

Face Recognition for Microsoft Dynamics 365 CRM

AI solution allows to recognize faces in a video stream, identify them and pop-up the CRM contact card

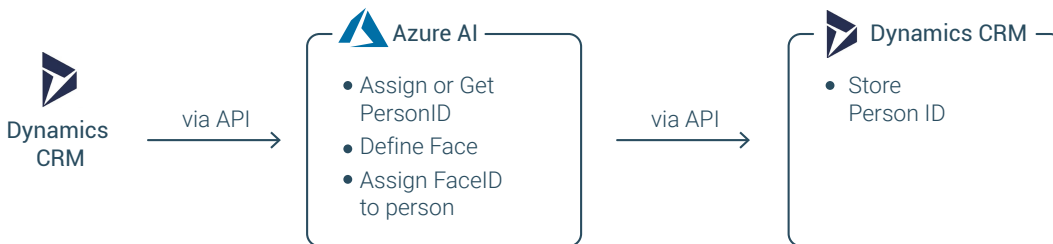
The Face recognition powered Dynamics CRM suite allows you to track returning visitors and recognize customers. It simply matches the photos that are already in the system with client's face captured in real time.

Face detection can also identify attributes, including face landmarks (nose, eyes, etc.), gender, age, and other machine-predicted facial features.

How it works

The process can be divided into 2 flows:

1 Creating repository

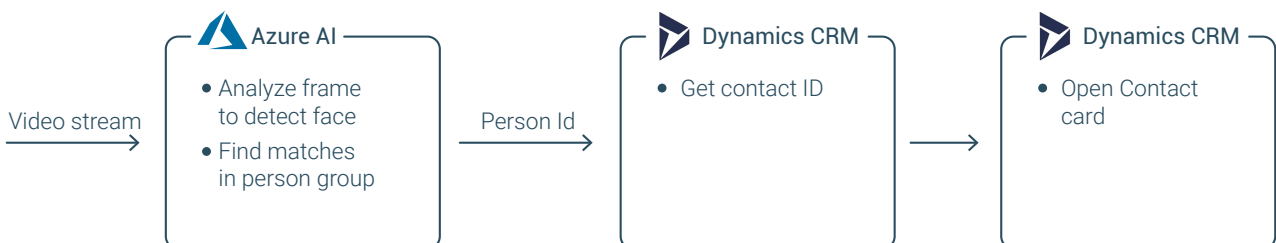


– For the service to work properly, client's pictures should be previously saved in the CRM contact card.

– With Azure Cognitive Services, the system recognizes the presence of a face in a photo, and with the help of Face API, it creates a person and a "cast" of his face in the Azure.

– Person ID is assigned to a contact and saved to CRM. This procedure is performed at the first launch and every time when contact is added or his photo is changed.

2 Face recognition

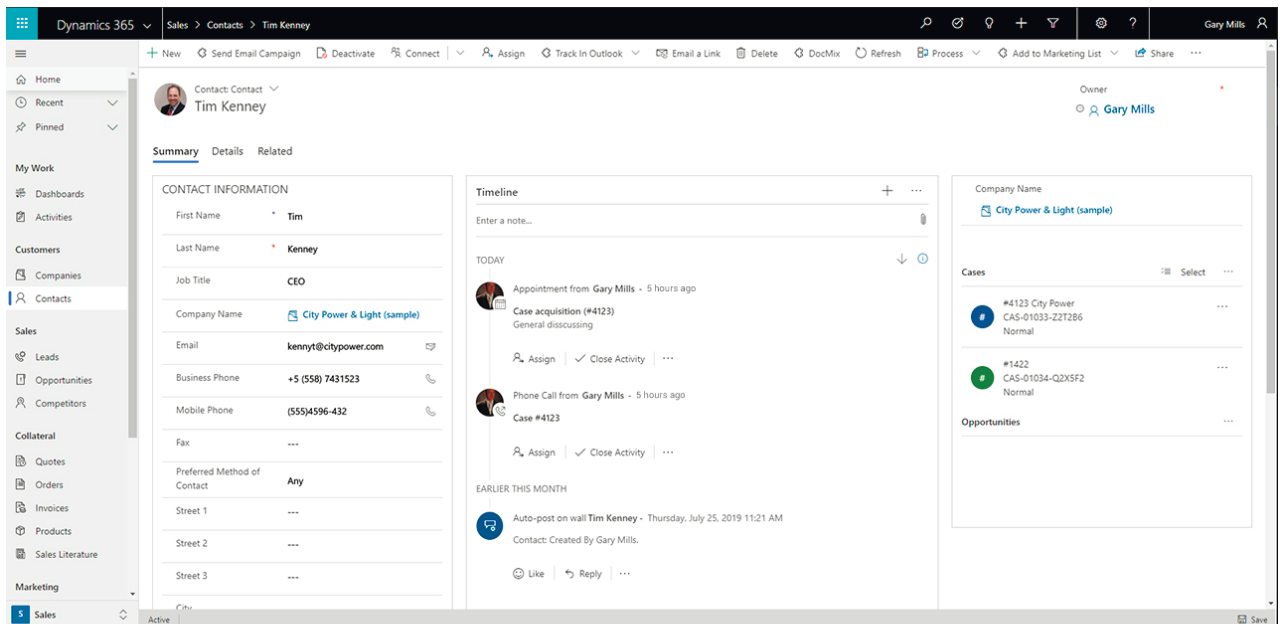


– The incoming video stream from the camera is divided into frames using the logic developed by WaveAccess (Python library)

– Once faces have been identified, the API can check to see if two people in an image or images are the same by comparing them against a database to see if a similar-looking or identical face already exists.

– It can also organize similar faces into groups using shared visual traits.

– When the photo is found, the system returns a Person ID and CRM opens a contact card



Business value

- Customer loyalty growth
- Security enhancement

How to use our solution

- **Reception:** be client oriented and welcome customers by name before they say a word
- **Security control** at restricted institutions
- **Face control** on events and in public places

About WaveAccess

19

years of delivering successful outcomes for customers

350+

talented & passionate professionals

50+

реализованных проектов в области интеграции систем

4

global R&D centres

96%

our customers are repeat business

USA, UK, Denmark and Eastern Europe sales offices | Las Vegas headquarters



2019 Partner of the Year
Media & Communications Award
2018 Partner of the Year
Artificial Intelligence Award
2017 Partner of the Year
Business Analytics Award



Gold Application Development
Silver DevOps
Silver Cloud Platform
Silver Datacenter

