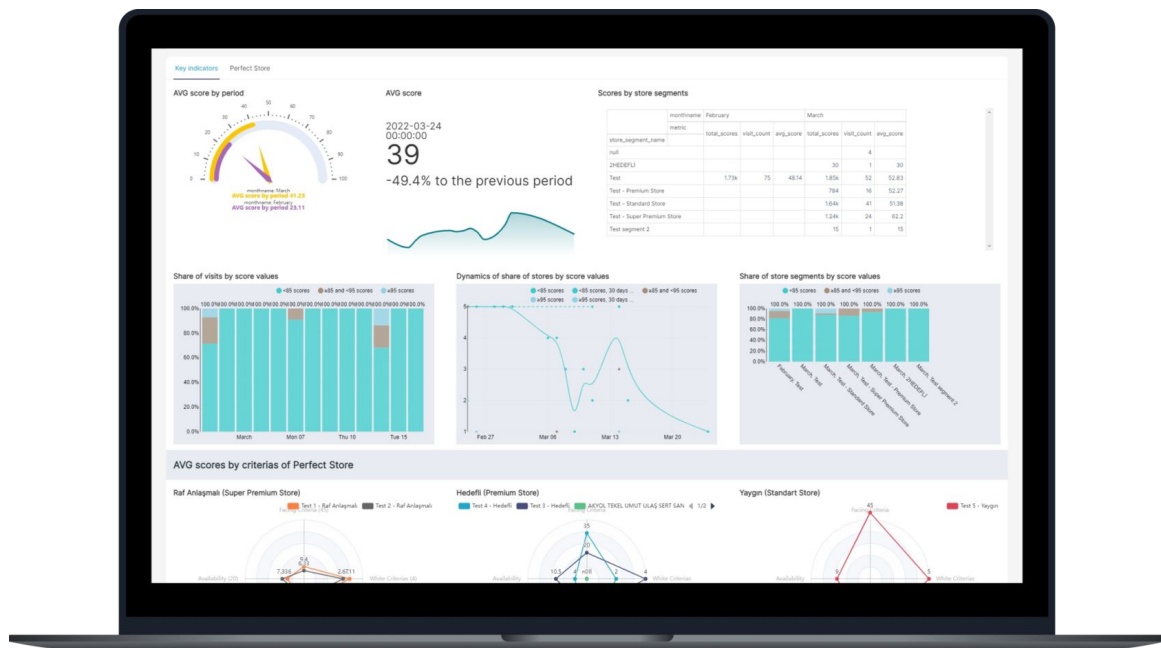


OSA 80CM



+15% 

Digital Transformation in Retail Execution



Why do many companies' transformation programs show failure with a significant percentage? Digital transformation is a set of new processes to understand "what customers actually want" via collected digital data. The initial requirements are

1- Technology: Must involve artificial intelligence on API-driven cloud infrastructure, not much of the all-in-one systems that include both back-end and front-end as a tightly coupled pair.

2- Data: Companies already know that the data is important but the quality of it is bad and still they waste some resources via improper roles and responsibilities and they blame the IT functions for the failure. Must involve the accurate flow and proper visualization of the data.

3- People: Companies find it difficult to define new processes with a traditional hierarchical mindset. Must involve new roles, having experience on both the technology and the front-line operations who "communicate" with the data by knowing how to understand and use "Analytics".

With these 3 key elements, companies can rethink seamless work activities and form processes to understand "what customers do want both now and in the future".

At Ailet, we instantly transform the physical shelves at outlets to API-driven accurate digital data via our AI & cloud based image recognition solution, moreover we visualize the KPI results of visits instantly on our mobile application and web based portal for our clients that they can perform real time actions accordingly.

We also offer to present the KPI reports on our web based BI-Analytics platform to those who do not have their own

