

Product Introduction



DMS PRO
YOUR DIGITAL TRANSFORMATION PARTNER



VisibilityPRO

Agenda

1. Business Overview
2. Solution
3. Business Case



Business Overview

Overview



“...Advertising moves people toward goods; Merchandising moves goods toward people...”

Morris Hite

Challenge

Ensuring proper product merchandising in hundred of thousands of retail outlets across the country is a huge challenge for any consumer product companies.

The product share of shelf is also critical information for any FMCG business but so hard to obtain.

Solution

VisibilityPRO provide instant visibility of the product display, point of sales material, presence of a brand vs. competitors on the market taking out human bias or mistake with much lower cost.

Outcome

- Average accuracy rate close to 90%
- 20 times faster in processing time
- At half of the cost

20x

Faster processing speed

90%

Product Recognition Accuracy

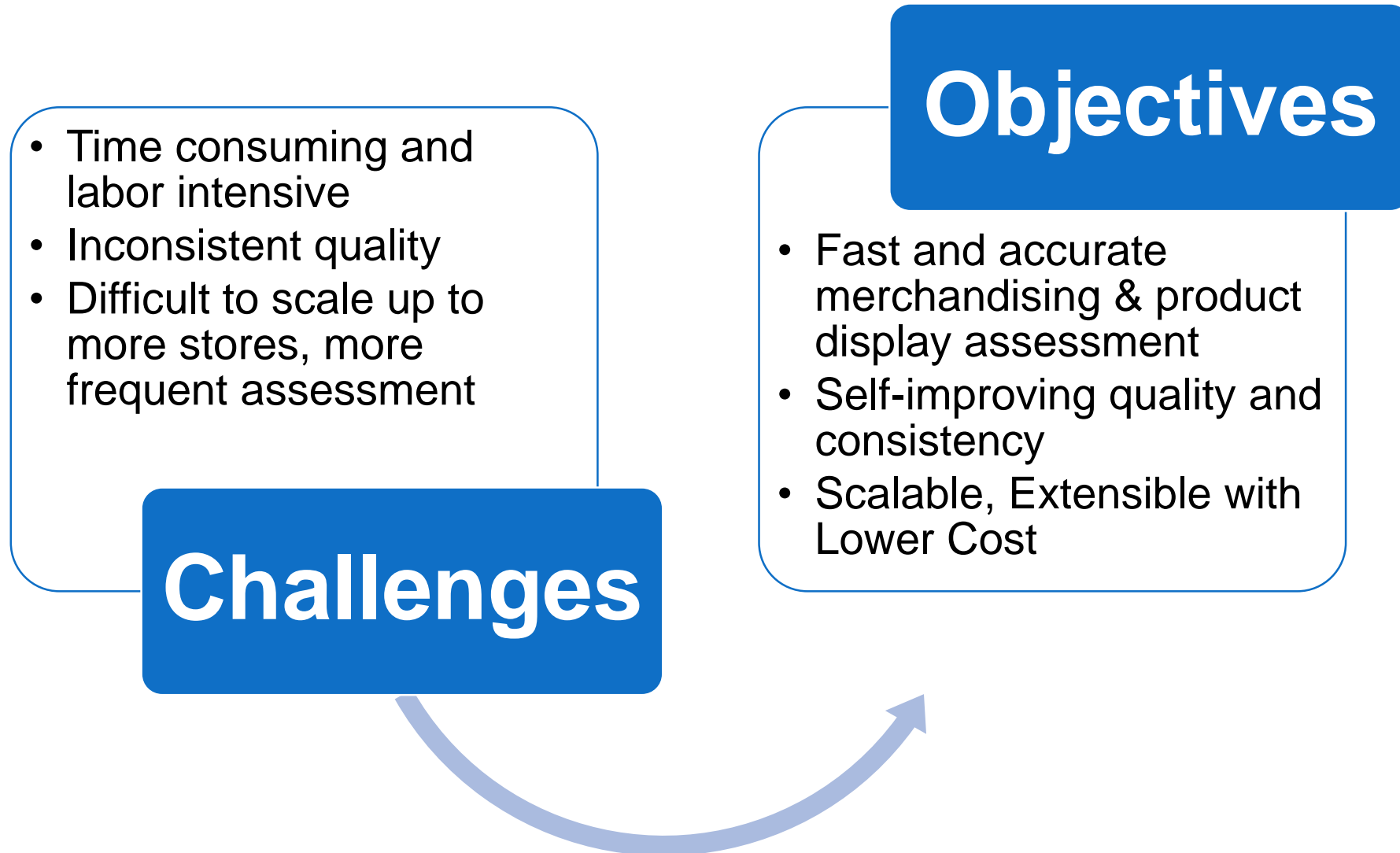
1/2

Half of the cost with:

- No bias
- No fatigue
- 24x7

Business Overview

Business Challenges and Objectives



Agenda

1. Business Overview
2. Solution
3. Business Case



Solution

Features

Merchandising



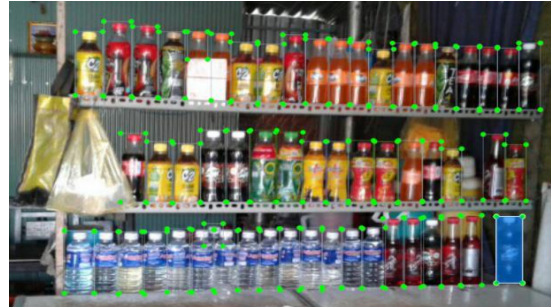
Features

- Photo genuinely check
- Photo taking-location check.
- Merchandising scoring.
- Competitor product recognition – “Numeric Distribution” result.

Benefits

- Improve Sales Compliance.
- Outlet Census
- Accuracy Numeric Distribution (vs. Outlet Stock/PC)
- Saving Audit cost

Display Program Evaluation



Features

- Product “face counting”
- Planogram adherence scoring: Right products, correct number and position

Benefits

- Saving Audit cost
- More frequent display assessment.
- Improve interactive between Sales Rep vs. Shop Owner.
- Timely program assessment & reward

POSM Evaluation



Features

- POSM installation scoring for acceptance
- POSM audit

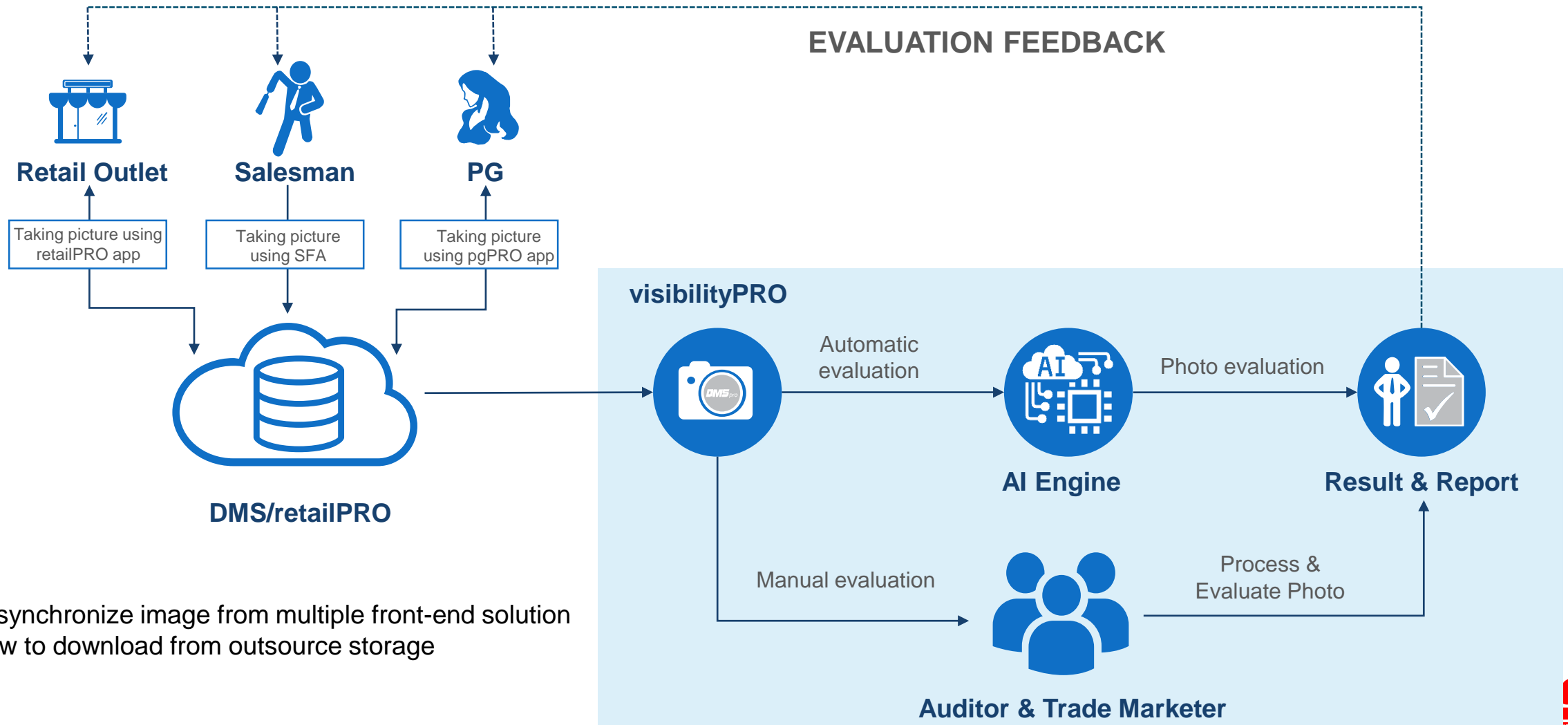
Benefits

- Saving audit cost
- More accurate POSM tracking



Solution

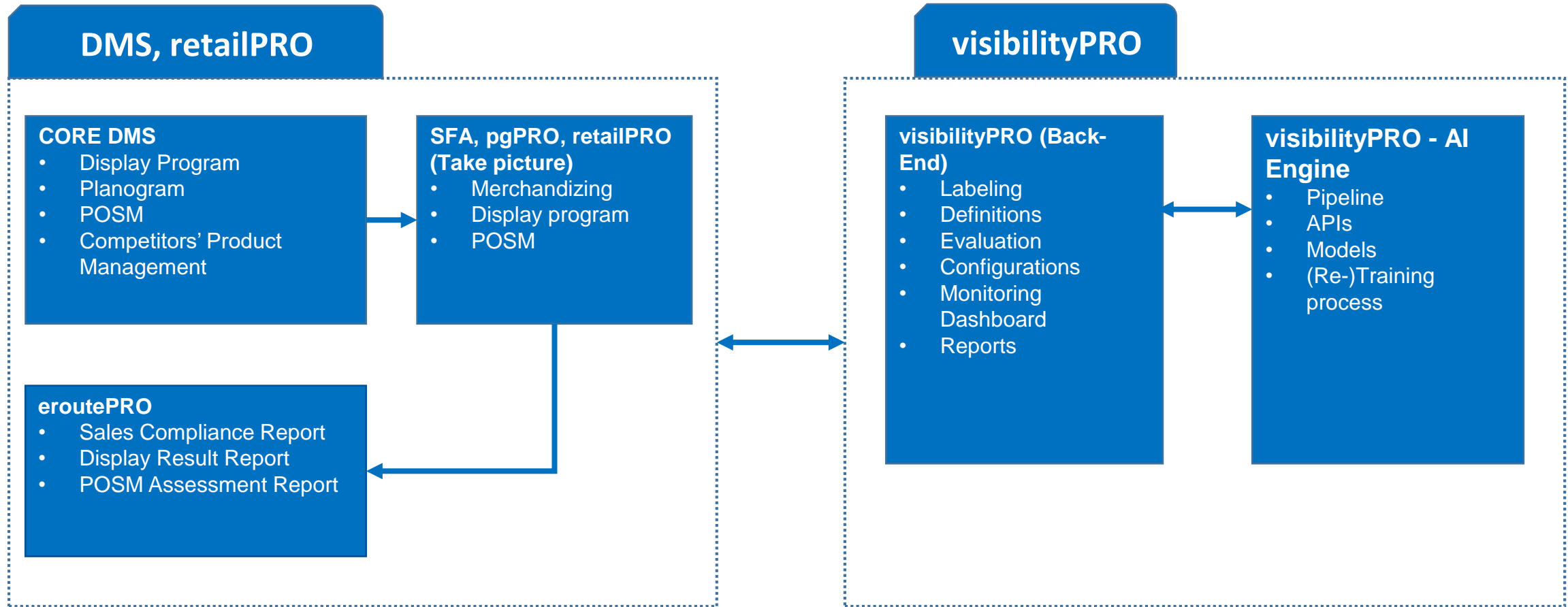
Key flow



Able to synchronize image from multiple front-end solution and allow to download from outsource storage

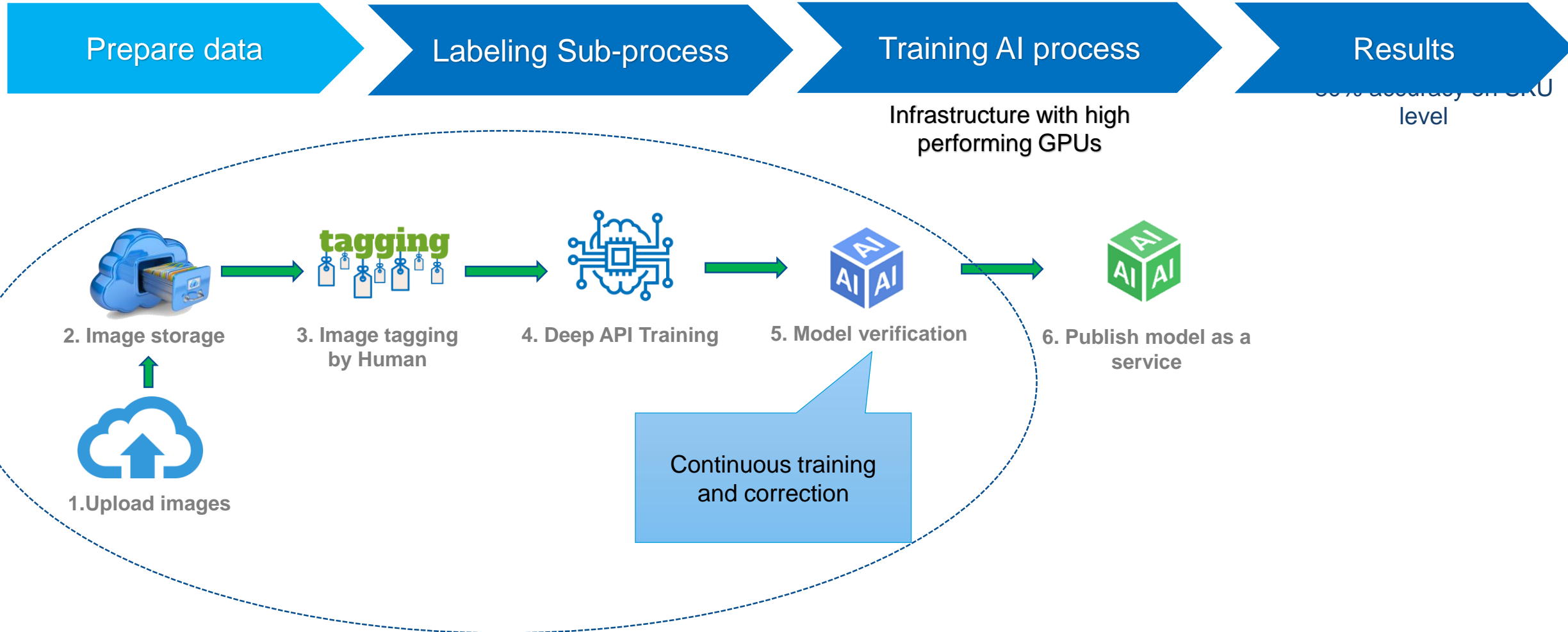
Solution

Solution Landscape



Solution

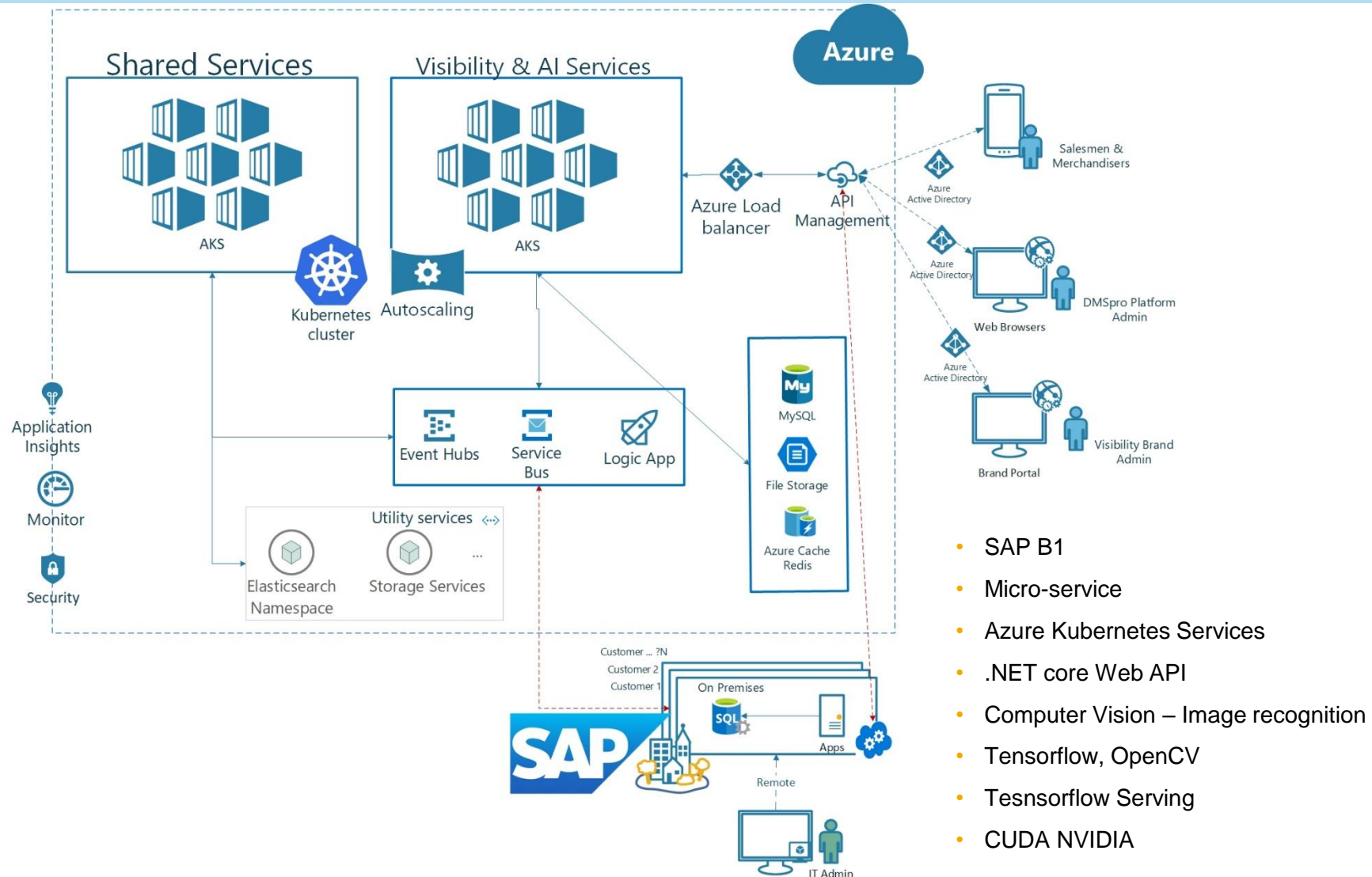
Labeling & Training process



In the standard, system need to labelled 300 sample image for one items (Product, POSM, etc.) to training AI

Solution

Architecture & Technology



Benefit and Outcome

Business or Social

- Instant Visibility of brand merchandising and product display in the market
- Visibility of product share of shelf, competitor product presence
- Transforming retailer-brand engagement to become partnership for better merchandising and Brand presence.

IT

- Native cloud architecture using Microsoft Azure
- Truly SaaS consumption model
- Secured, Scalable, Open architecture to integrate with various systems: DMS, retailer apps platform
....

Human Empowerment

- Only human intervention in value-added activities: Planogram definition, Product labeling, engine training, auditing...

Agenda

1. Business Overview
2. Solution
3. Sample Business Case



Business Case

Sample GT Display Program

Program criteria:

- Numeric: 30 cartons La Vie (1 Sparkling included)
- Display: 28 bottles (20 500ML & 8 1.5L) on the shelves

Program Incentives:

- Passed Numeric: promote more 2 cartons 500ML
- Passed Display: reward 2 cartons 500ML.

Feasible assessment:

- 500ml: 12 bottles
- 1.5l: 4 bottles



Feasible assessment:

- 500ml: 12 bottles
- 1.5l: 3 bottles



Feasible assessment:

- 500ml: 12 bottles
- 1.5l: 2 ~ 3 bottles



Business Case

Sample MT planogram

In the MT (super market or VCSs)

Products are arranged on the shelves exactly as the planogram.

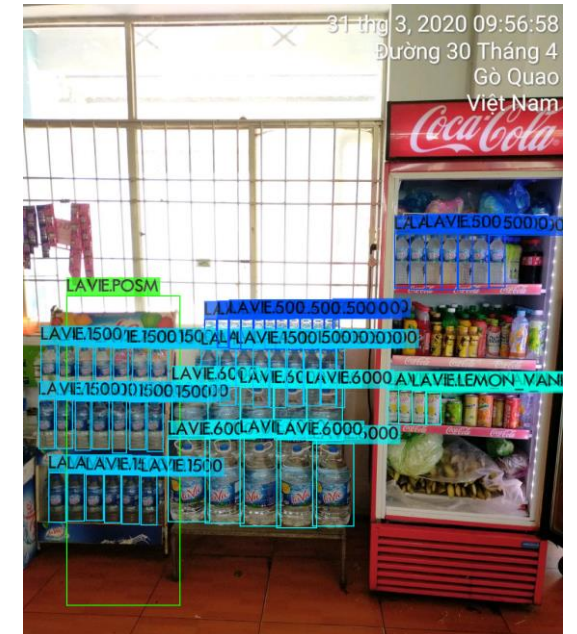
Feasible assessment are

- Tracking number of SKUs present on each floor
- Ensure the product is sorting at the right order and the right direction



Business Case

“Facing Count” Achievements



After training for 17 SKUs on about 1,000 images, not match the AI Training standard criteria, the AI can identified the SKU in the image with corresponding accuracy.

Business Case

“Facing Count” Achievements

Improve accurate testing results by machine learning of DMSpro AI solution



81%

LAVIE.350



60%

LAVIE.400



90%

LAVIE.500



73%

LAVIE.750



89%

LAVIE.1500



91%

LAVIE.6000



72%

LAVIE.LEMON_MINT.CAN



71%

LAVIE.LEMON_VANILLA.CAN

Business Case

“Facing Count” Achievements

Improve accurate testing results by machine learning of DMSpro AI solution



72%

LAVIE.POMELO_APRICOT.CAN



67%

LAVIE.SALTED_LEMON.CAN



75%

LAVIE.WATERMELON_KIWI.CAN



84%

LAVIE.POMELO_APRICOT.CRATE



70%

LAVIE.400.CRATE



81%

LAVIE.CRATE.500



75%

LAVIE.CRATE.750



82%

LAVIE.CRATE.1500

Business Case

“Facing Count” Achievements

Improve accurate testing results by machine learning of DMSpro AI solution



0%

LAVIE.WATERPEACH_ORANGE.CAN



0%

LAVIE.SALTED_WATERMELON_KIWI.CRATE



83%

LAVIE.LEMON_MINT.CRATE



0%

LAVIE.WATERSTRAW_BLUEBERRY.CAN



0%

LAVIE.SALTED_LEMON.CRATE



80%

LAVIE.LEMON_VANILLA.CRATE

Business Case

K.P.I.s

No.	KPI	Measure
1	<ul style="list-style-type: none">Processing time of AI, count by second/image	<ul style="list-style-type: none">2s
2	<ul style="list-style-type: none">“Facing count” result, % of A on B such as<ul style="list-style-type: none">A = Number of result that AI checked and provide the right resultsB = Number of images that AI processing	<ul style="list-style-type: none">85%
3	<ul style="list-style-type: none">Display planogram criteria evaluation result, % of A on B such as<ul style="list-style-type: none">A = Number of result that AI checked and provide the right resultsB = Number of images that AI processing	<ul style="list-style-type: none">80%