



# AI-Driven Technology

IR solutions that overcome  
barriers in Retail operations



# Image Recognition solutions that overcome barriers in Retail operations

## Key takeaways

- IR (Image Recognition) solutions boost retail efficiency with 95%+ accuracy, giving useful insights for better decisions.
- AI gives a competitive edge, improving sales, customer happiness, and store operations.
- Ailet solves adoption worries: secure, scalable, cost-friendly, and easy-to-use AI tools.

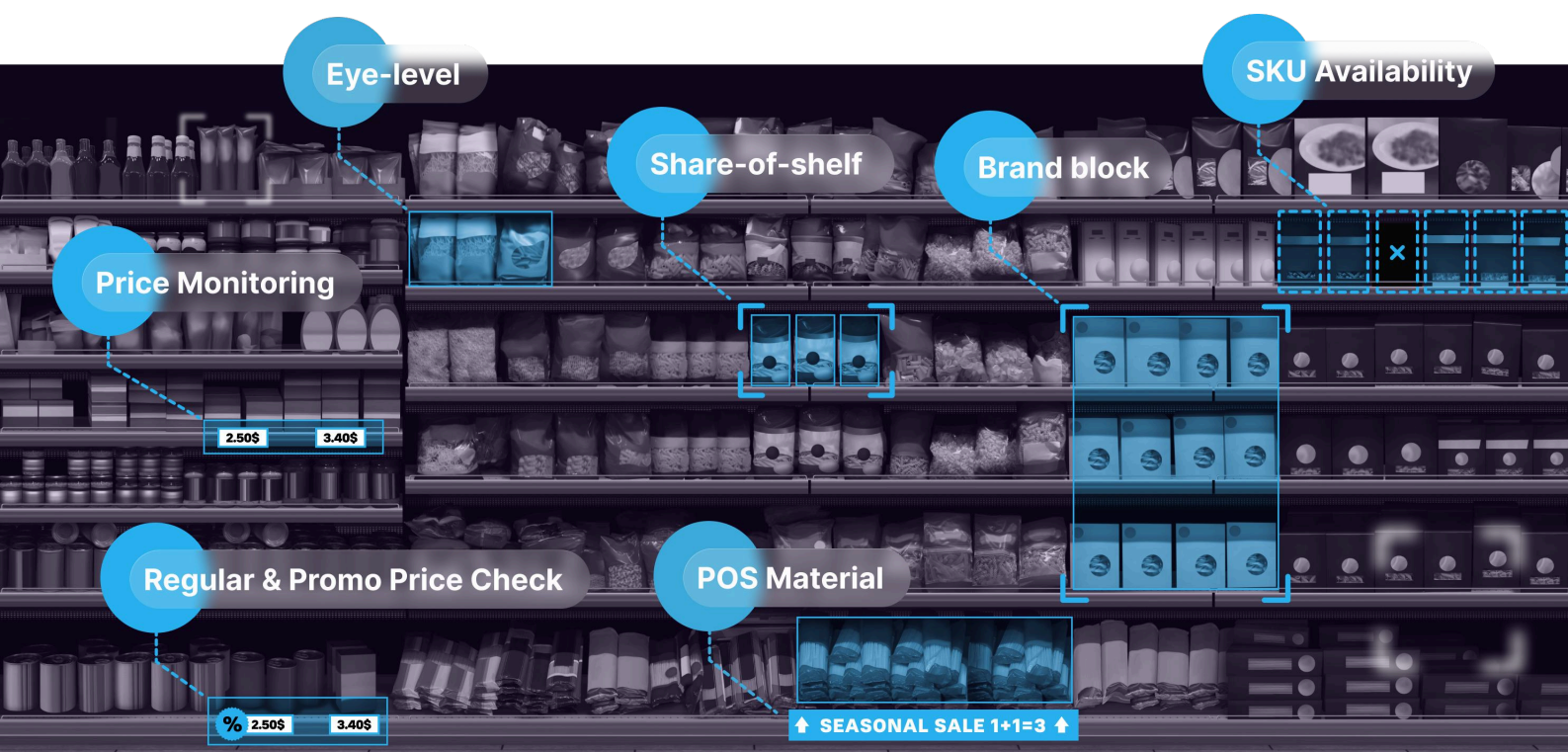
In a world where competitiveness and efficiency are key, CPG/FMCG and retail companies are adopting innovative solutions to optimize their operations.

One such transformative tool is Artificial Intelligence (AI)-powered image recognition, which enables businesses to capture and analyze critical information at points of sale, from price tags to shelves and promotional materials.

Through an application, this technology not only streamlines processes but also provides valuable insights to improve product performance in the market.

AI-powered Image Recognition is a computer vision technology that enables machines to identify, analyze, and interpret visual data from images.

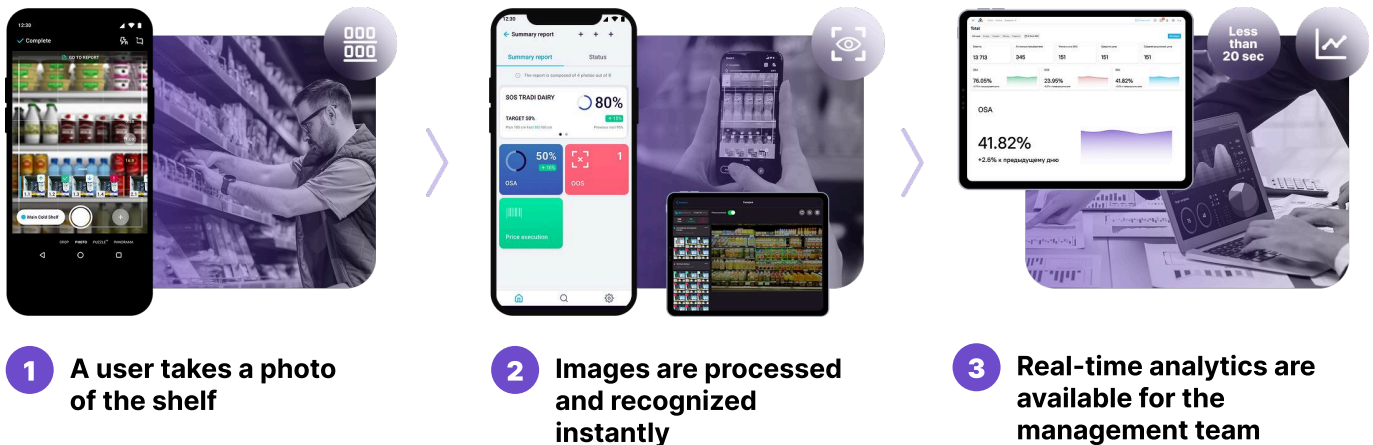
In the retail sector, as mentioned earlier, this means AI can instantly recognize products, prices, shelf placement, and promotional materials.





# How Does AI-Powered Image Recognition Work?

The process begins by defining the products to be monitored. Using advanced neural networks, the AI analyzes shelf photos to identify visual matches for specific patterns and features, ensuring accurate recognition of key details at the point of sale. To fine-tune performance, the system is tested in real-world environments, guaranteeing reliable results that align with the business needs. This streamlined approach minimizes complexity while delivering actionable insights to optimize operations.



Based on all of the above and with Ailet, companies can begin using this technology to evaluate key indicators at the point of sale, such as product availability, correct pricing, and the effectiveness of promotions.



# Overcoming Barriers

According to the [StartUs Insights](#) report, by 2030, companies are estimated to invest over \$50 billion in store automation, nearly 40% more than projected for this year (2025). Despite its benefits, some companies still have legitimate concerns about adopting this technology. These include:

**Technology's capabilities:** Some customers fear that AI may not be able to bridge operational gaps. However, Ailet's AI image recognition delivers 95%+ accuracy, adapting to store formats, lighting, and packaging. Clients test Ailet via pilot programs before full implementation. This scalable solution bridges operational gaps, optimizing retail and CPG/FMCG efficiency with actionable insights.

**Data privacy and security:** Ailet prioritizes data protection, using advanced security protocols and complying with international regulations.

**Scalability and implementation complexity:** AI-powered image recognition is designed to be scalable and easy to integrate, even in complex environments. It works seamlessly across any number of stores and adapts to businesses of all sizes. Ailet integrates smoothly with existing systems, enabling teams to use existing smartphones or tablets to capture images and collect data.

**Concerns about costs and ROI:** While the initial investment may seem high, the short- and long-term benefits—such as reduced operational costs, increased sales, and improved customer experience—justify the investment.

**Immediate cost savings:** Fewer store visits are required thanks to automated audits and real-time insights. Additionally, AI-powered Image Recognition eliminates manual reporting and photo validation.

**Sales performance:** Ensuring product availability, reducing out-of-stock, and improving shelf placement directly impact sales growth at the point of sale (POS).

**Decision-making:** Real-time analytics enable faster responses to market changes, streamlining the decision-making process.

**Fear of trying new technology:** Resistance to change is common, but Ailet offers support throughout the process, from implementation to adoption, minimizing risks.

**Resistance to change:** Overcoming resistance to change requires training, communication, and demonstrating the technology's value. Ailet simplifies adoption with a user-friendly interface, personalized onboarding (hands-on onboarding), and flexible implementation (start small, scale up). These features ensure teams quickly adapt and grow confident in using the platform effectively..





# The Future is Now

AI-powered image recognition is not just a technological tool; it is a competitive advantage that enables manufacturing and retail companies to make decisions based on accurate, real-time data. By overcoming initial barriers, businesses can transform their operations, improve customer satisfaction, and increase profitability.

In an increasingly demanding market, adopting AI solutions is not an option but a necessity. Companies that dare to innovate and overcome their fears will be the ones leading the digital transformation in their industries.

The question is not whether they should adopt this technology, but when they will. The future of retail and manufacturing is already here, and it is driven by AI.

## Complementary Trends of Retail Operations

AI is transforming retail at an unprecedented speed, and businesses that adapt will stay ahead of the competition. From real-time data insights to hyper-personalized shopping experiences, AI is revolutionizing the way retailers operate.



### Advanced Sentiment Analysis

**Behavioral Insights:** AI will increasingly analyze customer behavior, both in-store and online, to predict buying decisions with greater accuracy.



### Enhanced Customer Service

**Interaction practices:** AI-powered chatbots and virtual assistants will handle routine inquiries, freeing up human staff to focus on more complex customer needs.



### Sustainable & Smart Retail

**Eco-Friendly Practices:** Retailers will adopt more sustainable practices, such as using biodegradable packaging, reducing energy consumption, and sourcing materials ethically.



### Immersive Shopping Experiences

**Augmented Reality (AR) and Virtual Reality (VR):** AR and VR will create immersive shopping experiences, allowing customers to visualize products in their own space before making a purchase.

# Conclusion

AI-powered image recognition gives retail and CPG/FMCG businesses a competitive edge with 95%+ accuracy, real-time insights, and streamlined operations. Ailet simplifies adoption with secure, scalable, and cost-effective solutions, helping companies overcome barriers and achieve measurable results. By embracing AI, retailers can boost sales, enhance customer experiences, and drive the digital transformation shaping the industry's future.

Guided by the 'Think global, act local' approach, we are proud to support our clients and partners worldwide. With over 30 clients across 25+ countries, Ailet provides reliable solutions to optimize retail processes, improve team agility, and ensure data transparency.

Specializing in shelf insights and daily retail operations, our mission is to turn technological innovations into practical tools that streamline retail workflows and deliver exceptional business value.



## CPG platform: Modules and components

**Field-team automation**  
  
**Full scope solution + IR**  
Improve key retail indicators and field teams efficiency through systematic monitoring of task execution in stores and process transparency  
  
**Audit automation**  
Obtain real-time data on product availability, share of shelf, product layout compliance, regular and promotional prices with accuracy down to a single SKU

**Product shelf layout control**  
  
**On-Shelf Availability**  
Empower profitable growth and drive product availability with real-time OSA auto-detection  
  
**Perfect Store**  
Create your own unique Perfect Store program that allows to improve product availability and drive sales through a scoring system for evaluating each KPI at each store visit  
  
**Regular and Promo Price Execution**  
Optimizing the process of checking the correctness of prices for your products at in stores. Access analytics on violations of pricing policies by retail chains  
  
**Shelf execution**

- POS materials and branded equipment
- Planogram in branded equipment
- Brand-block • Eye-level

**Big Data analytics**  
  
**Price Monitoring**  
Access real-time product market pricing data for your brand and track your competition with automated price monitoring

Additional modules:

- BI dashboards
- On-device recognition (offline)
- Anti-fraud

## RETAIL platform: Modules and components

**Product shelf layout control**  
  
**Planogram Compliance**  
Full-scope solution for precise product placement, merchandising excellence and process transparency  
  
**On-Shelf Availability**  
Empower profitable growth and drive product availability with real-time OSA auto-detection

**Price Checking**  
Ensuring pricing policies compliance with IR-powered centralized pricing management

Additional modules:

- BI dashboards

Our analytics and insights are made available in a variety of forms.

To learn more, visit: [ailet.com](https://ailet.com)