

Retail Execution

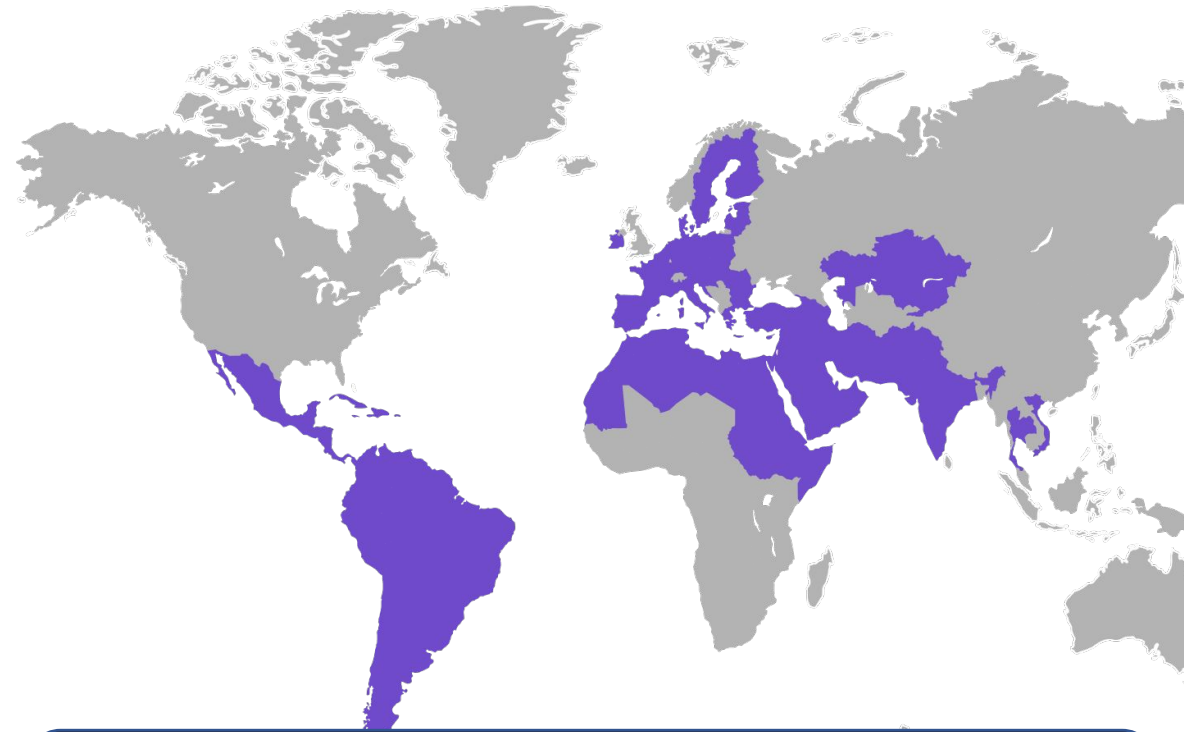
Ensuring the efficiency of your sales & merchandising teams

FMCG/CPG SOLUTIONS



Ailet: Our Success

- More than 30 clients Worldwide
- Success stories In more than 25 countries
- 5 offices EUROPE, LATAM AND NORTH AMERICA
- Power of AI Latest technology inside



- Global provider of shelf execution for FMCG companies
- Extensive experience in shelf recognition
- Embedded BI. Accurate, consistent and reliable insights into shelf operations.



Ailet Solution: What can be done?

PROBLEM

Out of shelf

Lack of planogram compliance

Incorrect pricing tags

**Shelf audit takes
15–60 mins**
per category in the store

**Managing high volumes of
product availability KPIs**

SOLUTION

**96% out of shelf
detection**

**Planogram
recognition**
Integrated with planning tools

Recognize SKU + tags
Generate tasks for employee

Shelf audit takes 2 mins
per category in the store

**Perfect store
set-up**

BENEFITS

+7%
On Shelf Availability

Sales are higher +1-2%
Optimal layout makes additional sales

**Accurate on-shelf
pricing**
SKU tags & promos are correct

**Audit cost is lower
by 60%**

Increased sales



Benefits received



Instant online results +

Less than 10 seconds - that's how long it takes to assemble all the necessary information about the products in the store. All that's required is a simple photo of the shelves.

More data based decisions +

Facilitates timely data-driven decisions by management, based on real-time shelf data.

Achieve more in less time +

Reducing time spent in stores by up to 30-40 % per visit. Calculating KPIs in seconds.

Optimized processes +

Leaving routine toil and repetitive work to the machinery and enjoy the fruits of informed, engaged and collaborative business divisions.

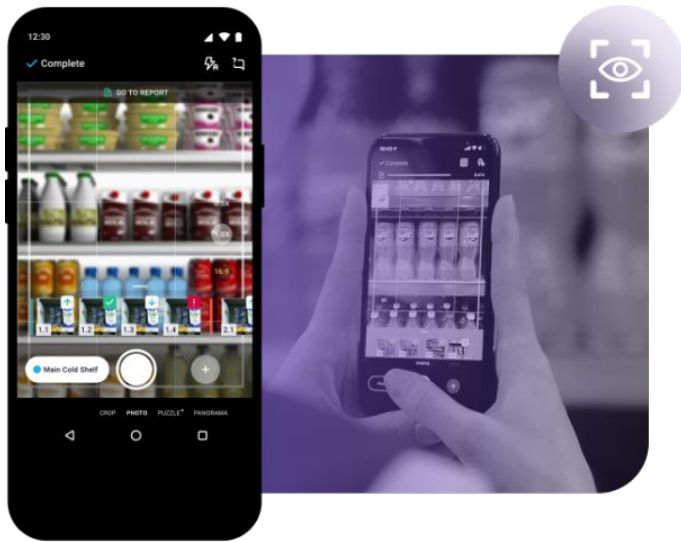
Higher data accuracy +

Obtain higher accuracy data followed by straightforward and easy to use results.

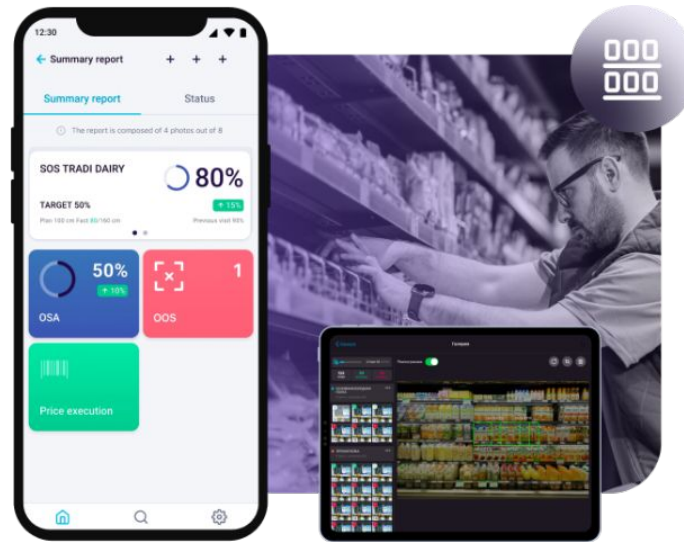
Enterprise fit +



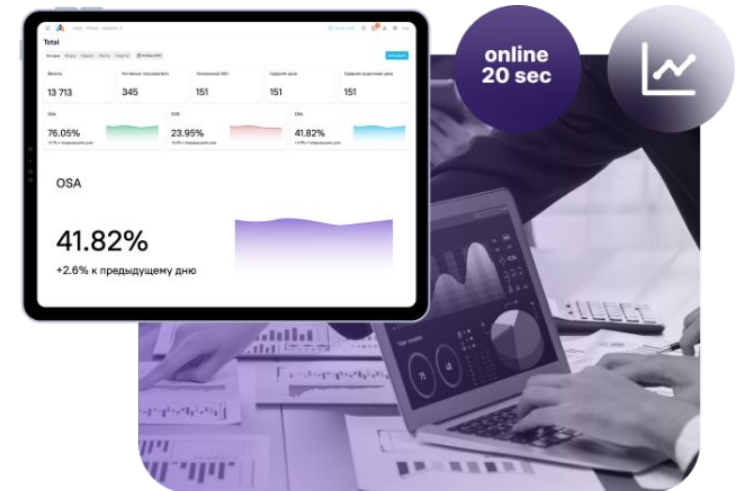
Ailet Solution: How does it work?



User takes a photo of the shelf using the Ailet application



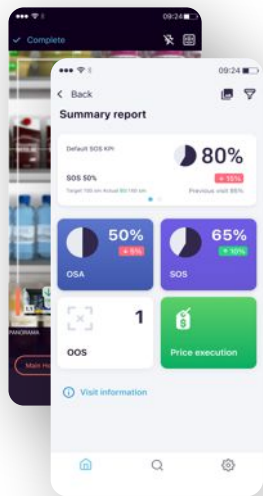
Images are processed and recognized instantly



Real-time analytics and insights are available for the management team

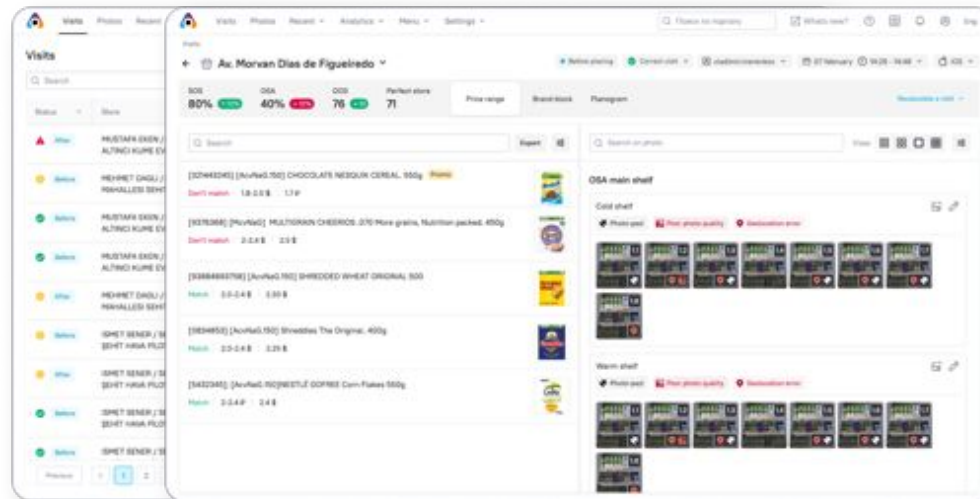
CPG Platform: Users and Deliverables

Ailet Mobile



- Sales representative
- Supervisor
- Auditor

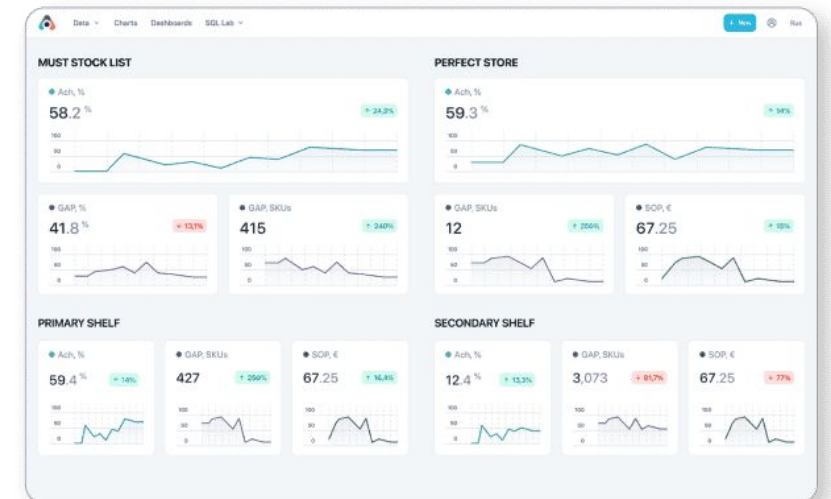
Ailet Web



- Supervisor
- Auditor
- Data manager

- Category manager
- Sales manager

Ailet BI



- Auditor
- Category manager
- Sales manager
- Marketing
- C-level manager





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