INFO~TECH RESEARCH GROUP



How AI is used in image recognition for Retail

The Business Case

Challenge: Track in-store product metrics in an efficient way.

Solution: Leverage Wisy, which allows you to scan retail store shelves with your smartphone.

Result: Instantaneously receive a wealth of knowledge and insight regarding product display, pricing, and in-stock positions.





Wisy for Shelf Scanning Massive RETURN Modest RISK Rampant Mitigated

"Wisy helped us a lot to have this consistent way of measuring our reach and our clients and using that data to have some estimation of our market share. With the Wisy solution, it's easier for us."

JAIME BINDER ROSS, **INNOVATION DIRECTOR AT CCU**

The Expected Return

MODERATE TCO

Wiev starts at \$100K por yoar

SIGNIFICANT COST REDUCTION

INCREASED PROFITABILITY

Increases revenue by several

Info-Tech's Risk/Return Index

Wisy starts at \$100K per year Implementation process takes 4-6 months	Reduces store visit time by 50% Allows this time to be reallocated to more strategic activities	Ensures product is in stock and complies with pricing, merchandising, and promotion plan
Payback Tier ROI		
3 months or less	1,000%	+ Wisy is a no-brainer
1 year 3 years	250% 20%	from an ROI perspective
5+ years	0%	
No payback		
Wisy Value Drivers	Operational Efficiency	Significantly reduces the workload associated with retail store visits, saving valuable time for the field workforce.
A high value-add solution with no apparent risks or downsides	Business Growth	Increases top-line revenue by ensuring product is in stock and displayed correctly.
	Value Drivers	Provides a more consistent experience for shoppers in terms of both product display



Removes the drudge work from analyzing store shelves.

Reduces the risk of misplaced or mispriced products.

The Bottom Line

Wisy is a **recommended AI solution** for image recognition for consumer packaged goods providers and retailers.

Robert Garmaise, VP of AI Research

Info-Tech Research Group Inc. is a global leader in providing IT research and advice. Info-Tech's products and services combine actionable insight and relevant advice with ready-to-use tools and templates that cover the full spectrum of IT concerns.

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