



brillio

brillio
 Shelf Scanner

TIME TO KNOW YOUR SHELF

BRILLIO SHELF SCANNER™
FOR CPG

www.brillio.com



Tired of using costly and manual shelf audit programs that are prone to errors and thus under achieve the full potential of the investment of time and money?

Manual audit programs divert energy from what matters most - selling and making the right decisions in-store!

The shelf stock-outs alone cost the industry an average of \$100 billion of lost sales every year in the US; this could be reduced through active management of the shelves.

\$100 billion
a year



Lost sales from
'Out of Stocks'
in the US

15 minutes



Average time
spent to audit
shelves

\$60 billion
a year

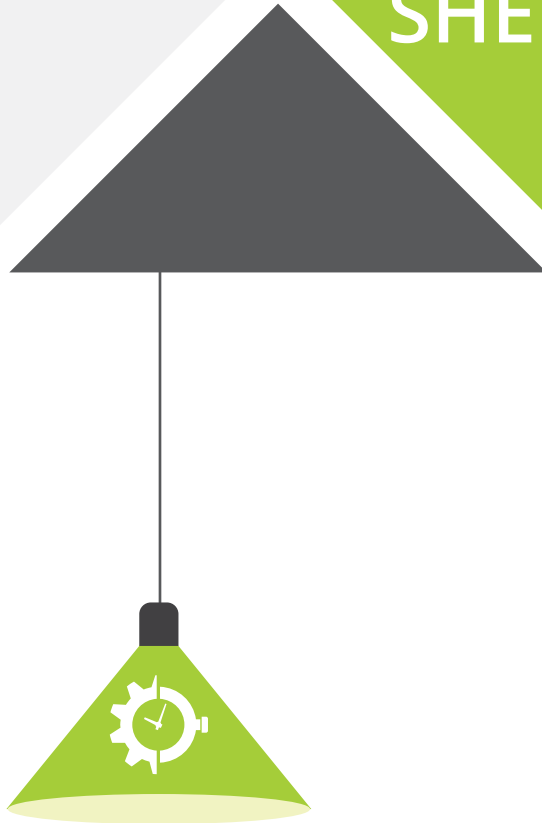


Amount spent by CPG
companies on in-store
displays in the US

This can change! Thanks to the convergence of big data analytics, accurate image processing techniques and low cost cloud computing, you can now acquire massive amounts of image data that can be easily analyzed in real-time, providing actionable insights for improved execution and competitive opportunities.

IMAGE ANALYTICS & DEEP LEARNING - POWERING DIGITAL SHELF MANAGEMENT

Brillio's Shelf Scanner™ for CPG is an Image Analytics & Artificial Intelligence based solution that helps sales associates and brand teams audit shelves, analyze and recommend actions.



TAKE CONTROL OF:

- ◆ Execution compliance (support retail management and account negotiations) including planograms, pricing, promotions and placement
- ◆ Track and forecast out of stocks incidences
- ◆ Analyze competitive and commercial opportunities

WITH OUR CLOUD-BASED OR HYBRID SOLUTION, YOU CAN:

- ◆ Reduce audit times and increase the number of stores covered each day
- ◆ Improve the quantum and accuracy of data acquired from shelves
- ◆ Analyze a lot more data in real-time from shelf pictures



REAL TIME ANALYTICS DELIVERED FOR IN-STORE CORRECTIVE ACTIONS





CAPTURE TO BOOST RETAIL EXECUTION LEVELS

WITH BRILLIO'S
MOBILE APPLICATION

Powered by Brillio's proprietary Image Analytics and Brillio Mobile Platform, Shelf Scanner's mobile application can be used by field force to capture images of the shelf. Brillio's real-time automated analytics engine ensures that insights/alerts for corrective actions are delivered to the sales person while he/she is still in the store!



DIGITAL SHELF
MANAGEMENT
USING REAL
TIME INSIGHTS

Share of shelf

43%

↑ 3%

29%

↑ 0.2%

Compliance

92%

↓ 5%

66%

↓ 3%

IDENTIFY PATTERNS – TAKE REAL-TIME ACTION

CONTROL PANEL FOR BRAND/SALES TEAMS

Brillio's Shelf Scanner™ for CPG helps the central teams get deeper execution insights for their brands by analyzing trends and relationships by store, region, retailer or brands, real-time.

- ◇ Track both aggregated and granular metrics such as violations, product facings, shelf stock availability, planogram compliance and competitive insights
- ◇ Find root causes and patterns for compliance issues
- ◇ Identify patterns real-time and take swift action

BUSINESS IMPACT



Increased productivity and insight generation



40-60% reduction in average time taken per store audit per sales person

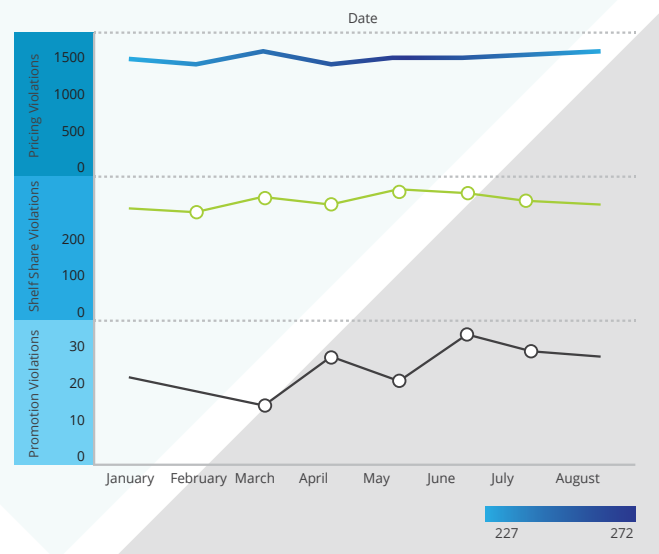


2-4% increase in sales through reduction of OOS and higher sales effectiveness



3-5% reduction of trade spend from better negotiations with accounts

Execution Control Panel



CASE STUDY

Save **60%** of shelf audit time = Gain of **\$1.7** million a year

This leading beverage manufacturer shows you how!

CASE STUDY: LEADING BEVERAGE MANUFACTURER SAVES 60% OF STORE AUDIT TIME. PROJECTED COST SAVINGS OF \$1.7 MILLION PER ANNUM

Case : Part-automate the highly manual store audit process and add real time analysis capability that helps them react faster to instore execution issues like out of stock, promotion, pricing & planograms non-compliance etc.

Solution : Brillio deployed Shelf Scanner solution powered by proprietary image analytics and deep learning engine. Solution provided comprehensive data and insights on shelves at multiple stores; enabling teams to get central view of shelves, stocks and compliance issues

- Benefits**
- ◇ **60%** Reduction in audit time per shelf
 - ◇ **23%** fewer sale representatives required for store audits
 - ◇ **96%** accuracy of image recognition



On-field user (ASM) device CLICKS THE IMAGES using the mobile app, keys in certain details and uploads them onto the server

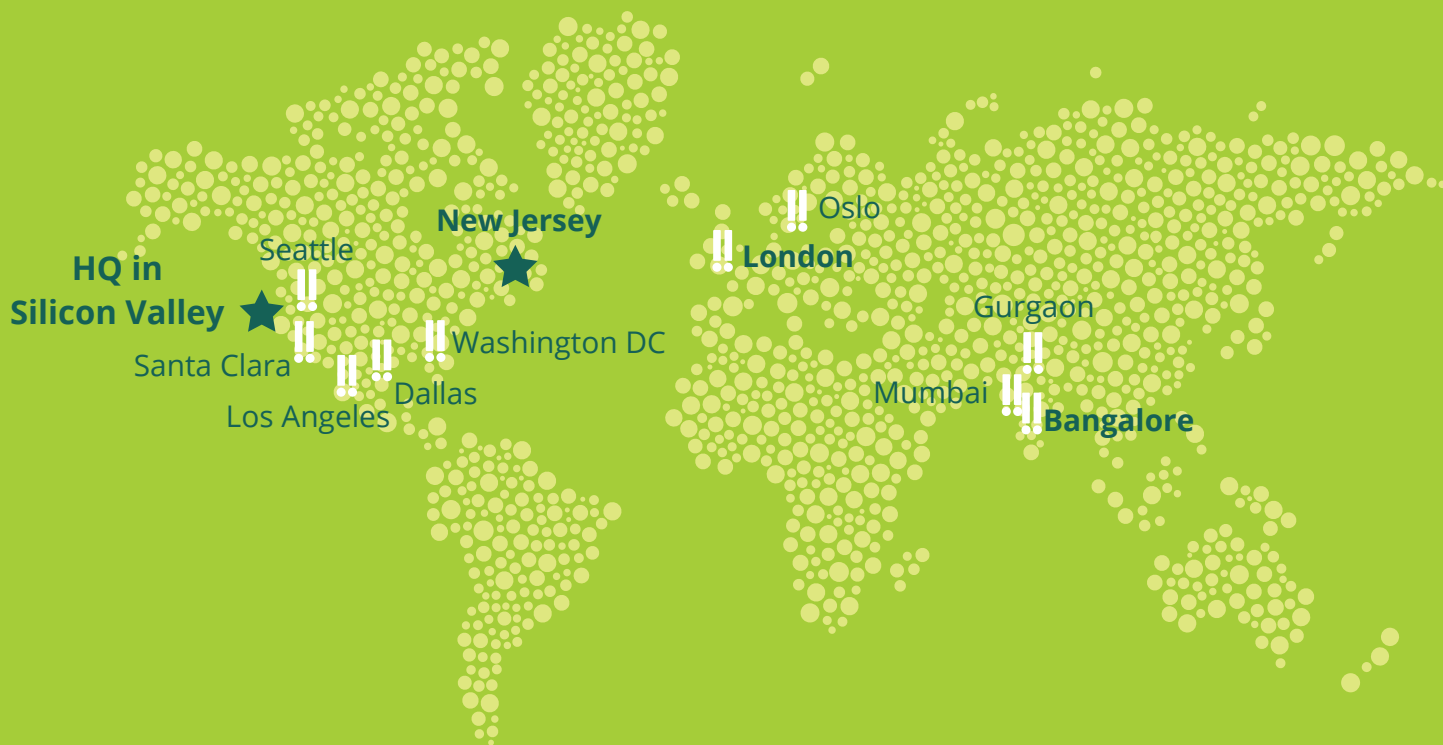


Brillio's visual analytics based AI engine compares shelf images with standard planogram



Shelf Scanner provides real-time visibility and insights

- ◇ On shelf inventory levels
- ◇ Automated compliance checks
- ◇ Competitive insights



2,500+
employees
globally

11 global offices
and 2 Global
Innovation labs

350+ clients served
worldwide
(incl. 30 Fortune 500)

30+ enterprise
solutions, 5
platforms, 9+
Patents issued

Ambitious Social
Responsibility program
"Bringing Smiles"
10,000 underprivileged
children globally

twitter.com/BrillioGlobal

linkedin.com/company/brillio/

facebook.com/BrillioGlobal

Visit us at brillio.com

For more information and a demonstration: marketing@brillio.com

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About Brillio

Brillio, a global technology consulting and business solutions company, enables the successful transformation of businesses by utilizing emerging technologies to create new customer experiences, achieve cost efficiencies, and gain competitive advantages. Brillio brings business expertise to clients in the Banking and Finance, Utilities, CPG, Retail, Technology, Media and Entertainment industries and is proud to serve leaders of Fortune 500 companies in these industries.

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