



# Improve your shopping experience and drive sales growth in every store



Customer experience is the keystone to brick-and-mortar stores staying relevant in today's retail environment. To keep your shelves well stocked and get the right products to the right customers at the right time, you must redefine how you monitor what's happening on shelf, within categories and in the store.

Trax Retail Watch is a cloud based platform that acts as the single source of analytics to optimize your in-store execution. Our proprietary image recognition technology recognizes over 250 million products each month in more than 45 countries, and converts them into meaningful insights at unprecedented speed, scale and accuracy.

Our intuitive data visualizations make insight discovery and smart decisions the business of everyone in your organization. Retailers leverage Trax Retail Watch to improve retail basics through optimal product availability and assortment discipline, while boosting staff productivity and elevating overall shopping experience in the store.

## Get a clear view from shelf to sales: A single platform for your organization to improve shelf effectiveness and capture growth in every store

### Store execution

Provide real-time alerts to your store associates to immediately address out of shelf products and improve store walks

**60%** of time savings auditing one category\*

### Store management

Get a market level view of your store performance metrics, optimize your operational efficiencies and drive incremental sales

**5-8%** reduction on out-of-shelf issues\*

### Category planning & marketing

Ascertain category opportunities and implement optimized shelf strategies – assortment, pricing, promotions and planograms at a store level

**1-4%** sales uplift in a single category\*



## How we are different:



**Leaders in computer vision solutions for retail**  
Our breakthrough image recognition algorithms and deep learning platform are purpose-built for retail



**Unmatched data objectivity**  
Digital shelf images provide the most objective base for actionable insights on store health, unlike traditional store walks and manual audits today



**Real-time measurement and reporting**  
Our real-time granular insights on in-store execution parameters are accessible through easy-to-share role based dashboards

\* Disclaimer: Based on Trax client results.

## How it works:



### Shelf captured

Images are captured to cover a shelf or category



### Images analysed

Shelf images captured are sent to our Trax Cloud



### Real-time alerts

SMS alerts are sent to store staff for immediate corrective action in the aisles



### Reports & Dashboards

Same day web reports are provided on our online BI platform

## A smarter way to manage your stores

Trax Retail Watch is designed to help you go from ad-hoc audits to a strategically managed store execution discipline that is linked to corporate objectives focused on improving store efficiencies.

### Measure

Measure your in-store execution metrics like presence, position, planogram, promotions and pricing in real-time with our various image capture methods

### Uncover

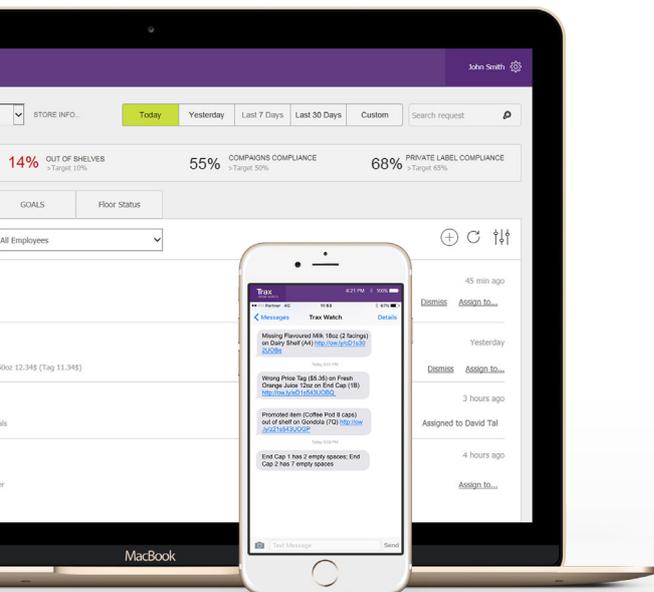
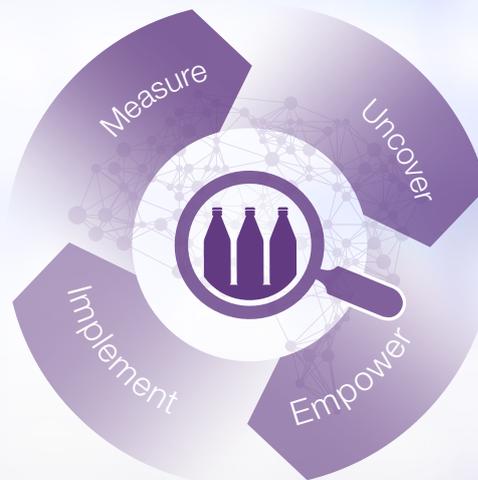
Uncover in-store opportunities and existing gaps by accessing data at any level from market, store, category, manufacturer, brand to SKU

### Empower

Empower your teams to make data-driven decisions through real-time alerts and role defined dashboards from store to HQ

### Implement

Implement the right shelf strategies in every store, and delight your shoppers with right products at the right place, time and price



## Breakthrough Innovation, Proven Results

### Client Goals

A leading Europe based retailer needed to improve on-shelf availability and planogram compliance to ultimately optimize in-store execution.

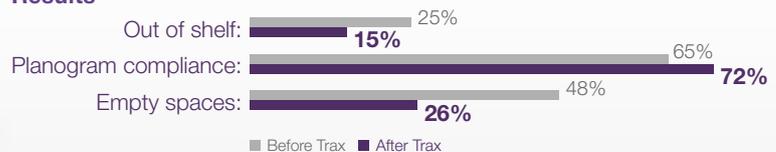
### Trax Retail Watch Solution

The client leveraged our image recognition technology to monitor high traffic zones like endcaps through fixed cameras mounted on shelves. Multiple categories were also captured at several intraday intervals through Trax mobile app.

### Solution Benefits

1. Real-time SMS alerts sent to store staff regarding empty spaces in endcaps, including links to the endcap shelf images.
2. Mobile and web BI reports on product availability, distribution and planogram compliance available to management teams.
3. Configurable dashboards enabled the client to quickly analyze trends over time.

### Results



**Trax**  
image recognition

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