# On-shelf availability
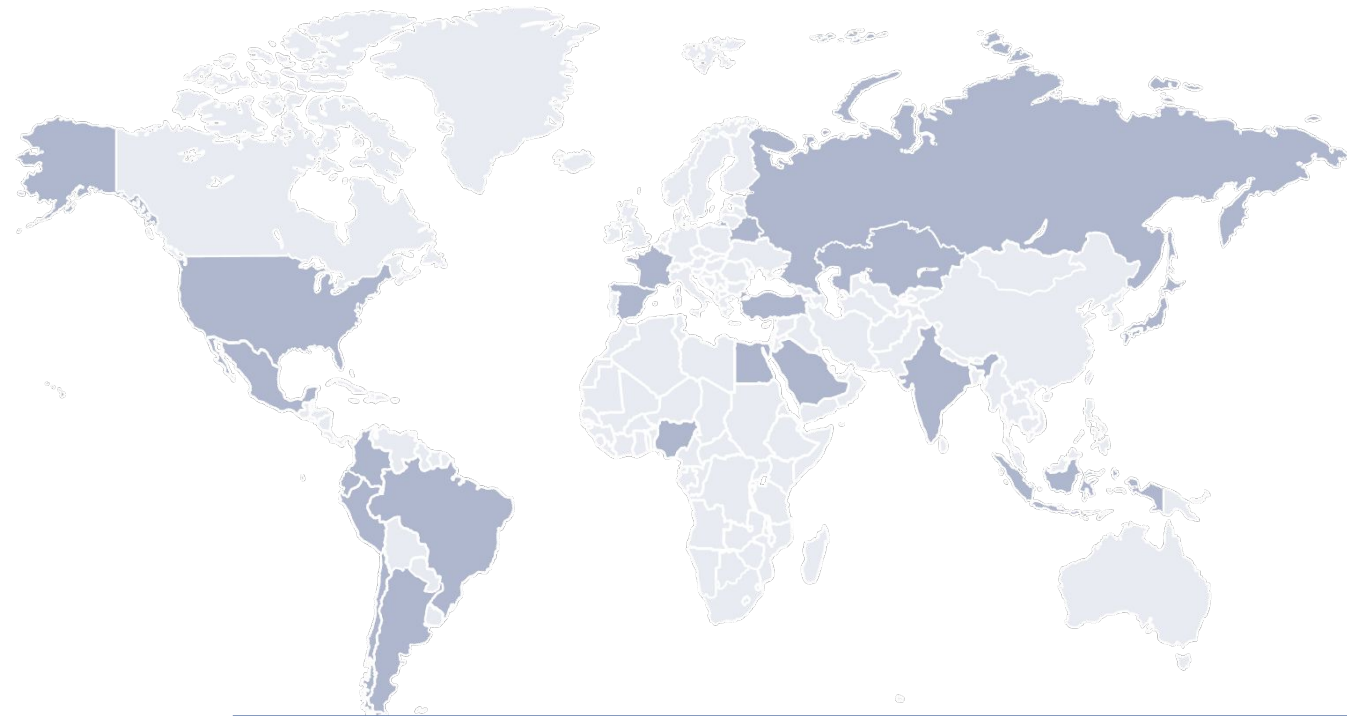
Empower growth opportunities and improve product on-shelf availability through control of basic KPIs

**Solutions for RETAIL**
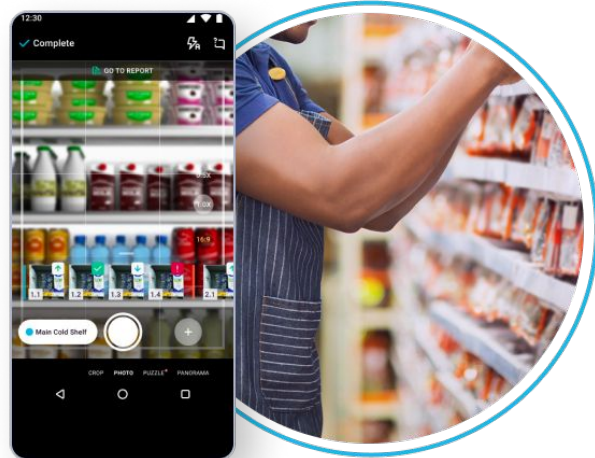
# Ailet: Our Success

> More than **30** clients
> Worldwide

> Success stories
> In more than **25** countries

> **5** offices
> EUROPE, LATAM AND NORTH AMERICA

> Power of **AI**
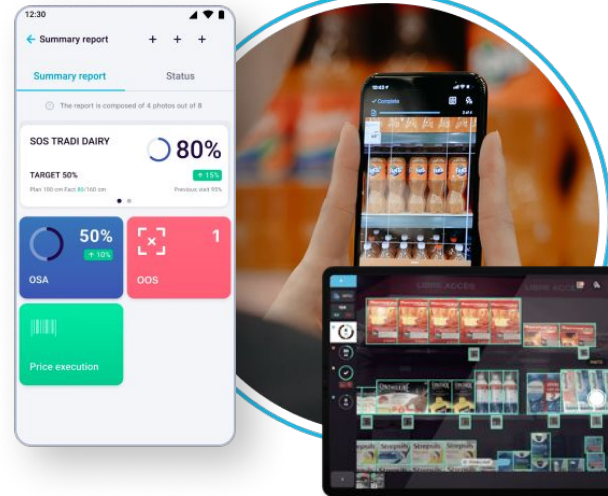> Latest technology inside

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

# Ailet Solution: How does it work?



online

**User takes a photo of the shelf using the Ailet application**

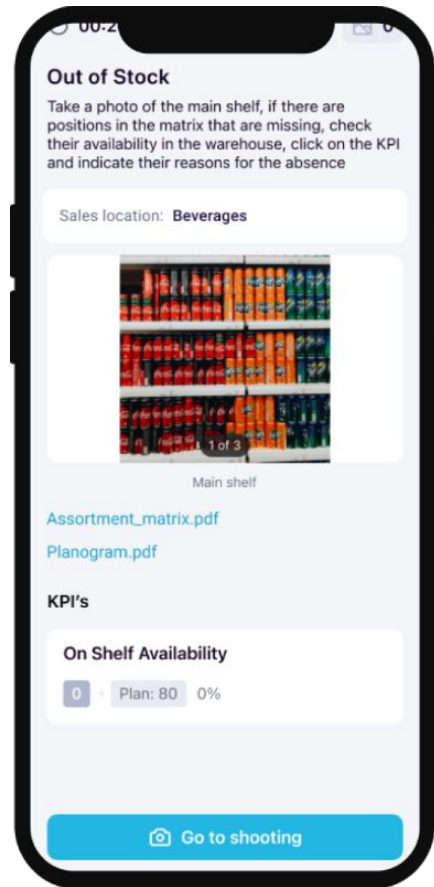**Products on the shelf are recognised instantly**

**Real-time analytics are available for the management team**

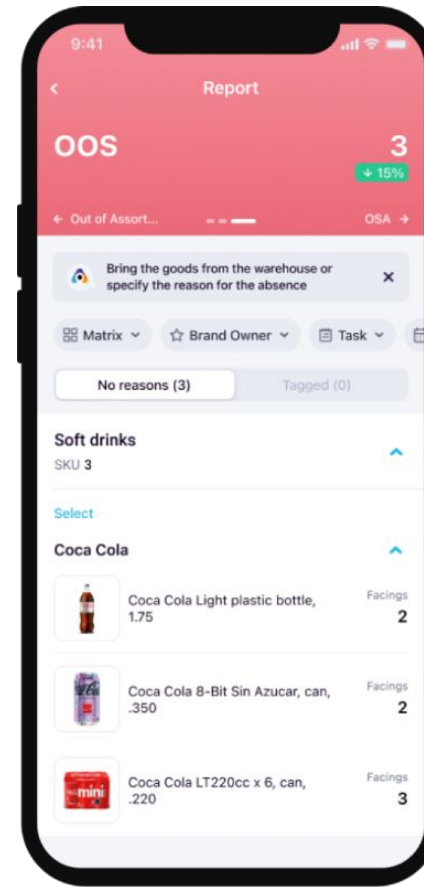# Clear task execution guidelines for the store team to increase product availability
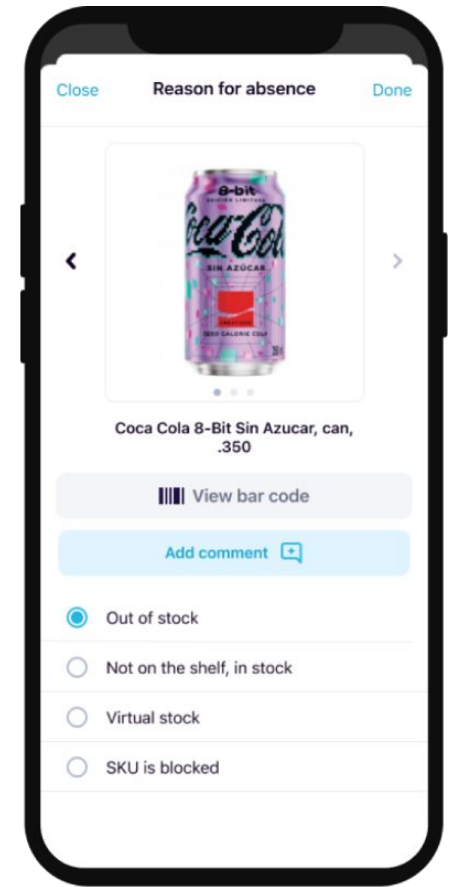
**1** Go to shooting

**2** Take a photo of the shelf

**3** Receive product recognition results

**4** Input reasons of absence

# Make sure the product your customer wants to buy is available in store at the right place, right time and quantity

> Automate store audit with Image Recognition and drive targeted actions at SKUs

> Reduce store audit time and increase shelf data accuracy

> Track your team's performance at every store visit

> Create result-oriented teams with automatic KPI calculation and clear task execution guidelines for field-force

> Perform plan/actual analysis for multiple categories or for a single SKU

# OSA Solution: Deliverables

| ONLINE ASSORTMENT RECOGNITION | FLEXIBLE SETUP | MULTI ASSORTMENT PLANS | EASY-TO-READ REPORTING | BI ANALYTICAL DASHBOARDS |
|---|---|---|---|---|
| Photo results reporting in 10 seconds, with 98% recognition accuracy | Ability to upload plans (by SKU for brand, category) and calculate the fact in both faces and SKUs.<br><br>Fast import of new products into the system, marginal SKUs with a small share in sales. | Upload any number of matrixes for Top assortment, must have products, etc. | Flexible search, data filtering and report templates.<br><br>With details on: shelf number (plan, fact), prices and information about promotions in the store. | Statistics for the entire period of system usage (SKU/visit).<br><br>Tracking absence reasons for each SKU |

# Success Story: one of the world's largest Retail Chain

**1 000** stores

**4 000** users

**18** categories

**50 000+** SKUs

Supermarkets | Convenience stores | Beauty shops

## Benefits received

reference

**1h** Audit time

manual

**+1.5%** revenue

**15 min** Audit time

IR

**40%** Planogram compliance improvement

Enabled planogram compliance at a large scale

> **1.5 %** revenue increase due to improved on-shelf availability and planogram compliance

> Acquire actual shelf data for advanced analysis (integration with stock level system, pricing)

> Improved store team's operational efficiency