

cognitiwe

AI-based Analytics and
Intelligence for Retail Business

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ABOUT MOTIWE

Motiwe is the 11 years old comprehensive cloud video management and intelligence platform company connecting A.I. to video. Motiwe unlocks valuable information from video that can be immediately understood, shared, and acted upon. Leading companies in MEA countries use Motiwe to better understand, manage, and grow their business. Motiwe is the Microsoft Gold Partner for Cloud Platform.



2019 Partner of the Year Winner
Turkey



CLOUDTIVI

End-to-end Corporate
Video Platform



COGNITIVE


Advanced video analytics
platform





HOW COGNITIVE WORKS?

We Transfer Video and Image to understandable data



Cognitiwe
combines real-world
video, machine
intelligence, and data
visualization in the cloud



Key Features of Cognitive Smart Retail

- **Ad Metrics / Dwell Analysis** – advertisement performance metrics and dwell time analysis focus on customer interactions with products and promotions.
- **Face Recognition** – with the precision of Smart Retail’s face recognition – be alerted to known shoplifters or VIPs as they enter a retail location with Smart Alerts.
- **Customer Count** – knowing how many customers enter and exit stores is valuable information and can be used to put other measures, such as gross sales, into perspective.
- **Intrusion Detection** – monitor secure areas of your back office or warehouse with unauthorized entry or loitering detection.
- **Queue Manager** – manage your retail floor with in-depth analytics that monitor POS stations and other areas. This data can trigger alerts that notify internal teams of longer than usual wait times to allow better service of your customers and reduce unnecessary lines.
- **Store Conversion** - store conversion gives context to sales numbers. Smart Retail’s store conversion feature can accurately keep track of those who enter and purchase and those who do not.
- **Traffic Map** – see how consumers move about the premises. The system tracks where people are spending time and which products or services they come in contact with.

Face Analytics from Kiosk

Detects from front camera of kiosk:

- Face detections:
 - Age
 - Gender
 - Happiness level
- Uniq visitors.
 - Every visitors gets an uniq ID and everytime they use the kiosk, kiosk knows them with same ID.
- VIP Customer Detection:
 - Customers who gives permission could be recognized with their name and could be integrated with CRM databases.

