

# Retail Execution

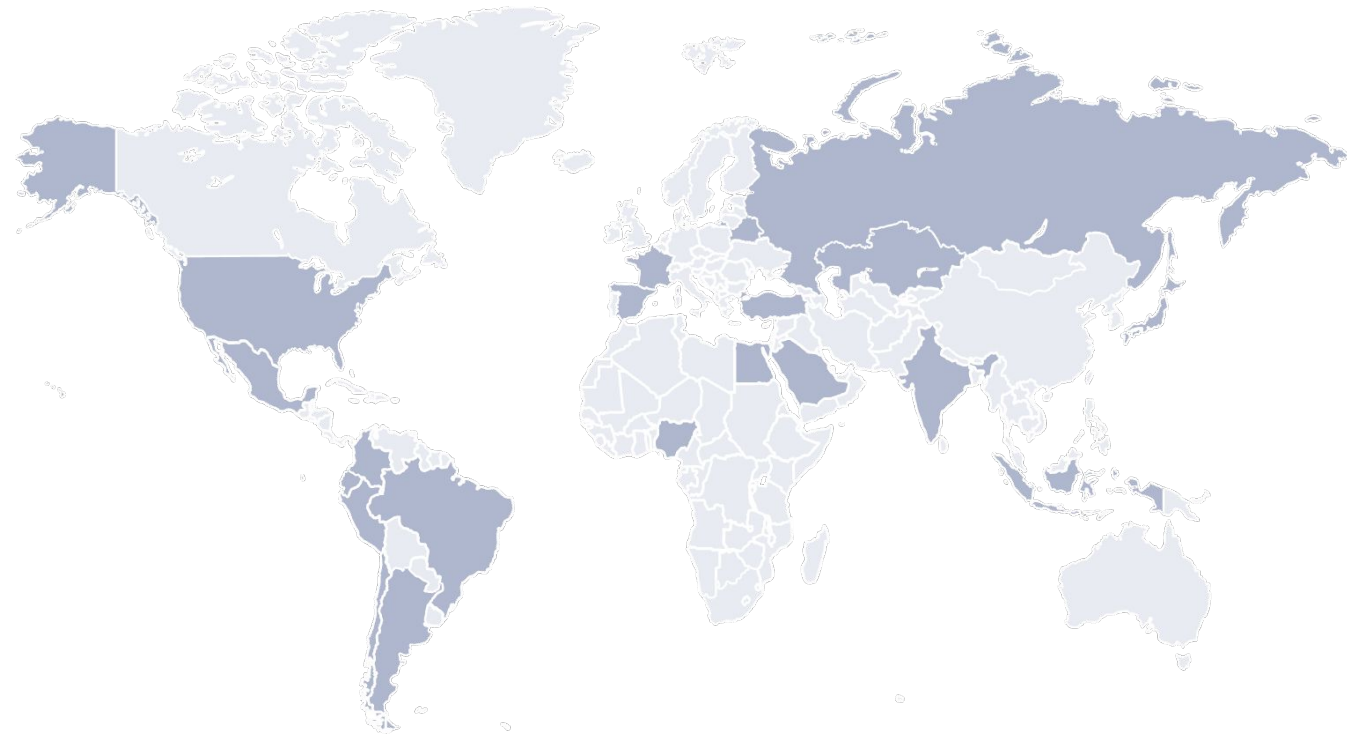
Ensuring the efficiency of your sales & merchandising teams

FMCG/CPG SOLUTIONS



# Ailet: Our Success

- More than **30** clients Worldwide
- Success stories In more than **25** countries
- **5** offices EUROPE, LATAM AND NORTH AMERICA
- 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.



# IR accuracy & industry expertise

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## PROBLEM

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**Out of shelf**

**Lack of planogram compliance**

**Incorrect pricing tags**

**Shelf audit takes  
15–60 mins**  
per category in the store

**Managing high volumes of  
product availability KPIs**

## SOLUTION

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**96% out of shelf  
detection**

**Planogram  
recognition**  
Integrated with planning tools

**Recognize SKU + tags**  
Generate tasks for employee

**Shelf audit takes  
2 mins**  
per category in the store

**Perfect store  
set-up**

## BENEFITS

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**+7%**  
**On Shelf Availability**

**Sales are higher  
+1-2%**  
Optimal layout makes  
additional sales

**Accurate on-shelf  
pricing**  
SKU tags & promos are correct

**Audit cost is lower by  
60%**

**Increased sales**



# Benefits received

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## Instant online results <sup>+</sup>

Less than 10 seconds - that's how long it takes to assemble all the necessary information about the products in the store. All that's required is a simple photo of the shelves.

## More data based decisions <sup>+</sup>

Facilitates timely data-driven decisions by management, based on real-time shelf data.

## Achieve more in less time <sup>+</sup>

Reducing time spent in stores by up to 30-40 % per visit. Calculating KPIs in seconds.

## Optimized processes <sup>+</sup>

Leaving routine toil and repetitive work to the machinery and enjoy the fruits of informed, engaged and collaborative business divisions.

## Higher data accuracy <sup>+</sup>

Obtain higher accuracy data followed by straightforward and easy to use results.

## Enterprise fit





# Ailet Solution: How does it work?

Less than 10 sec



User takes a photo in-store using the Ailet application

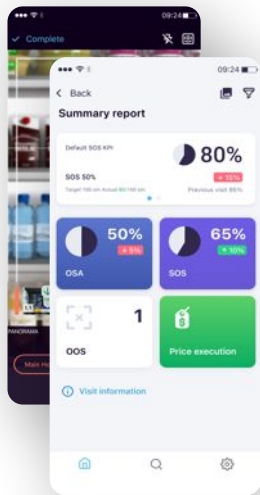
Images are processed and recognized instantly

Analytics is available in real time for rep in the field and sales/category & marketing managers in the office



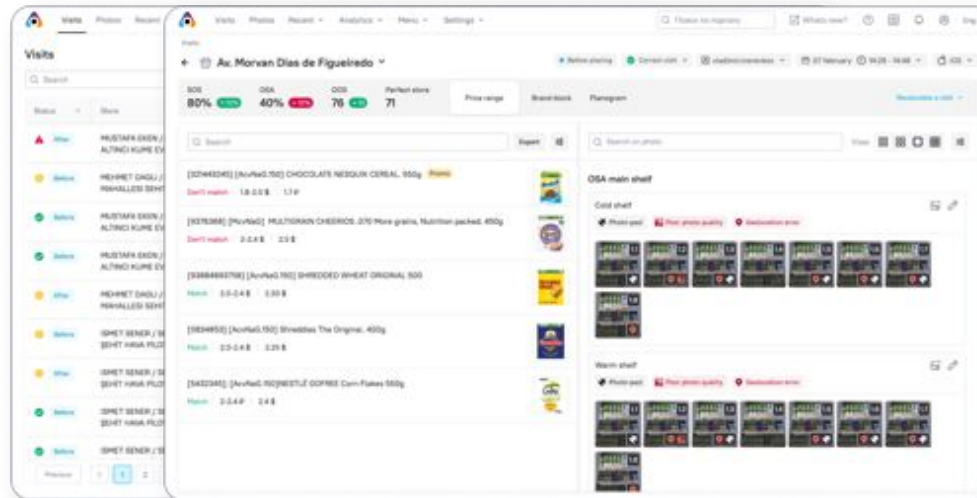
# CPG Platform: Users and Deliverables

## Ailet Mobile



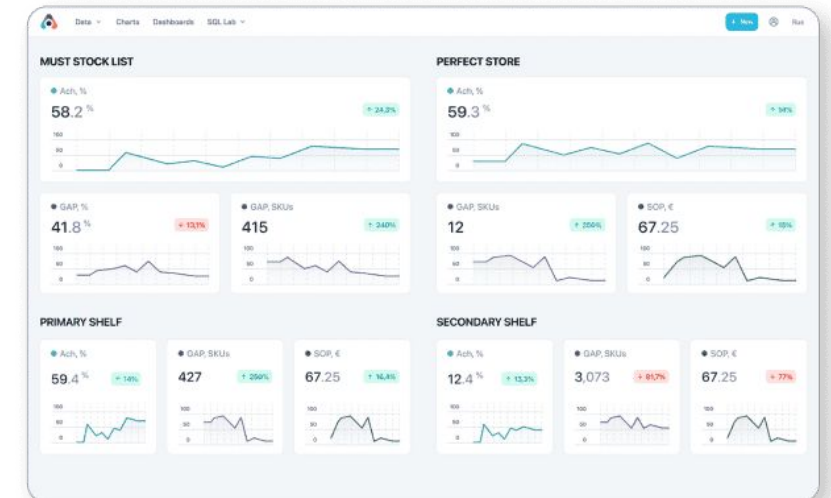
- Sales representative
- Supervisor
- Auditor

## Ailet Web



- Supervisor
- Auditor
- Data manager

## Ailet BI



- Auditor
- Category manager
- Sales manager
- Marketing
- C-level manager





We help to win



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