Enabling people and product intelligence at scale

According to MarketWatch, the global video analytics market will reach $ 4142.7 million by 2025:

"The ideas could be used in monitoring the queues in retail outlets and hospitals, generate heat maps, etc. The surveillance and retail industries are expected to drive the market positively during the forecast period."

Improve customer experience and reduce friction points with Video Analytics at the edge

Fractal's portfolio of video analytics solutions are designed to provide retailers with real-time people and product intelligence.

By leveraging technologies like Vision AI, in -store cameras, and reproducible machine learning models running at the Edge, retailers can unlock multiple use cases. Examples include improving store foot traffic tracking, mitigating SKU stockouts, and reducing shrinkage, all without the latency usually found in comparable solution running in the cloud.

People intelligence
Streamline store operations with real-time insights into in-store foot traffic, customer behavior, and more with people intelligence.

Product intelligence
Automatically detect SKU stockouts, support greater sales volumes, improve customer experiences, and reduce shrinkage with product intelligence.

fractal

Edge Video Analytics for Retail

People intelligence

People intelligence solutions enable use cases such as allowing organizations to quickly react to lengthy checkout queues and suspicious behavior. Video Analytics for Retail can also augment analytics with real-time foot traffic tracking.

When a lengthy queue or suspicious behavior is detected, our solution can provide alerts within minutes. This allows individual stores to take swift action to increase sales volumes and mitigate shrinkage, while simultaneously enabling more granular foot traffic insights at the global, regional, or individual store level.

Product intelligence

Organizations can leverage product intelligence solutions to automatically detect product stockouts and notify employees to replenish shelves. This works to improve the overall customer experience and reduces the chance customers go to other stores to get the items they need.

Additionally, product intelligence can be leveraged to improve loss prevention capabilities and reaction times when it is leveraged to monitor high-value or high-theft items.

Implement at scale

Fractal Analytics uses reproducible ML models and AI deployable directly into customer tenants to enable rapid scalability.

Leveraging Azure Stack Edge devices to enable real time performance, Fractal's video analytics solutions can deploy from the cloud onto store-level devices, providing retail organizations with the ability to quickly scale out their video analytics capabilities to stores around the globe. This easy deployment also simplifies testing, updates, modifications, POCs, and more, leading to a faster time to value.