

SHELFIE

Intelligent automated shelf insights

Boost sales revenues

Improve the customer experience

Transform staff productivity

Shelfie Index

For each image comparison, Shelfie creates a metric called the ‘Shelfie Index’.
The logic is quite simple. An Index score of 100 means ‘Perfect’ and anything lower is less than perfect and an alert will be sent to a member of the in-store staff.

SHELFIE

Dashboard

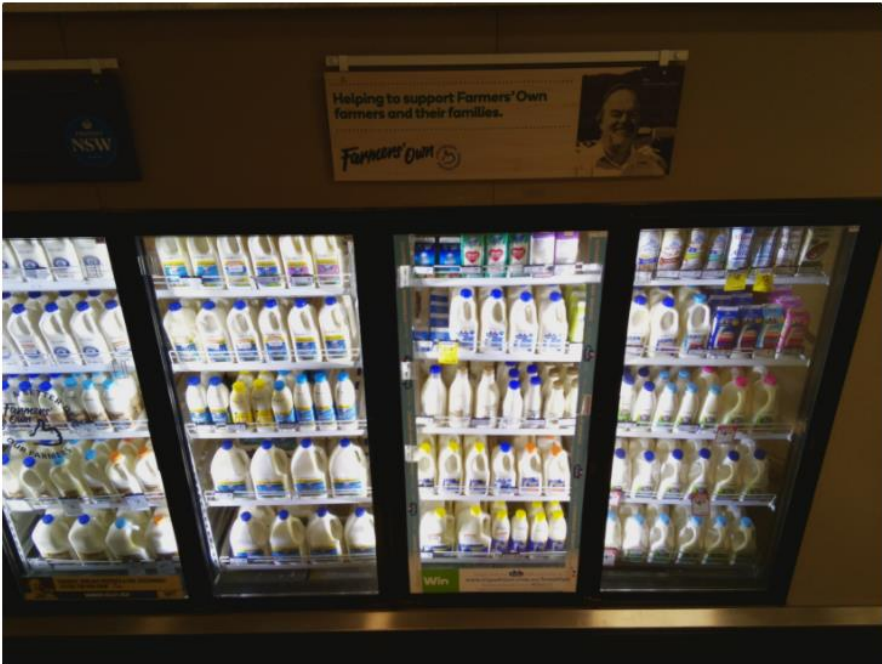
Products

Media

Configure

Report

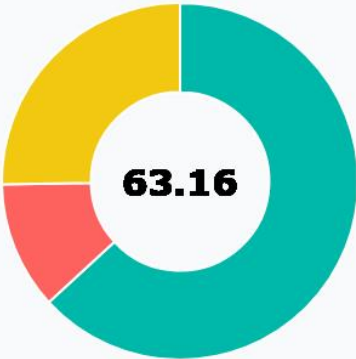
Master Image



Download Master Image

Shelfie Index

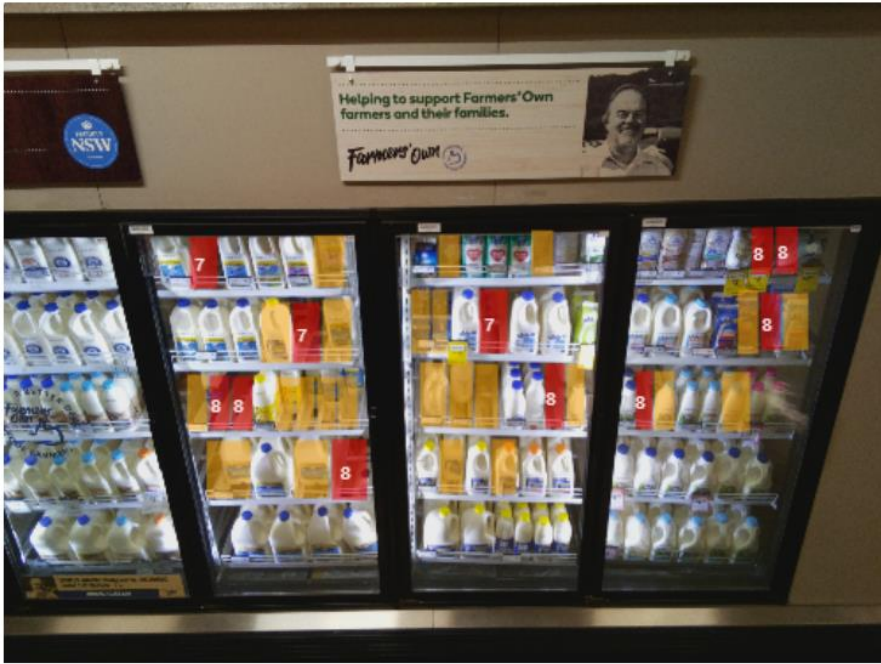
Nov 14, 2017, 22:06:34



Alert : 24 (25.26%)

Gap : 11 (11.58%)

Nov 14, 2017, 22:06:34



Previous

Next

Show original image

Download Shelfie Image



Fixed cameras are small, secure devices placed permanently where frequent, intra-day day shelf monitoring is required.

Our global partnership with Axis allows scalable distribution with market tested robust hardware.



Wide Coverage

Shelfie platform can process a wide number of items in one image, allowing minimal cameras to be placed into the store.

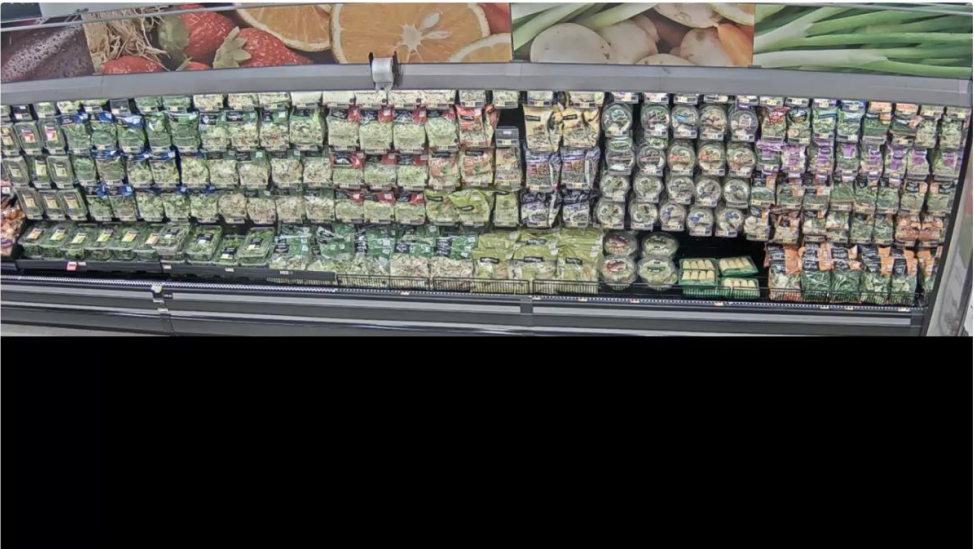


Image Processing

Images are processed on a regular basis. The images are first scanned for people in the image and if people are identified the image is rejected.



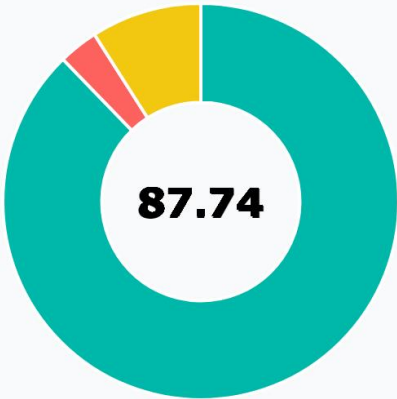
Master Image



Download Master Image

Shelfie Index

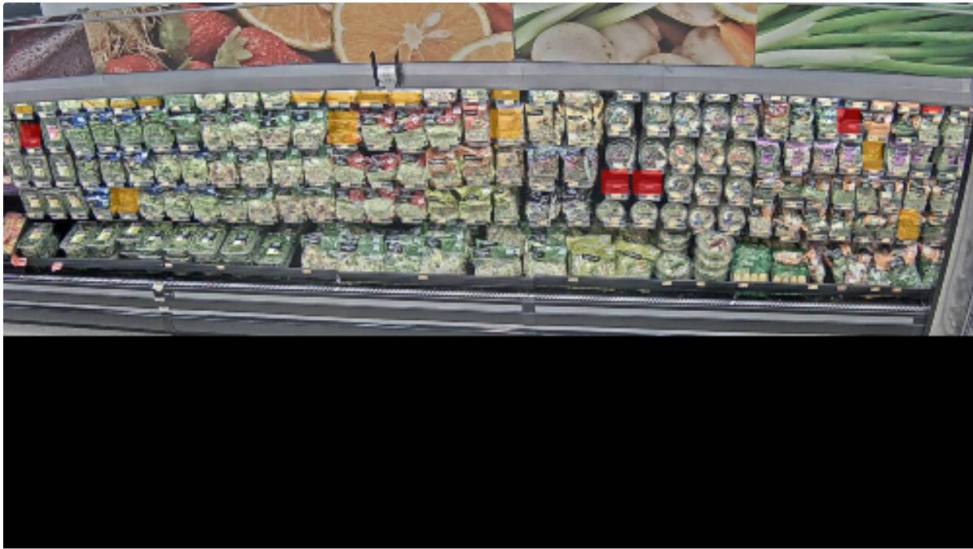
Mar 13,2018, 12:00:01



Alert : 14 (9.03%)

Gap : 5 (3.23%)

Shelf Image



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Percentage of shelf

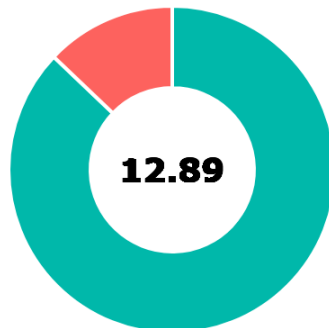
Shelfie platform has a “Percentage of Shelf” mode that is used for loose items. This is great for fresh fruit and vegetables or any items that are stacked loosely.

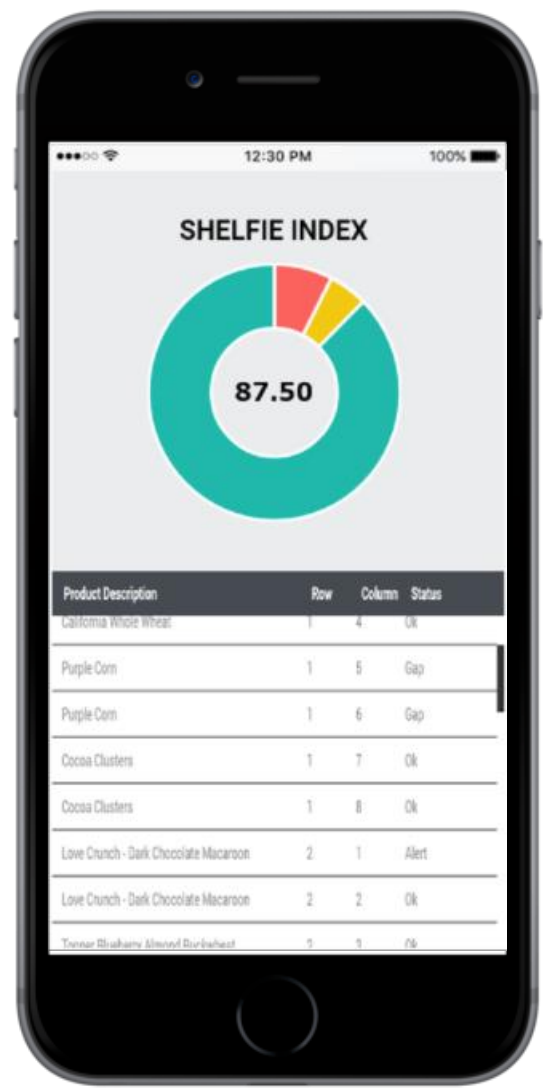
We are proving that the optimal shelf (closer to 100%) sells more items than a reduced shelf (less than 40%)

Change Percentage

Change : 12.89 %

Ok : 87.11 %





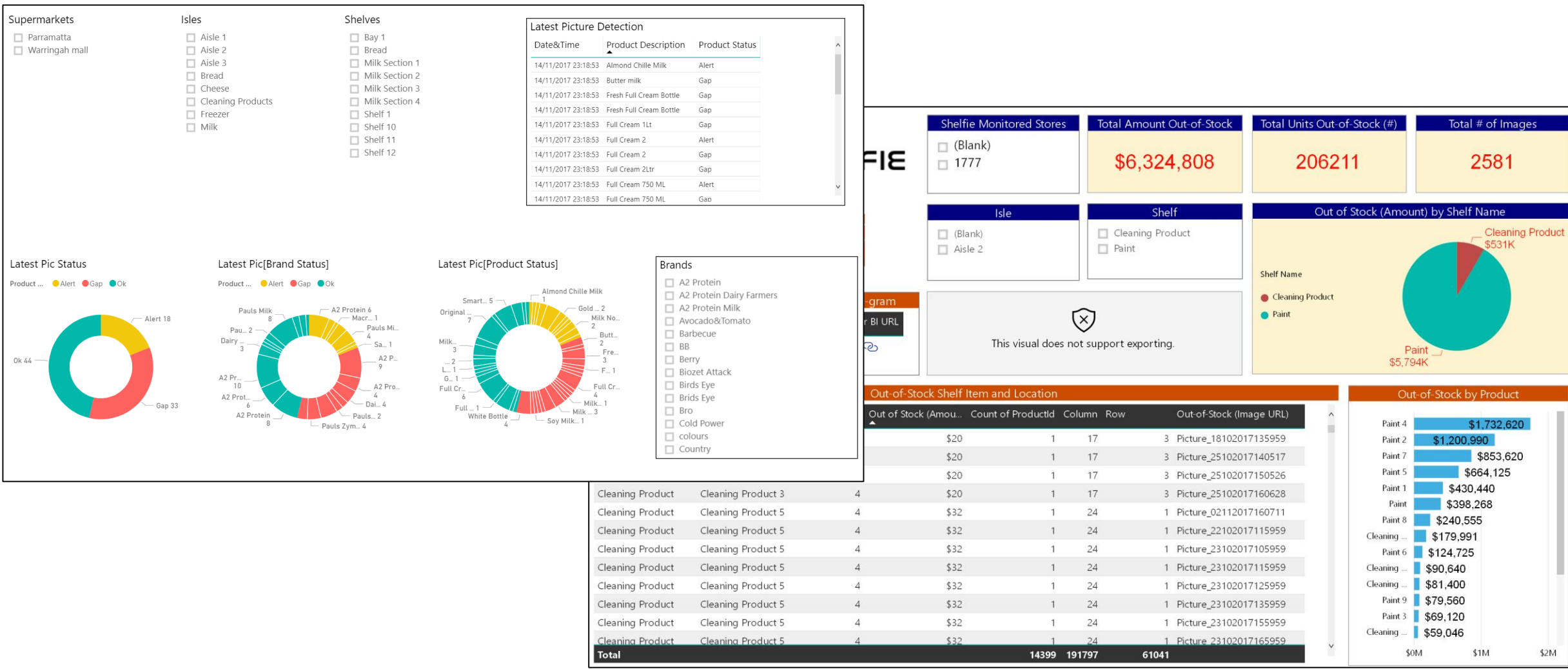
Real Time Visuals and data for Store Staff

This mobile web application can be implemented on any smart phone with web browser capability and is how staff would be alerted to product gaps and deviation from the planogram.

The Store Helper instructs staff, on what product to replenish first, based on how the retailer has decided to prioritise stock replenishment, subject to time of day, day of the week, etc. The decision on which product to replenish first is taken away from the individual and left firmly with the retailer.

Powerful Analytics and Dashboards

Shelfie platform provides access to data through the Microsoft Power BI platform, leveraging the best data visualisation tools on the market



Shelfie Technical Infrastructure

Shelfie platform is built on the Microsoft Azure Cloud infrastructure. This allows robust scalability to suit any global retailer.

