

Meet ShelfWatch

ShelfWatch is the next generation image recognition solution for measuring in-store execution.

Why ShelfWatch ?



Achieve perfect store execution



Optimize field productivity

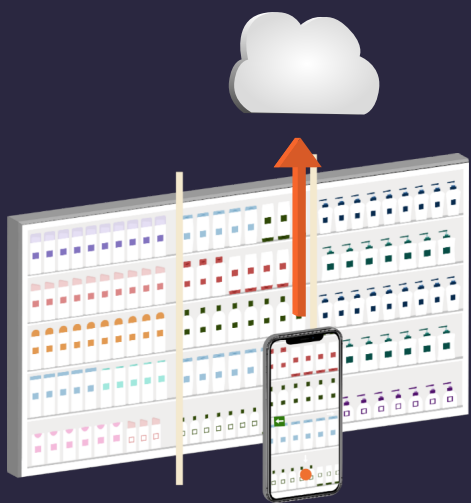


Drive sales growth



Reduce third party audit cost

How it works ?



Reps capture shelf photos when they visit the store (using ShelfWatch or 3rd party app)



Images are automatically uploaded to ParallelDots servers for Image Stitching & SKU predictions



Instant, actionable reports are sent to reps device while detailed reports are sent to management teams

KPI's measured

Using best in - class Image recognition technology, ShelfWatch transforms your sales operations making it agile and efficient



PLANOGRAM COMPLIANCE

Make every store planogram compliant



OUT OF STOCK

Out of stock accounts for over 10% loss of all retail revenue. Identify stores, regions& SKUs with low availability



CALCULATE SHARE OF SHELF

Measure and track SOS for every category and ensure it adheres to your agreed target



MARKETING COMPLIANCE

Improve your promotion execution and ensure you deliver a great experience to your shoppers!



COMPETITIVE ANALYSIS

Identify whether your competitor is getting better space or higher shelf share!



PRICE TAG COMPLIANCE

Ensure the right placement of the right products at the right price!

“Most companies treat sales like an art, but they are discovering that the sales process needs to become more of a science.”

Perfecting sales execution, Bain & co.

Our impact

10 - 15%

Increase in OSA

upto 60%

Increase in display compliance

20 - 30%

Increase in Plano compliance

25+

KPI's unlocked, impossible to track manually

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ParallelDots allowed us to gain visibility into how our products are placed on shelf across different regions and retailers. The data and insights provided by ShelfWatch helped us take quick remedial action. We are able to prioritize execution for low performing stores and drive productivity across our field force.

Shine Aggarwal, Customer activation Manager
RB Health

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Mondelēz
International

Enduring Value

Reckitt
Benckiser

Nestlé

Associated
British Foods
plc

gsk
GlaxoSmithKline

nielsen

Unilever

PRS
IN VIVO

Pernod Ricard