

Overview

Transform how your enterprise discovers and manages product data with an **AI-powered image and text search accelerator** built on **Microsoft Azure**. This professional service engagement enables organizations to implement **AI-driven product discovery** using **Azure Cognitive Services, Azure AI Search, and Azure Data Factory** – delivering lightning-fast, accurate, and scalable search across millions of SKUs.

Our solution combines **Natural Language Processing (NLP)** with **Computer Vision** to identify, classify, and match product images to metadata, drastically improving efficiency and accuracy across catalog and manufacturing workflows.

Key Benefits

- **80% Faster Product Discovery** – Lightning-fast search using AI and Azure
 - **90% Reduction in Manual Effort** – Automated product-image mapping
 - **75% Improvement in Operational Efficiency**
 - **Enhanced Accuracy** – Contextual, intelligent, and scalable search
 - **Built on Azure** – Secure, scalable, and enterprise-ready
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Engagement Highlights

Duration: 4–6 Weeks

Delivery Model: Remote / Hybrid

Effort: ~160 - 240 Hours

Deliverables:

- Assessment of current catalog/search workflows
 - AI-powered image + text search Proof of Concept (POC)
 - Integration with existing product databases or ERP systems
 - Deployment on Azure and knowledge transfer
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Azure Services Used

- Azure AI Search
- Azure Cognitive Services (Computer Vision)
- Azure Data Factory
- Azure Storage & App Services
- Azure Machine Learning (optional for fine-tuning models)

Expected Business Impact

Metric	Before	After
Product Search Time	2–3 mins	< 30 sec
Search Accuracy	60%	95%
Manual Mapping Effort	High	90% Reduction

Why PSI

With over two decades of experience in **enterprise-grade software development** and deep expertise in **AI, Data, and Azure Cloud**, Pratham Software (PSI) helps global enterprises accelerate digital transformation through intelligent automation and AI-first solutions.

Contact

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Empowering Intelligent Search and Discovery with Microsoft Azure.