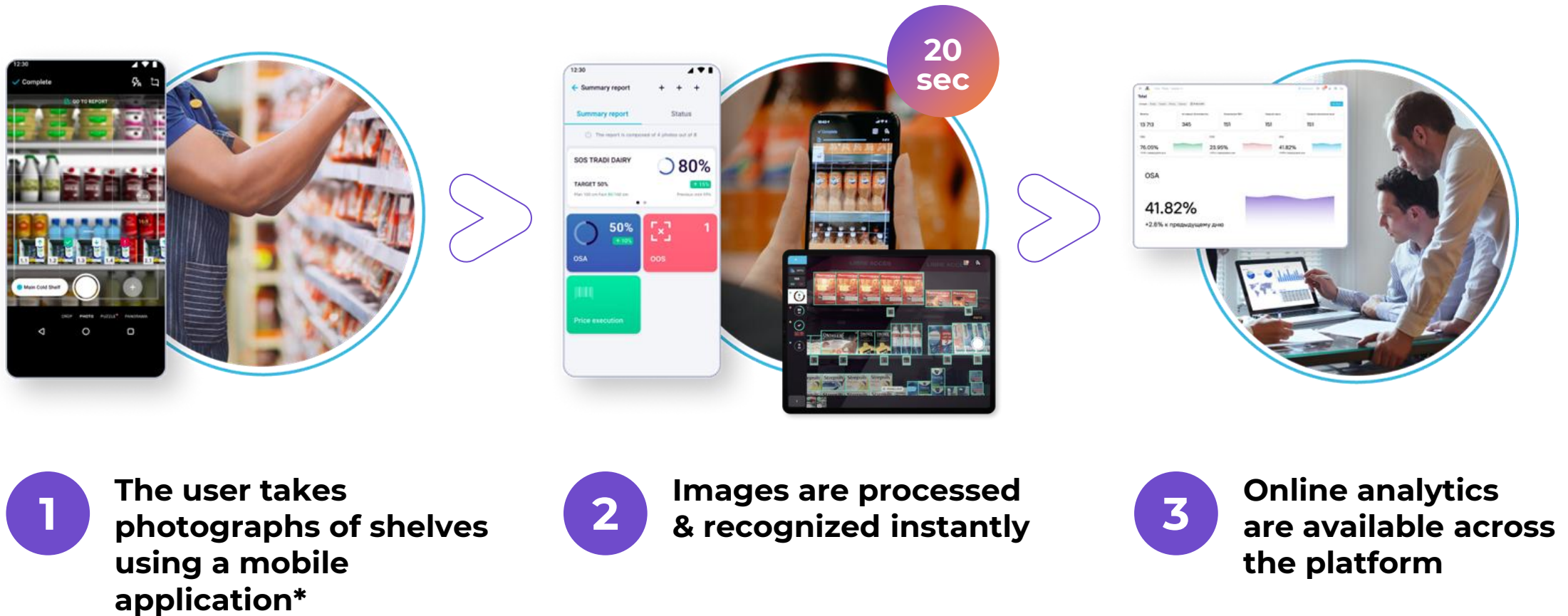


What does Ailet IR technology currently cover?

The AI technology detects objects from a photo of the shelf to provide valuable **online** shelf insights, eliminating the need for manual data collection



Ailet Solution: How does it work?



* Ailet mobile application or Ailet IR module integrated into clients' SFA

Ailet developed a strong expertise in IR

50+ projects for clients in various markets and industries



Alcohol



Beer



Dairy



Sweets



Tobacco



Pharma



Grocery



Hygiene



Retail



Clients across 3 regions:

Europe, MENA & LATAM
(25 countries in total)



Various client types:

Manufacturers, retailers, audit
& merchandising agencies, etc.



Various trade channels:

Modern Trade, Traditional
Trade,
Pharmacies

MARS



ABInBev



SANOFI

Walmart

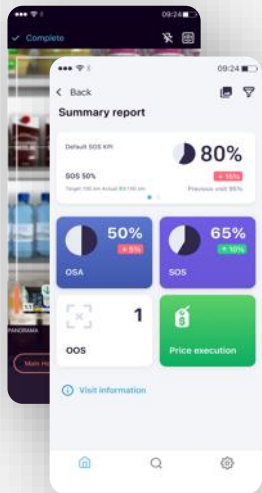
What issues do we help solve for CPG and retail?

	PROBLEM	SOLUTION	BENEFITS
	Out of Shelf	96% Out of Shelf detection	+7% On Shelf Availability
	Lack of planogram compliance	Planogram recognition & compliance check	+1-2% sales based on optimal layout
	Incorrect pricing	Recognition & analysis of price tags	Accurate on-shelf pricing
	Long visit time	Shelf audit in 2 mins per category	Audit cost decrease by 60%
	Complex KPIs	Online 'Perfect store' compliance measurement	Increase sales based on optimal in-store activities



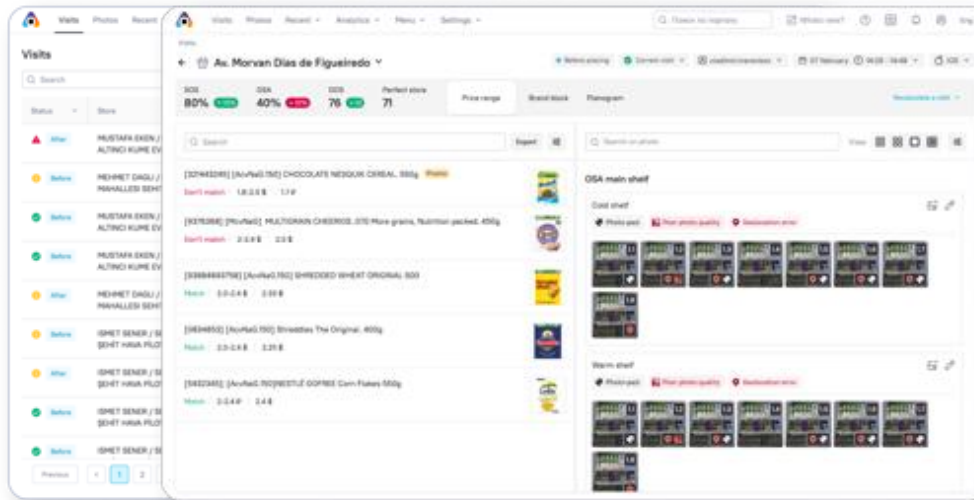
Ailet provides an end-to-end solution for collecting and analysing data

Mobile App



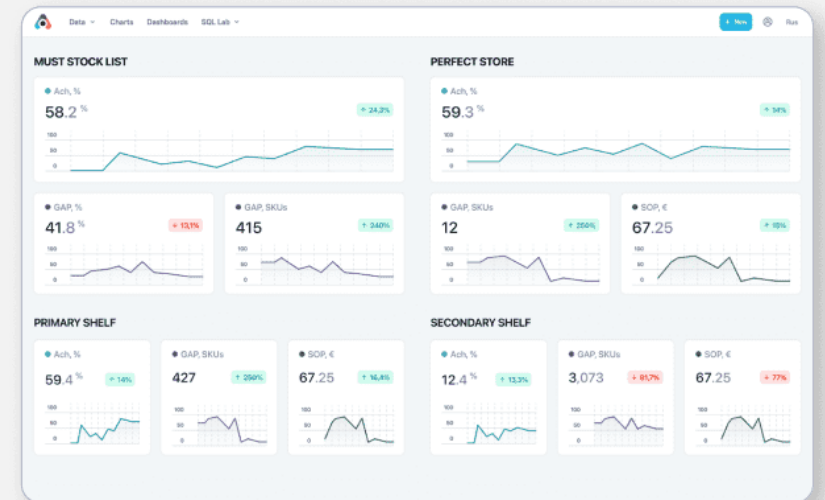
- Sales rep
- Merchandiser
- Auditor

Web Portal



- Supervisor
- Auditor
- Data manager
- Category manager
- Sales manager

BI Dashboards

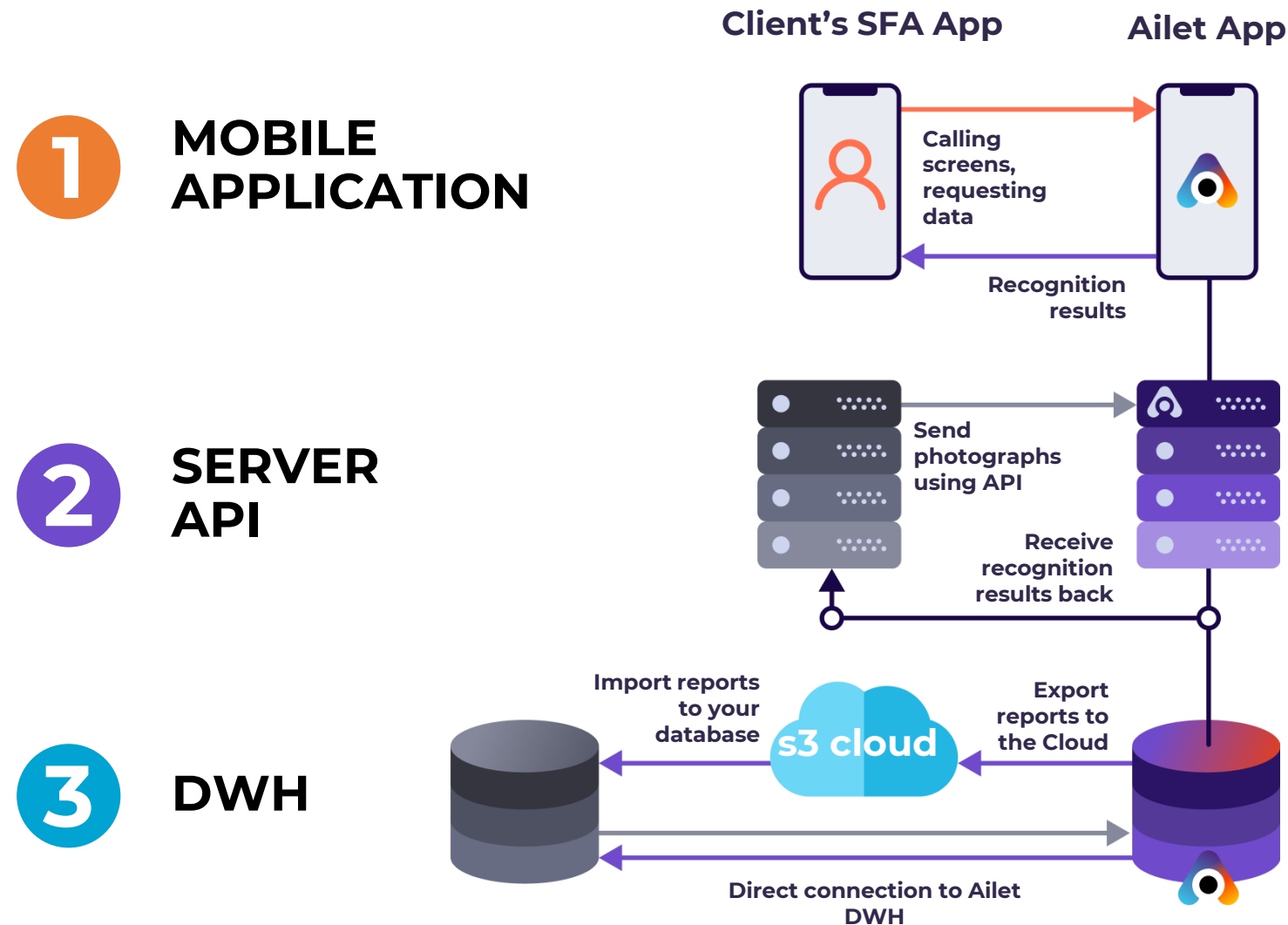


- Category manager
- Sales manager
- C-level manager



Ailet offers 3-tier integration

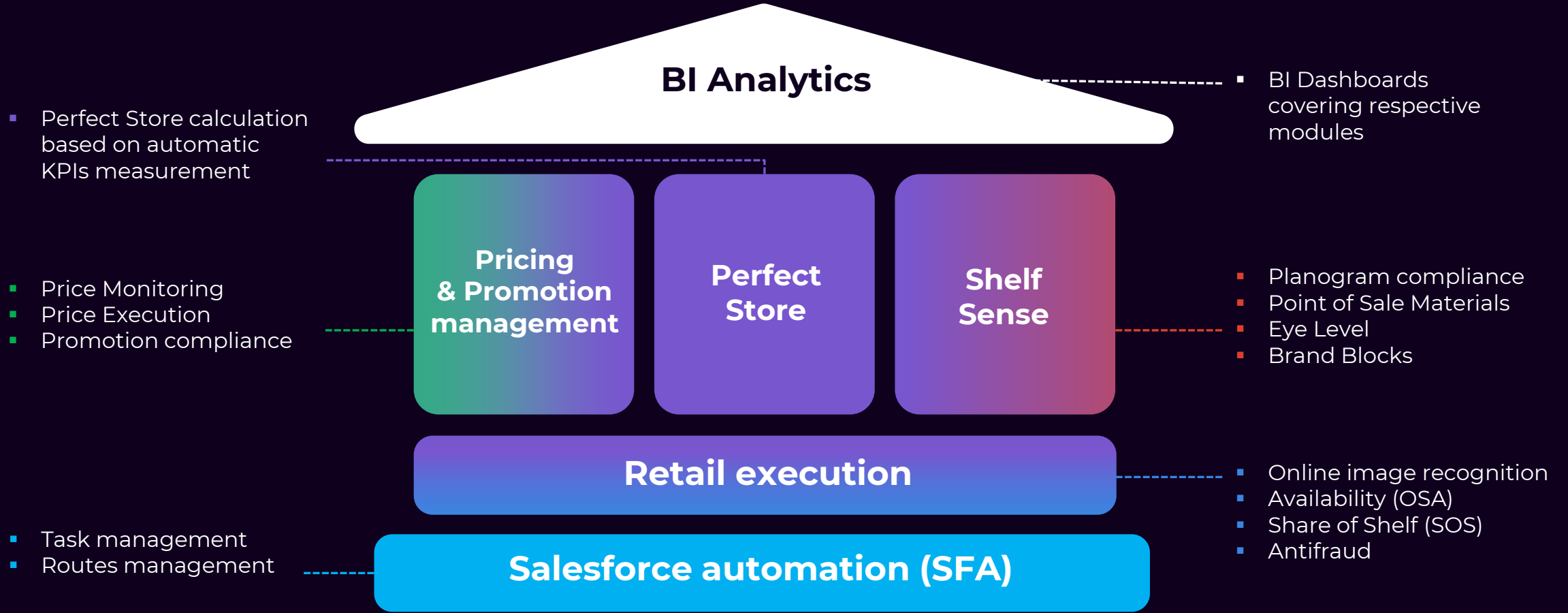
30+ clients currently
use Ailet integrations



- Use the Ailet app or library to enhance your SFA application
- Call the Ailet IR camera when needed and receive recognition results directly in your application
- Use your solution to take photographs
- Send the photographs to the Ailet server via API for recognition, and receive the results in return
- Use recognized shelf data for further analysis
- Import pre-generated reports from an S3 cloud, or connect to the Ailet DWH to run your own queries



Ailet Modules and Components



We offer two options for trialling the system

PROOF OF CONCEPT

Purpose:

Assess the system's capability to recognise specific products and test standard functionality

Train a sample set of SKUs, check recognition and perform test visits

 1 month

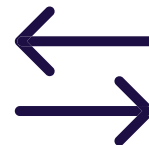
PILOT PROJECT

Purpose:

Operate the system as part of the field teams' daily work

Execute a limited scope implementation including 1-2 months of system usage

 3 months



They vary in scope and complexity, allowing the system to be tested at various levels of detail

PROOF OF CONCEPT

PILOT PROJECT

Scope

Standard scope including:

- Up to 50/100 SKUs training*
- Basic functionality (web-app, portal, reports)
- System testing by selected users

Scope based on customer needs:

- Up to 300/500 own & competitor SKUs training*
- All required system modules
- System operation by field teams

Accuracy

90% (no detailed accuracy report)

95%+ (based on product category)

Pre-requisites

- **Product master data**
- **Product photographs from stores**

- **Full master data** (products, stores, users, etc.)
- **Product photographs from stores**
- **Client team involvement** (management, field users)

* POC: up to 50 SKU (FMCG) / up to 100 SKU (Retail). Pilot: up to 300 SKU (FMCG) / up to 500 SKU (Retail)

** Depends on agreed scope

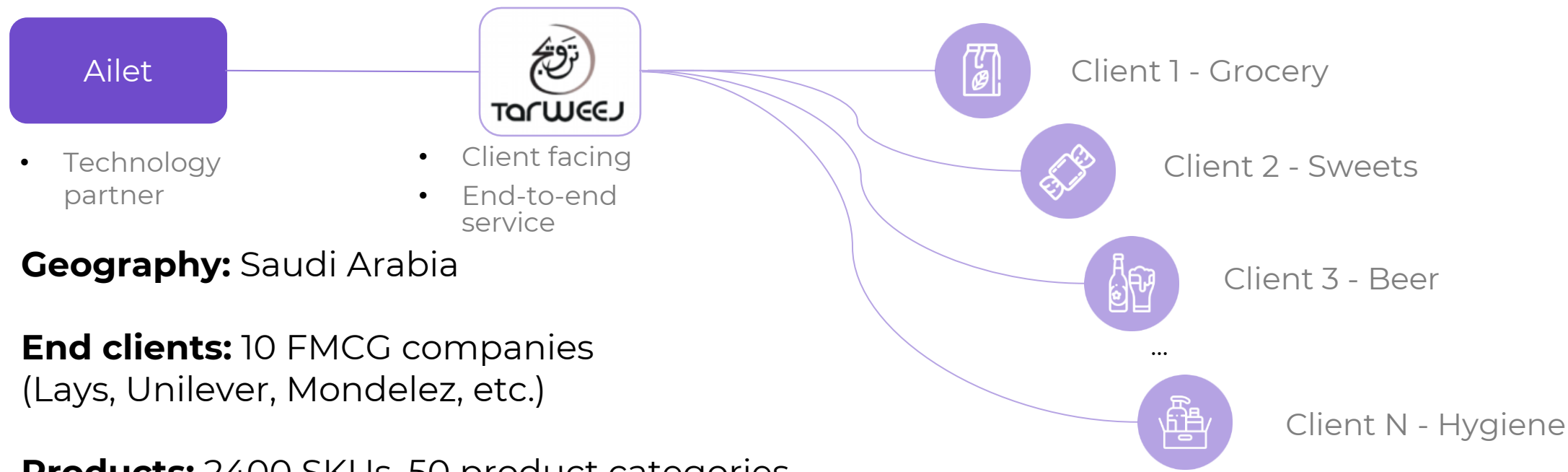




SUCCESS STORIES



Case: Tarweej merchandising agency



- Technology partner

- Client facing
- End-to-end service

Geography: Saudi Arabia

End clients: 10 FMCG companies (Lays, Unilever, Mondelez, etc.)

Products: 2400 SKUs, 50 product categories

Channel: Modern trade

Field team: 900 people

Business objectives: Planogram compliance, On-Shelf Availability, Share Of Shelf

Achieved results

- Fully integrated solution: mobile app SDK, master data, recognition results via API
- SKU accuracy: > 97%
Share of Shelf accuracy: > 95%
- Field teams efficiency and business KPIs improvement

Contacts

We help to win

Peter
Vasilyev

Business Development
Director

+49 151158 34651

peter.vasilyev@ailet.com