

# effie> image recognition service for goods management



- Conscious adjustment of strategies based on smart analytics
- Prompt management decision making
- Increased customer loyalty

effie> image recognition allows you to control the placement of commodity items with a minimum of manual labor. Using the service, you can control the availability of goods on the shelf, yours and competitors; analyze the presence of your brand on every shelf, both in your office and outside.

As a result, you get reliable analytics on the availability of goods on the shelf, Out-of-Stock, compliance of the layout with the planogram, shelf share, etc. Working with dashboards, you will be able to make informed management decisions, directly influencing sales growth.



## Results of using effie> by our customers:

- ✓ **26%** sales growth
- ✓ **72** man-hours per month savings due to the automatic reporting
- ✓ **99,9%** service availability due to the reliability and security of the Microsoft Azure platform
- ✓ **100%** increasing customers' loyalty

### Agreements implementation confirmation

- Matching the On Shelf Availability
- Monitoring of promotions and promotions
- Matching the plans of the faces on the shelf
- Correspondence of the shelf share to the agreements
- Matching the calculation
- Planogramming

### Control and adjustment of the situation

- Setting instructions to correct the situation based on the results of the audit
- Employee / Contractor Rating
- Confirmation of achievement of KPI for employee motivation

«effie> helped us to simplify monitoring of our presence in stores and improved understanding of situation in points of sales in different regions. It is very flexible and convenient tool, which is easily adapted to the business needs» (Mikhno, Svitlana, KYIV, CCSD (Corpor. Channel Sales Development))

# Процесс управления ходом реализации стратегии для непрерывного роста продаж



Рост продаж через системное улучшение процессов

- Shelf management: 100% coverage = 100% visits
- System management of production processes
- Increasing of the customers' loyalty



Microsoft Azure Services и Power BI guarantee:

- High availability
- Security and privacy
- Flexible scalability without capital investment

**Best practices of the world FMCG market and IT-technologies in the regular service releases**

**Free quick start:**

- No capital investment
- Support and training
- You can cancel anytime



Implementation of the company's development strategy:

- Shelf management: 100% coverage = 100% visits
- Analytics indicates problem areas with display, assortment and planograms
- Employees have less time to find problems and more time to solve them
- Reliable KPIs and their automatic calculation without the participation of the human factor
- Implementing of the marketing strategy in the fields exactly as intended, not as rated by the supervisor

Why IPLAND?

Confidence in the quality of our solutions is ensured by a reliable partnership with Microsoft and a team of specialists from various fields. Today more than 80 people create value for our customers and develop a product every day. Flexible management approaches at the company level (Holacracy) and at the level of project teams and development (SCRUM) ensure maximum efficiency for thousands of users of our services every day.