

Turning pictures into profits: gaining a competitive advantage at the shelf with image recognition

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FCPC associate member **StayinFront** has teamed up with **Lab4Motion**, a global leader in image recognition technology to deliver a fast, accurate and cost-effective digital merchandising solution.

Jeremy de Silva, Managing Director, StayinFront, interviewed Lab4Motion Co-Founder, **Wojciech Stramski**, on the benefits and application of image recognition for Consumer Goods (CG) manufacturers.

de Silva: Why are CG manufacturers paying a lot of attention to this technology now?

Stramski: There have been significant technology advancements that enable using image recognition for digital merchandising of the shelf or display - from the optimization of algorithms, progression of artificial intelligence, and the increased processing power of computers - all of which have made image recognition faster, smarter and more affordable.

de Silva: What is the business case and how does the technology enable CG companies to compete more effectively?

Stramski: The CG industry is fighting every day to increase market share within acceptable management cost levels. Image recognition can have an enormous impact on the type of data and market intelligence that companies can capture in a very efficient manner. We have customers who are seeing double digit % gains in On Shelf Availability (OSA), share of shelf, number of stores complying with required display standards and rep productivity gains from shorter and greater number of store visits. There's also real value in obtaining greater and more accurate information at the shelf. Companies that can capture, process and respond quickly to this information will gain a competitive advantage.

de Silva: What kind of metrics can you track?

Stramski: There are many - share of shelf, numbers of facings, out of stocks, and the presence of your competitor's products. You can assess planogram compliance and whether products that have been recalled are still on the shelf.

de Silva: How does it work?

Stramski: It's a straight-forward process:

Rep takes a photo of the shelf - our photo-assist feature ensures it meets quality standards

Images are uploaded to the cloud for processing

Products are recognized, KPIs are generated and fed back into the store record

Next Best Action tasks are generated to guide and direct reps

Analytics provide insight on availability, positioning, merchandising opportunity and planogram compliance

de Silva: Where do you see this technology going in the future?

Stramski: Image recognition will be a standard, must-have technology in Retail. Companies will require instant access to high-quality information from the field if they want to remain competitive. In fact, it won't be long before the capturing of the picture will automatically trigger different workflows within the organization- such as replenishment orders or specific processes related to personnel, distribution or store management programs.



For more information, visit www.stayinfront.com or contact **Vanessa Mitchell 905-821-9210 ext 226**. For more information about Lab4Motion, click here www.lab4motion.com