

ARTIFICIAL
INTELLIGENCE
POWERED
RETAIL SOLUTIONS



AURIFY SYSTEMS

Aurify Systems is a Mumbai based company, which enables automation of processes & optimise operations using next-gen technologies of artificial intelligence and associated analytics across various industries.

Our customized solutions enable organizations understand their operations better, derive patterns, generate more leads, helps strategize, optimize and be future ready.



Industries what we cater to



Retail



Manufacturing



Real Estate



Hospitality



Education



BFSI



Global
Deployment
Capabilities

Partner
Ecosystem
4 Regions

Over
700
Installations

IN-STORE ANALYTICS SOLUTION

Measuring customer walk-ins gives corporates sense of how many potential customers are visiting, how many are passing by and what conversion rate are they achieving. Currently few companies are indeed measuring in-store analytics but mostly it gets done manually or through sensors.

Our unique automated Deep Learning based solution analyses feeds from existing CCTVs and provide real time dashboards along with demographics, repeat customers analysis, dwell time and other In-Store analytics features.



<https://www.youtube.com/watch?v=yR4qpGGK7qs>

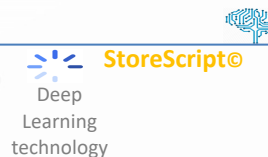
ANALYTICS FOR RETAIL (Data / Image / Video)

Features

- ❑ Footfall Predictions, Footfall Capture, Proximity traffic, Gender, Age, Clothing analytics, Customer Time in front of racks
- ❑ Repeat Customer Analysis (Facial Recognition)
- ❑ Feedback & VOC Capture
- ❑ Suspicious Activity, Heat Map in store
- ❑ Queue Management, POS Monitoring
- ❑ Conversions (POS transactions Vs Walk-ins)
- ❑ Kiosks based Lead generation, Real time intelligence to Digital Signage for showing relevant content
- ❑ Monitoring Shelves/Racks, Tracking Customer trails, Theft detection, Productivity tracking, Surveillance
- ❑ ML based Demand Forecasting & Promotions
- ❑ Facial recognition based Workforce & Visitor's management
- ❑ Regulating customer entry in stores & crowd gathering alerts

Benefits

- ✓ Accurate Predictions
- ✓ Customer Profiling
- ✓ Loyalty Management
- ✓ Optimise Operations
- ✓ Improve Customer Experience
- ✓ Process Automation
- ✓ Helps Strategizing
- ✓ Increased Conversions
- ✓ Lead Generation
- ✓ Eliminate Manual intervention
- ✓ Control Shrinkage
- ✓ Measure VM effectiveness
- ✓ Campaign effectiveness
- ✓ Cost Reduction



Processing video feeds in AI engine to provide analytics



SURVEILLANCE & PRODUCTIVITY (Corporate / Store / Warehouse)

- ❑ Real Time Identification of Debarred Individuals (Facial Recognition)
- ❑ Perimeter Security, Intrusion, Incident Detection
- ❑ Tasking monitoring
- ❑ Asset Protection
- ❑ Loitering / Suspicious Activity
- ❑ Theft Detection
- ❑ Unattended Objects detection (e.g. left luggage)
- ❑ Tailgating in Offices
- ❑ Crowd Gathering
- ❑ Worker proximity near accident prone zones
- ❑ Unauthorized parking detection
- ❑ Wrong side vehicular movements
- ❑ Task Monitoring & Cargo Loading/Unloading capture

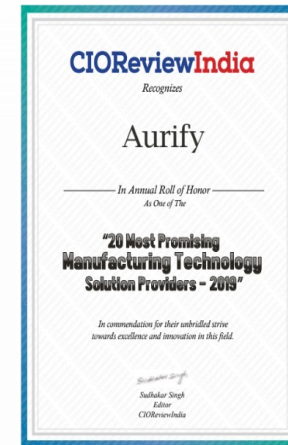


https://www.youtube.com/watch?v=tC_-dIIXYLQ&t=6s



WHY AURIFY

- Proprietary Solutions
- Remote deployment & support
- Highly scalable
- Asset light models
- Higher accuracies due to pre-trained models prepared over years
- On-premise, cloud and hybrid models available
- Minimum entry costs due to lighter infrastructure requirements
- Solutions available on subscription basis
- No use of any special devices, Bluetooth, sensors, beacons or RFID
- Shorter deployment timeframe





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