

ADA STRA

Smart Shelf

Increase sales and distribution efficiencies with products occupancy monitoring



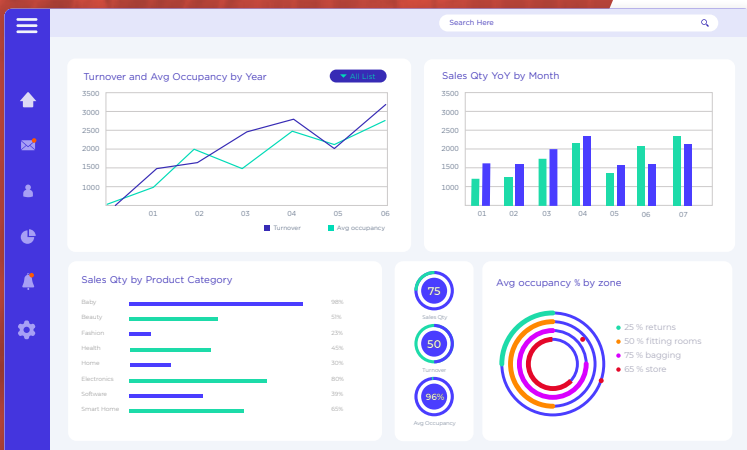
Driving Sales & ROI with data-based product and retail decisions



Save cost and tackle process inefficiencies



IoT digitalization driving your sustainable goals



What brand of my product portfolio is selling more, and which secondary placement campaign works better? Should I restock the merchandise now, or in time prior to sales peak? If you want to improve your retail presence or use your retail display more efficiently, Smart Shelf gives you all those answers and insight into your customers behavior that helps you make data-based decisions. Meet Smart Shelf, non-invasive solution with customizable dashboards in our unique IoT platform to provide a real-time information.

Smart Retail Solutions by Adastra

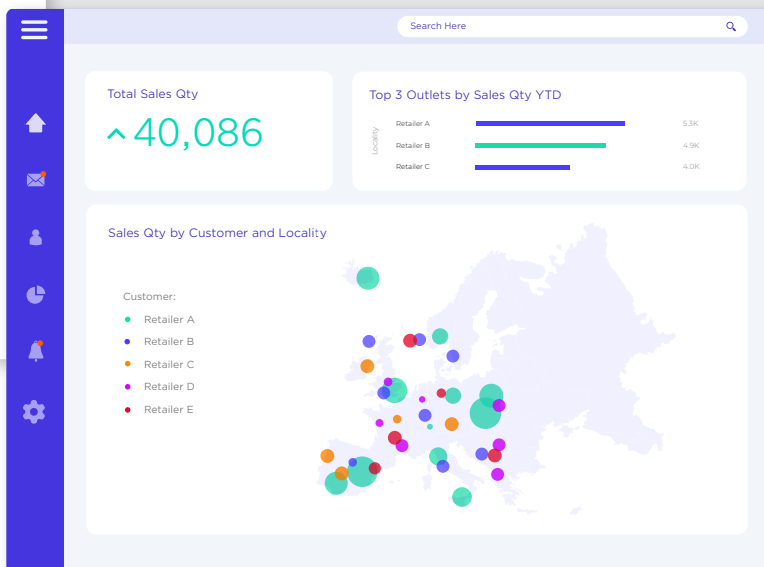
Smart Shelf platform: IoT powered

Smart Shelf is a patented technology of printed pressure sensors. Those sensors monitor the product load of each shelf in time. Whenever you pick a product, the shelf knows it and immediately transfers the information. Customizable dashboard or application prompt to make decisions

on restocking and further analysis of trends using artificial intelligence and predictive modelling. And you do not need to worry about connecting the shelf to the electricity network. They are low-power using battery device. It means you can easily install them into existing infrastructure.

Benefits of the solution

- ROI and Sales increase
- Customer behavior insight & loyalty
- Secondary placement and product categories strategy
- Campaign success rate evaluation
- Optimizing stock and logistics efficiencies
- Real-time notifications for stock replenishment and merchandising
- Non-invasive and low power IoT devices
- Reducing waste and carbon footprint



Case study: Global beverage producer measures campaigns and merchandising success rate

One of the leading global beverage producers has chosen the Smart Shelf solution to gain better insight into the behavior of their consumers in shops. Several dozens of Smart shelves were installed in supermarkets, monitoring in real-time how different products are sold. The producer

analyses the information received, compares it to sales campaigns to evaluate its effectiveness and makes decisions about distribution of the goods, accordingly. Successful Proof of concept project is being succeeded by larger-scale use of Smart Shelf platform.

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Adastra creates functional solution in various sectors, facilitating the transition to the digital era and empowering companies to make data-based decisions.

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