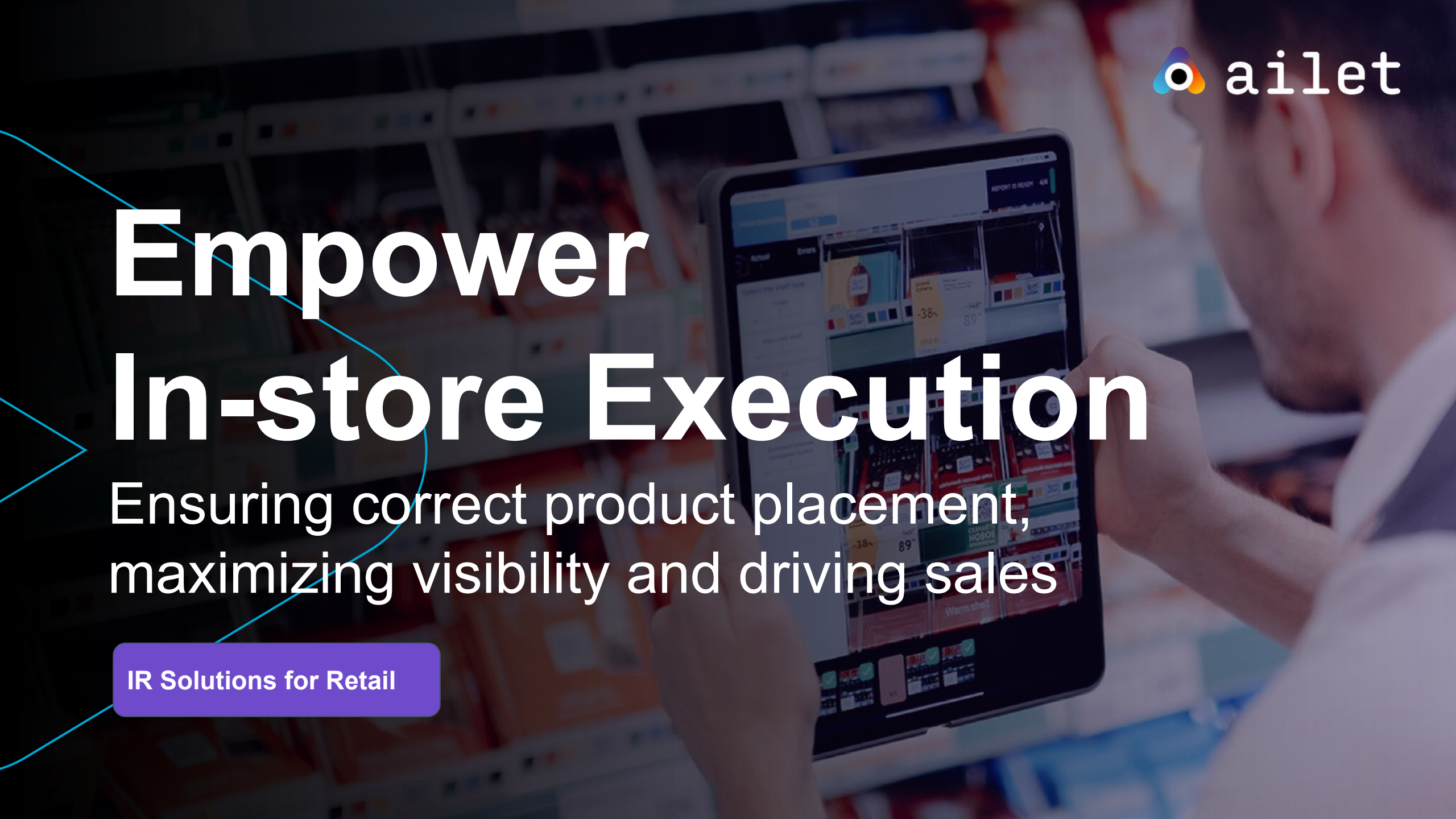


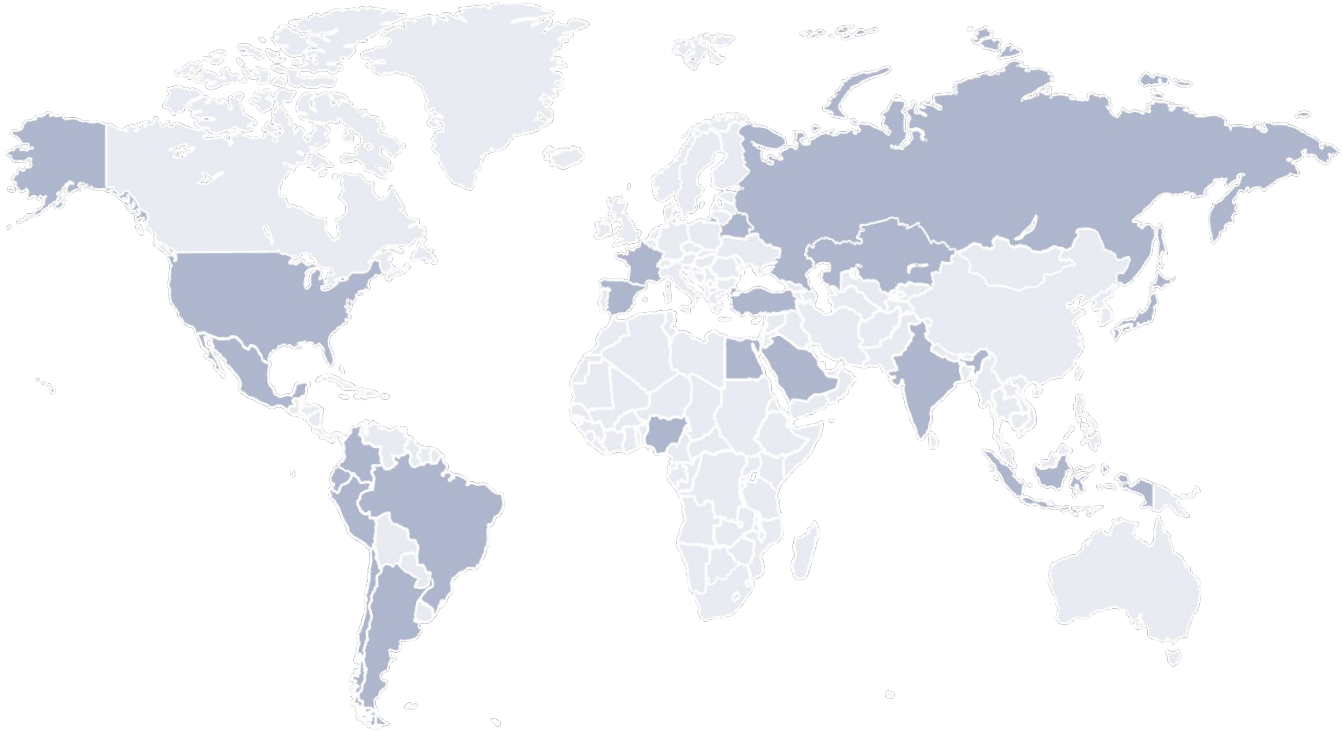
ailet

Empower In-store Execution

Ensuring correct product placement, maximizing visibility and driving sales

IR 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

- Extensive experience in shelf recognition
- Embedded BI. Accurate, consistent and reliable insights into shelf operations.

DANONE ONE PLANET. ONE HEALTH · Nestlé · pepsi · Coca-Cola · ANDINA · PERFETTI van Melle · Bonduelle · Pernod Ricard

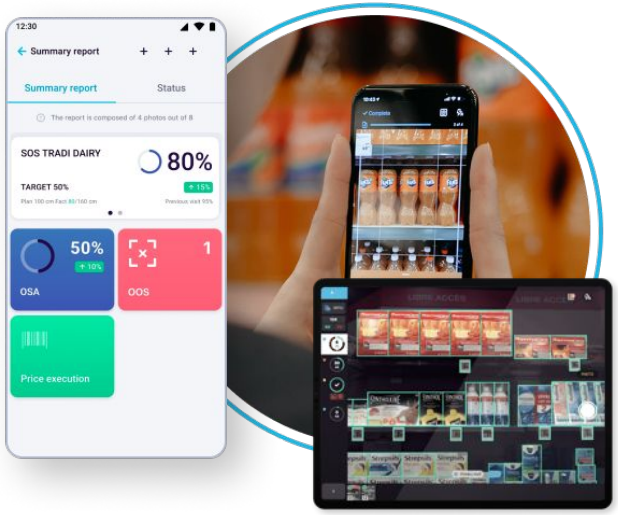
Heineken · MARS · JACOBS · SANOFI · Ehrmann · KraftHeinz · P&G

Ailet Solution: What issues we address?

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 Solution: How does it work?

Take a photo
of the shelf
with Ailet app



Receive real-time
analytics and instructions
to correct layout errors

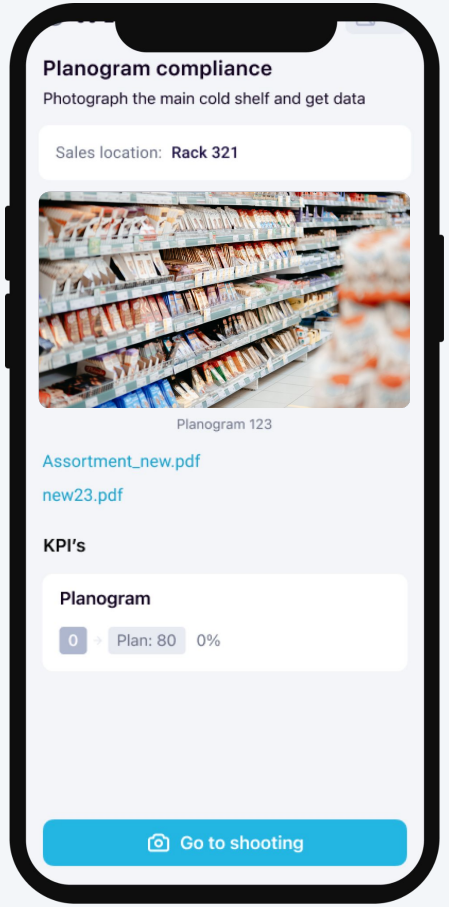
Review and analyze shelf
analytics based
on transparent shelf data

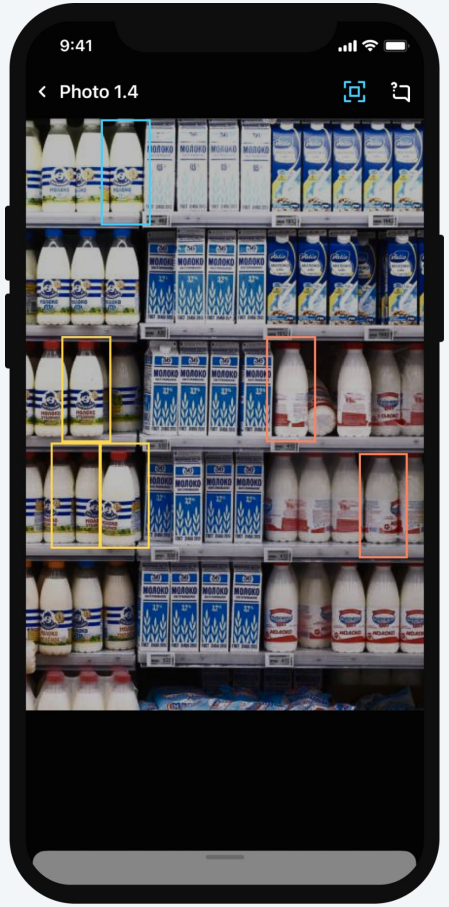
A lean automated planogram compliance process can be enabled with Image Recognition

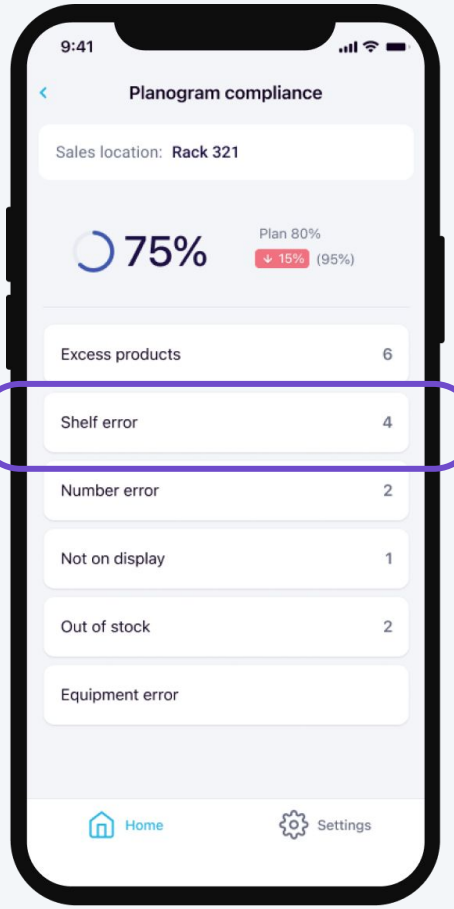
Manual planogram compliance audit / Manual barcode scanning		Automated Planogram compliance based on AI
70%	Accuracy	95%
process hidden	Transparency	results on a dashboard
human factor	Stability	software with SLA
takes hours	Scalability	takes minutes

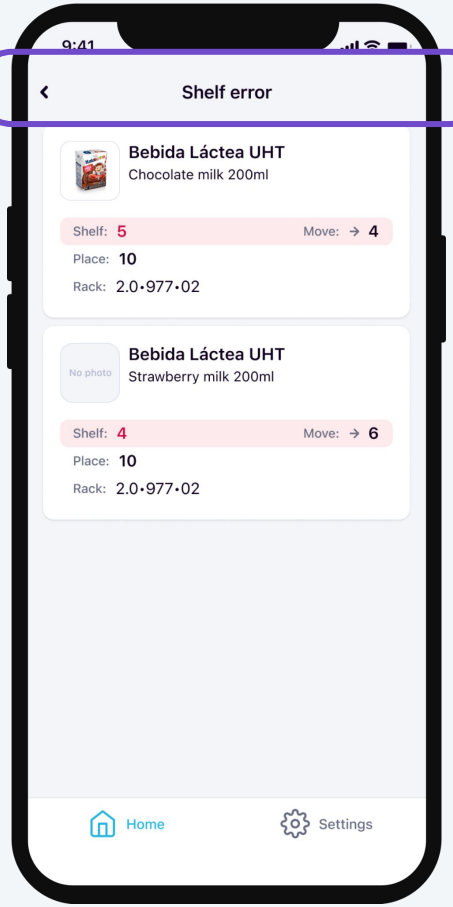
Clear, real-time execution guidelines for the store team on how to increase the planogram compliance metrics

1. go to shooting
2. check augmented realogram
3. get the gap report..
4. ..and actionable instructions

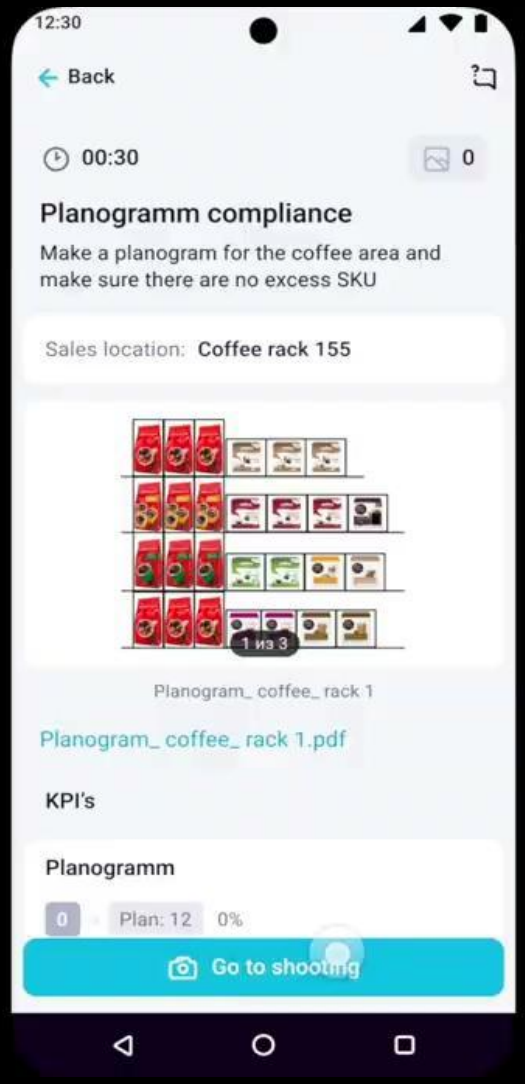








A short demo of how the process works for the store teams



Planogram compliance: Deliverables

Automation & Optimization

Automated calculation of compliance metrics on SKU level for shelf position and facings. Timely in-store corrective instructions to your filed-teams

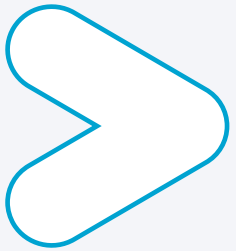
Real-time data

Detailed statistics collected at your stores and presented to your back office in real time to support data-driven decisions

Reporting

Automatic planogram compliance report to management team with possibility to setup dashboards tailored to your specifications

Ensure placement strategy compliance to boost profitability and customer satisfaction



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

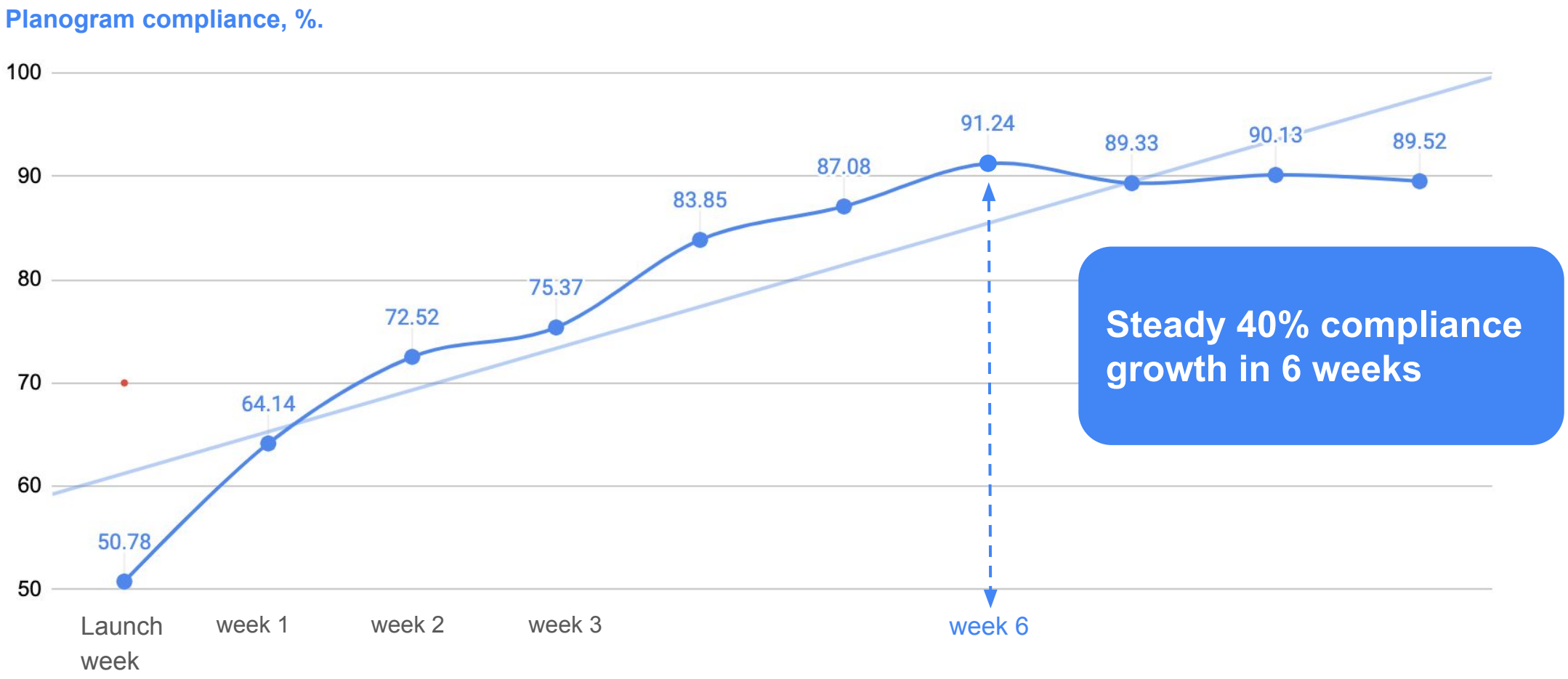
IR

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

Our client's team has reached a 50% to 90% of planogram compliance growth in 6 weeks, at 30 POS during pilot



People + Process +Technology

Ailet Solutions

We help to win

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