

## 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.

### Info-Tech's Risk/Return Index



**9.5/10 Client NPS**

“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

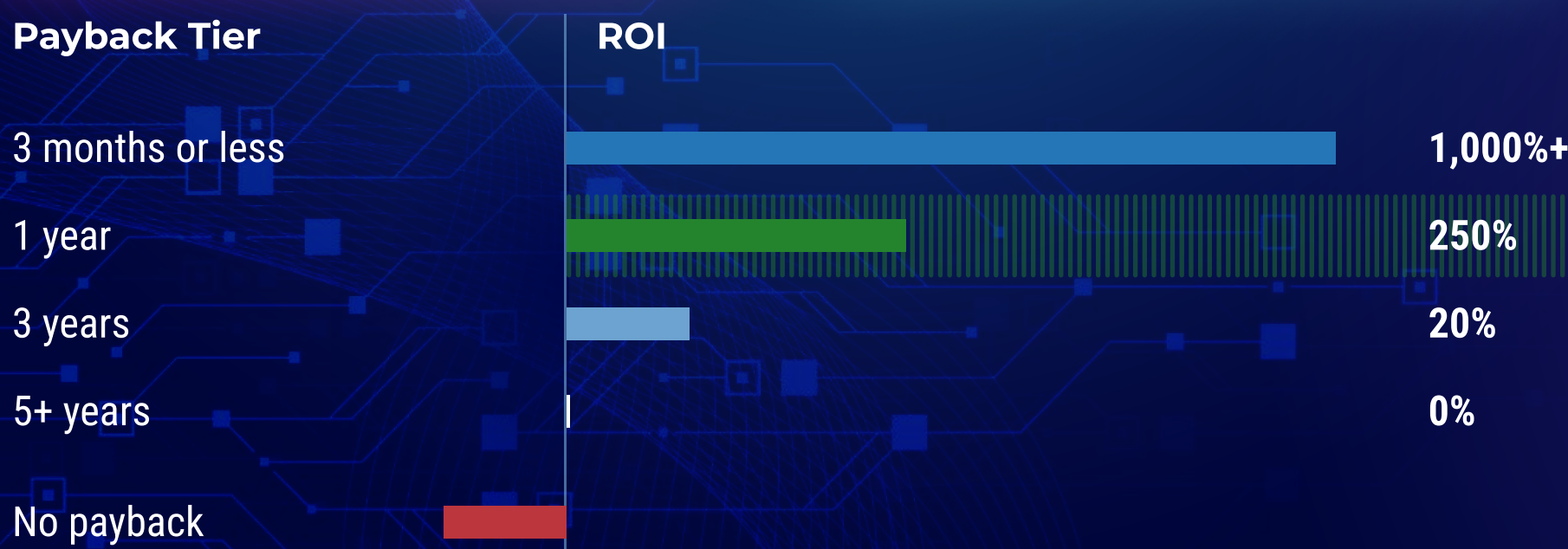
Wisy starts at \$100K per year  
Implementation process takes 4-6 months

#### SIGNIFICANT COST REDUCTION

Reduces store visit time by 50%  
Allows this time to be reallocated to more strategic activities

#### INCREASED PROFITABILITY

Increases revenue by several percentage points  
Ensures product is in stock and complies with pricing, merchandising, and promotion plan



**Wisy is a no-brainer from an ROI perspective**

### Wisy Value Drivers

A high value-add solution with no apparent risks or downsides



### 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.