

EasyMerch

IR Case studies

A woman with long brown hair, wearing a black blazer, is looking down at a tablet computer she is holding. She is standing in a warehouse or storage room with tall metal shelving units filled with boxes and supplies. The lighting is bright, coming from overhead fluorescent lights. The background is slightly blurred, emphasizing the woman and her device.

Sales force (field teams) automation system

We help FMCG companies with three following things:

Control of field employees, increase of sales and eliminating loses through correct promo activity execution.



How we do this?

We use a state of the art analytical system to gather all the information from the fields, enrich it with external data, matrices and plans of promo activities to provide you consolidated reports, predictions and valuable insights to drive your business and make you a rock star.

We already provide services to L'Oréal, Coca-Cola Hellenic in Egypt and Russia, British American Tobacco and many others.

*Independent audit of Coca-Cola Hellenic Russia has shown **6% sales increase** after system launch.*



About the Company



Vladimir Olenin, owner and general director of PRONETCOM LLC and PRONETCOM FZ-LLC

More than **8** years of experience in the FMCG market and more than **100** active client companies, over **25,000** field employees use the system daily

We know what the client really needs. Considerable expertise in FMCG allows to predict the clients' needs

UAE branch's focus territories are Africa, Eurozone and Middle East regions



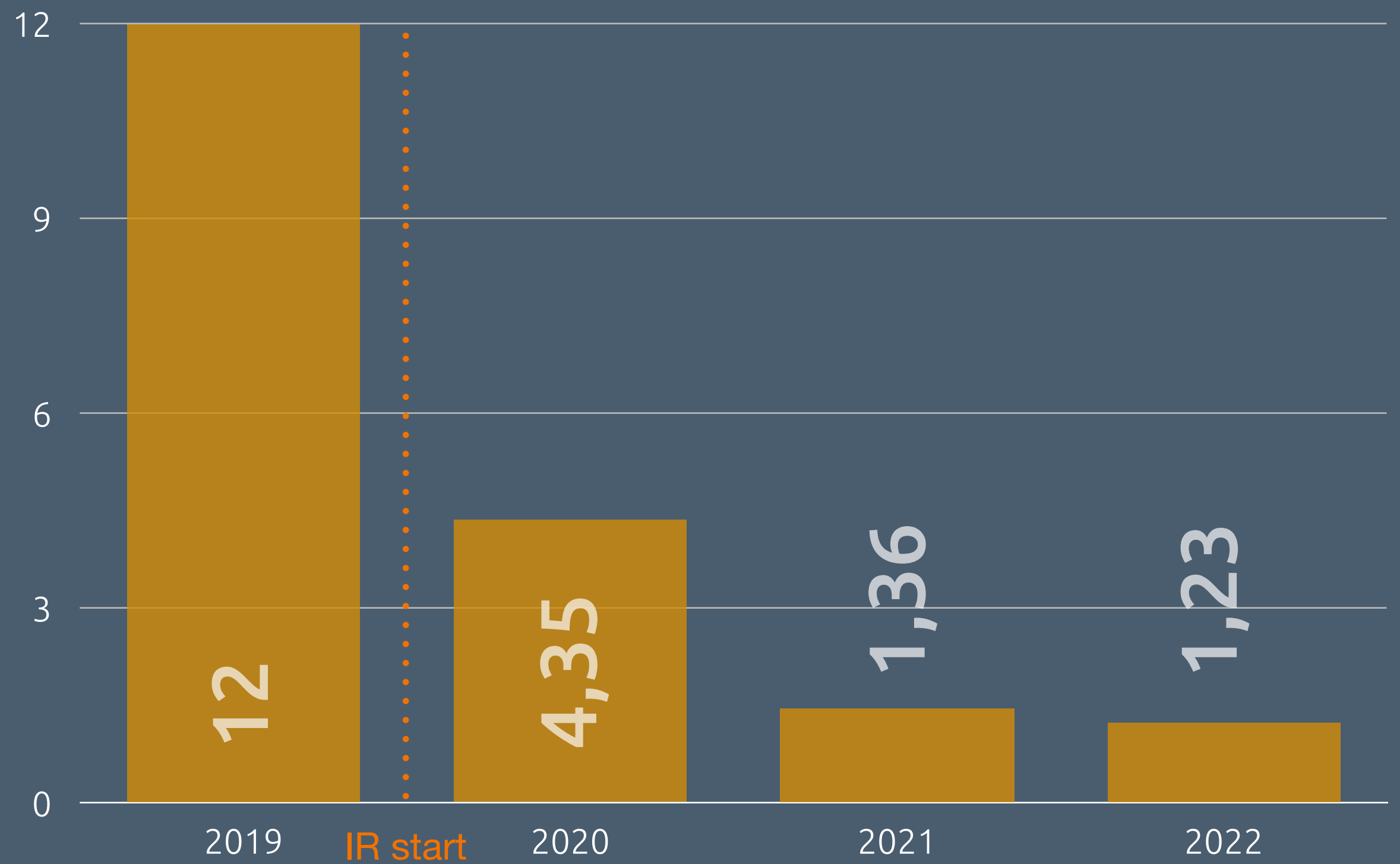
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Dubai Internet City bld @14



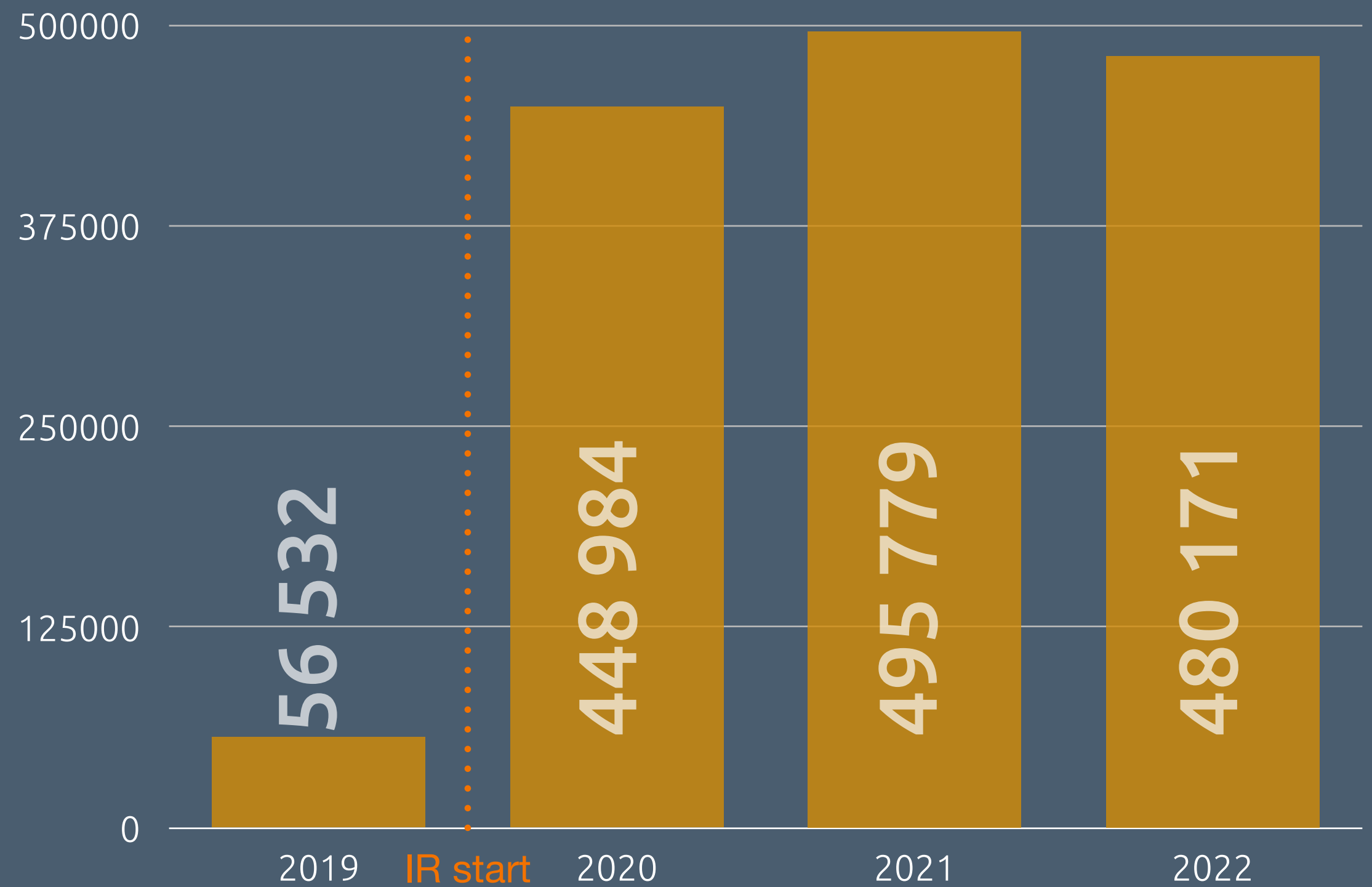
Some of our clients has done audit of Image Recognition implementation results and shared them with us

L'Oréal project statistics, 2019 - before IR versus 2020 - 2023 - after IR implementation

Mean time dynamics spent by merchandiser to fill-in reports in individual Store



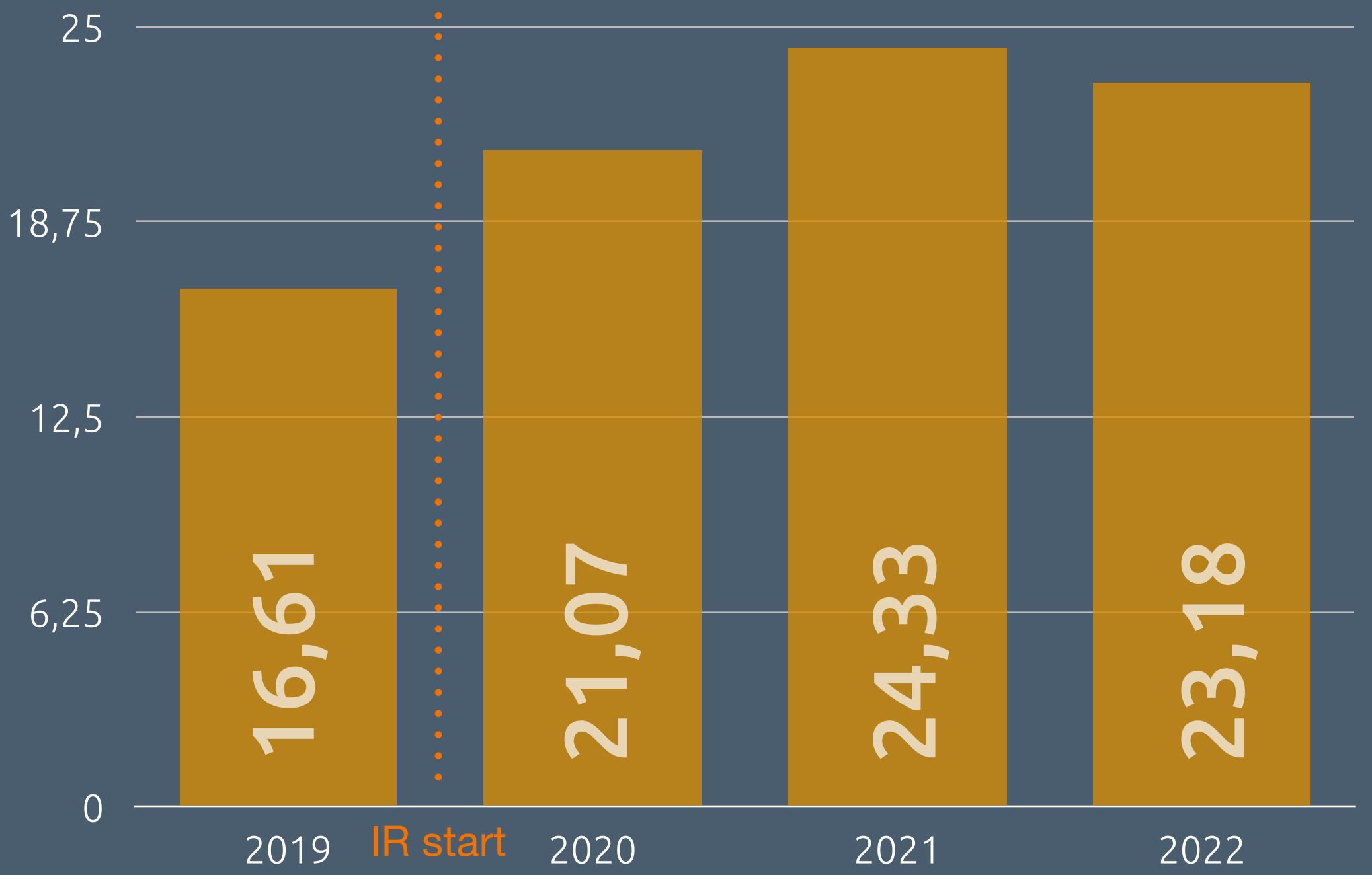
Mean monthly number of reports filled in stores



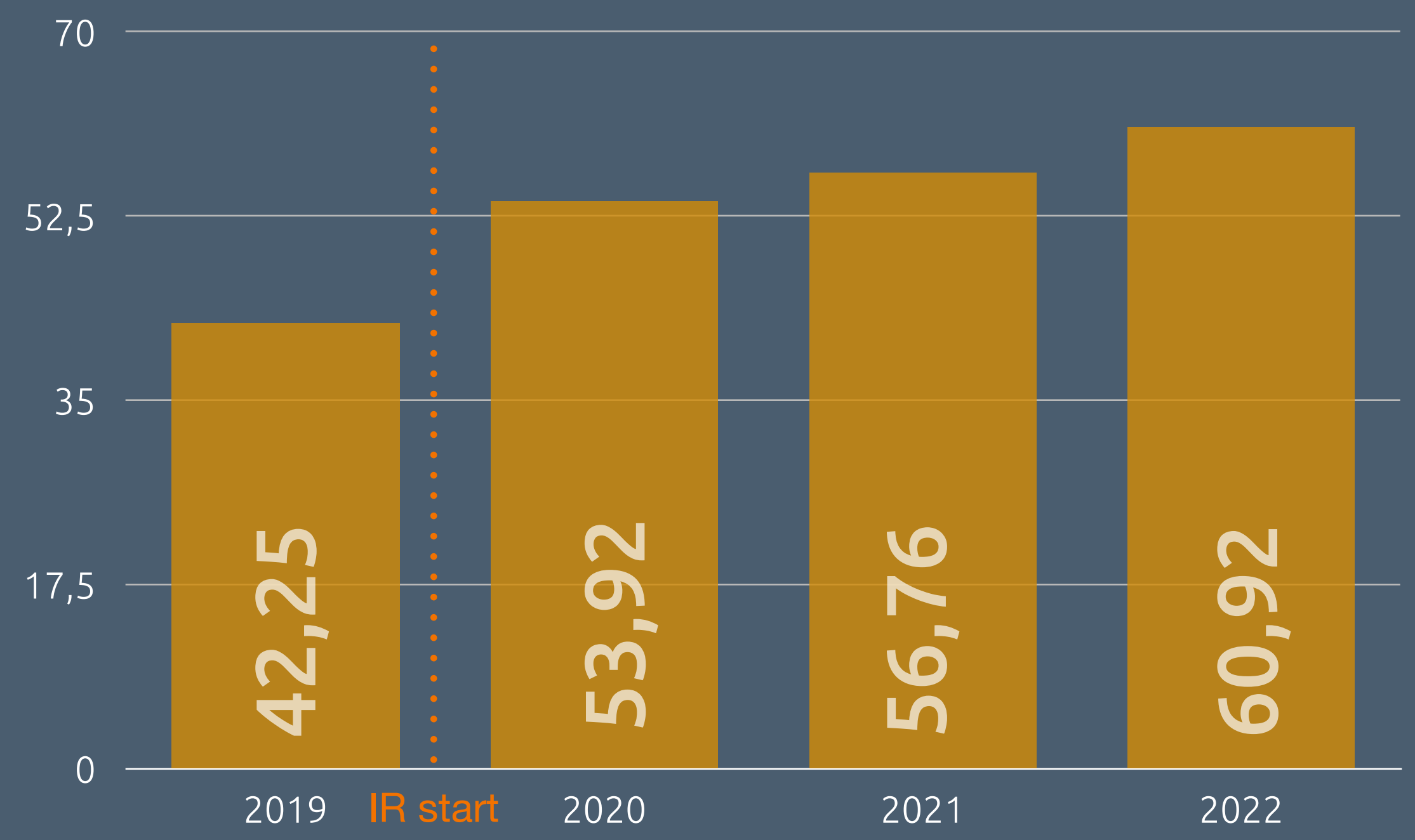
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L'Oréal project statistics, 2019 - before IR versus 2020 - 2023 - after IR implementation

Dynamics of amount of unique Stores in monthly merchandiser Trip Plan



Dynamics of mean monthly Visits amount in monthly merchandiser Trip Plan



CASE STUDY

Modules used: SFA, Image Recognition, Self-Learning

Options: Analytics, Online RED calculation

Employees: 1800

Photos monthly: 1.500.000

SKUs: 150

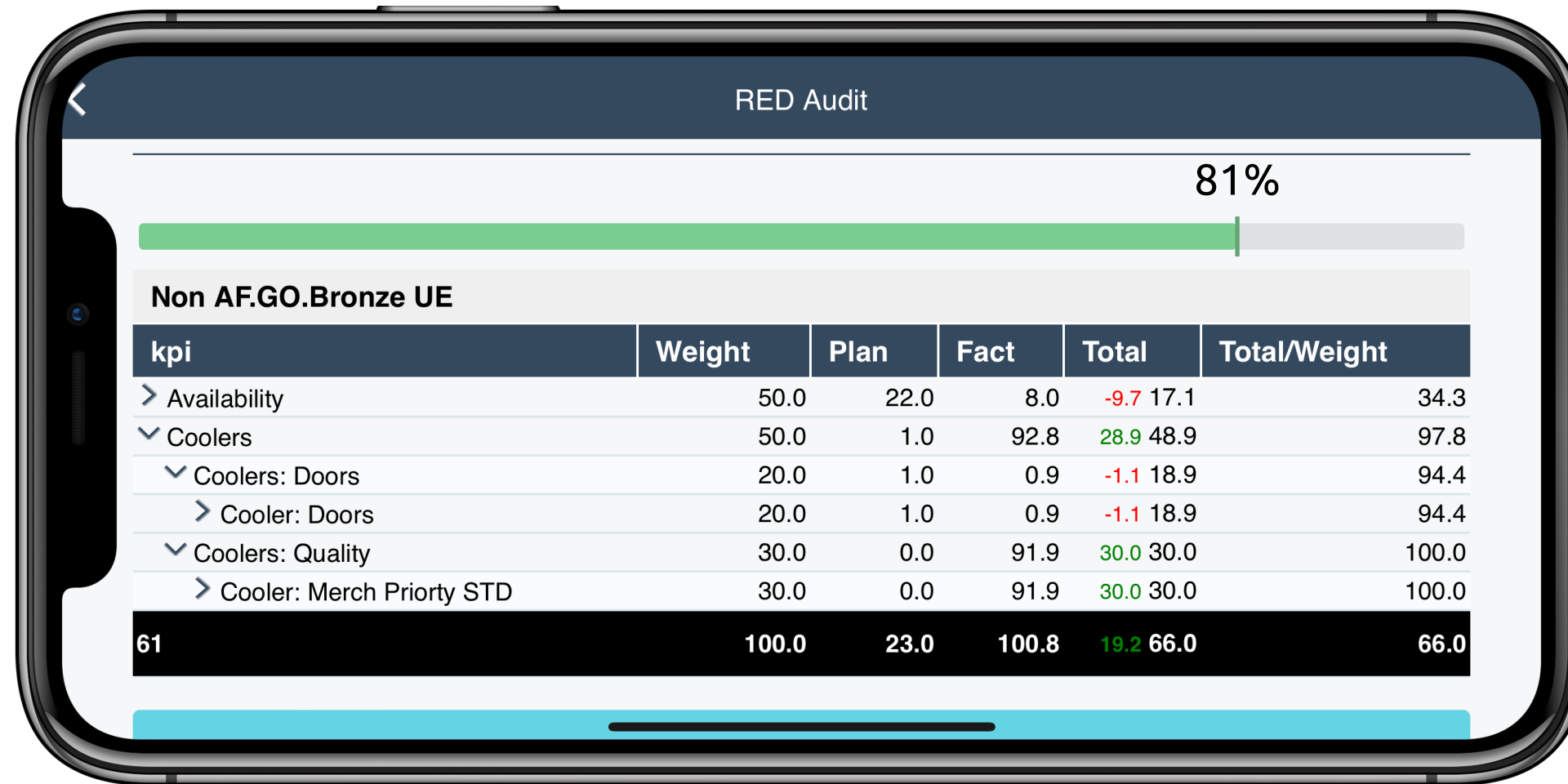
Image Recognition level: 98%



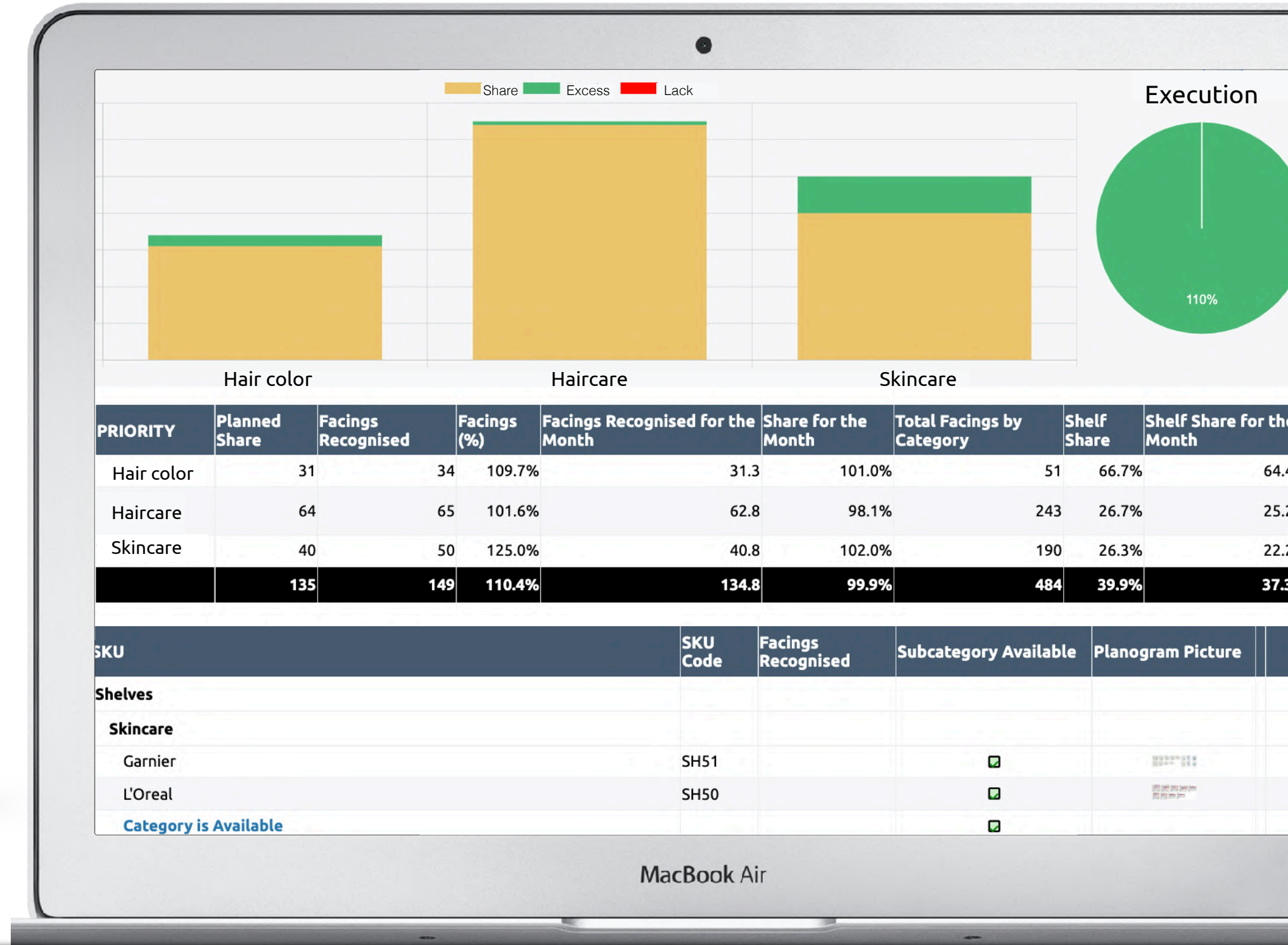
Get your recognition results online right to your mobile device



Execution and KPI calculation online, tailored to your business needs, rules and objectives



Shelf Share and OSA Execution Calculation





CASE STUDY

Modules used: SFA, Image Recognition, Self-Learning, CRM

Options: Analytics, Online RED calculation, extra custom modules

Employees: 5000

Photos monthly: 3.500.000

SKUs: 800

Image Recognition level: 97%

SKU designs update&new SKUs onboarding: 14 days for new SKU to train



- 1) Recognition of SKUs in the categories SSD, Juice, Water, Energy Drinks, Coffee
- 2) In addition to Client's products, recognition of competitor's SKUs with varying degrees of detail:
 - * key SKUs of top competitors - detailed to SKU
 - * other SKUs of competitors - detailed to the category
- 3) Large volumes of photos daily, online recognition at retail outlets
- 4) Merchandisers get results based on KPIs right in the app
- 5) POSM recognition, Refrigerator border detection, Empty space detection
- 6) Quick implementation of the recognition of new designs and SKUs (up to 2 weeks, taking training into account)

L'ORÉAL®

CASE STUDY

Modules used: SFA, Image Recognition, Self-Education, Ordering

Options: Analytics, Perfect Store, Merch Rules, extra custom modules

Employees: 1400

Photos monthly: 900.000

SKUs: 1250

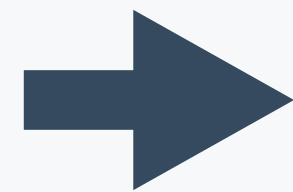
Recognition level: 96%

The L'ORÉAL logo is displayed in a bold, black, sans-serif font. The letters are uppercase, with a registered trademark symbol (®) to the right of the final 'L'. The 'L' is significantly larger than the other letters, and the 'O' and 'É' are also prominent.

- 1) Recognition of mass-market SKUs in the categories Face care, Hair care, Hair dyes, Deodorants, etc.
- 2) In addition to Client's SKUs, recognition of competitors is done with varying degrees of detail:
 - * key SKUs of top competitors - detailed to SKU
 - * other SKUs of top competitors - detailed to the brand and even volume
 - * other SKUs of competitors - detailed to the category

One of the toughest categories is Face Care. A huge number of constantly changing competitors' SKUs with a variety of packages, need to maintain the quality of recognition at a decent level and improve through the life of the project. We had started with 80%, now we have reached 90% and we move on

- 3) Promo execution control using image recognition: the SKU participating in the promo is recognized, and if the price from the promo price tag is attached to it, the promo is considered active, and it is shown in mobile application
- 4) Planogram compliance check using image recognition: after image recognition is done, system checks SKU locations relative to each other (*Merch Rules, see screenshots later*).
- 5) Merchandiser sees the Merch Rules evaluation results in mobile application and can quickly correct the location of the goods to match the planogram
- 6) POSM recognition - checks that POSMs are available at the outlets, as well as checks which SKUs are on branded stands.
- 7) Customized calculation of Shelf Share option using only bottom row of goods in the Shelf



Merchandising Rules

Merch rule type	Question
Golden shelf ?	All revitalift franchise is placed on eye or hand level
Number of shelves ?	The rule is fulfilled if the number of SKU faces from the first list is greater than the number of SKU faces from the second list. If SKUs from only one list are found in the scene, the rule is applied and executed in favor of SKUs from this list. If no SKUs from the two lists are found in the scene, the rule is not applicable.
Faces count compare ?	
Number of SKUs ?	
Faces count compare ?	Number of Casting faces is more than Preference faces
Golden shelf ?	Micellar water (classic 3 in 1) laid out at eye or hand level
Mask-bar ?	Loreal masks are placed on the mask bar
Number of faces ?	Sheet masks Garnier Aqua Bomb, Freshness, Lavender, Orange Eye Patches, novelties Aloe Mask and Vitamin C Mask each placed in two faces
Golden shelf ?	Hyaluronic Aloe Gel/Cream lined at eye or hand level
Number of faces ?	Hyaluron Expert Day Cream has a minimum of 2 faces

In the scene view mode, EasyMerch displays a list of applicable merch rules and their execution, and also highlights the products that are used in that rule

Planograms are set as a set of merch rules, for example:

“SKU X must be at eye level”

“SKU Y must be on 2 or more shelves”



SKU	Merchandising Rules														
	<table border="1"> <thead> <tr> <th>Question</th> <th>Result</th> </tr> </thead> <tbody> <tr> <td>Superfood block built (shampoo, balm, mask)</td> <td>✗</td> </tr> <tr> <td>Fructis SOS Recovery laid out at eye or hand level</td> <td>✓</td> </tr> <tr> <td>Fructis Superfood papaya laid out at eye or hand level</td> <td>✓</td> </tr> <tr> <td>Superfood masks are on the same shelf as shampoo balms</td> <td>✓</td> </tr> <tr> <td>More Elseve faces than Pantene</td> <td>✓</td> </tr> <tr> <td>Fructis has more faces than Pantene</td> <td>✓</td> </tr> </tbody> </table>	Question	Result	Superfood block built (shampoo, balm, mask)	✗	Fructis SOS Recovery laid out at eye or hand level	✓	Fructis Superfood papaya laid out at eye or hand level	✓	Superfood masks are on the same shelf as shampoo balms	✓	More Elseve faces than Pantene	✓	Fructis has more faces than Pantene	✓
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**BRITISH AMERICAN
TOBACCO**

CASE STUDY

Modules used: SFA, Image Recognition, Self-Education

Options: Analytics, extra custom modules

Employees: 1000

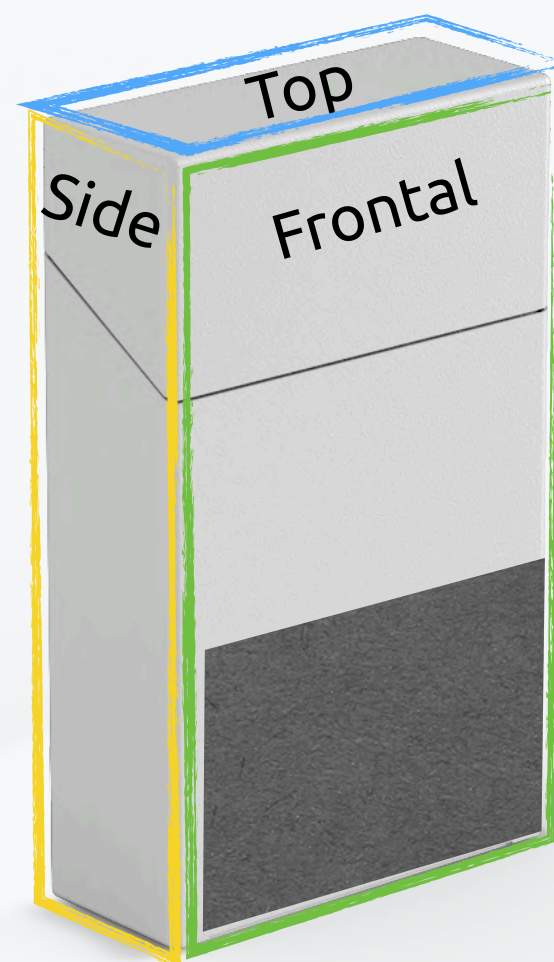
Photos monthly: 1.500.000

SKUs: 200

Recognition level: 97%



BRITISH AMERICAN TOBACCO



- 1) Packs of cigarettes are recognized from three sides: side-wise, top-wise and frontal, in bright light as well as regular light, with shelf illumination on and without illumination
- 2) Neural network is trained to distinguish SKUs by the smallest design details on the packaging
- 3) Usually SKUs are recognized by their packaging with a unique design, but for cigarettes, 50% of the front of the package is occupied by the Health warning. While it is a potential threat to the quality of image recognition, this is solved and ultimately does not interfere with recognition results
- 4) Automated check of empty dispensers (Merchandiser needs to replenish them), so merchandiser takes a photo before and after work
- 5) Image Recognition implementation has reduced the time for filling out the availability report by several times (the company conducted an internal survey).

HALEON

CASE STUDY

Modules used: SFA, Image Recognition

Options: Analytics, extra custom modules

Employees: 550

Photos monthly: 350.000

SKUs: 380

Recognition level: 97.91%

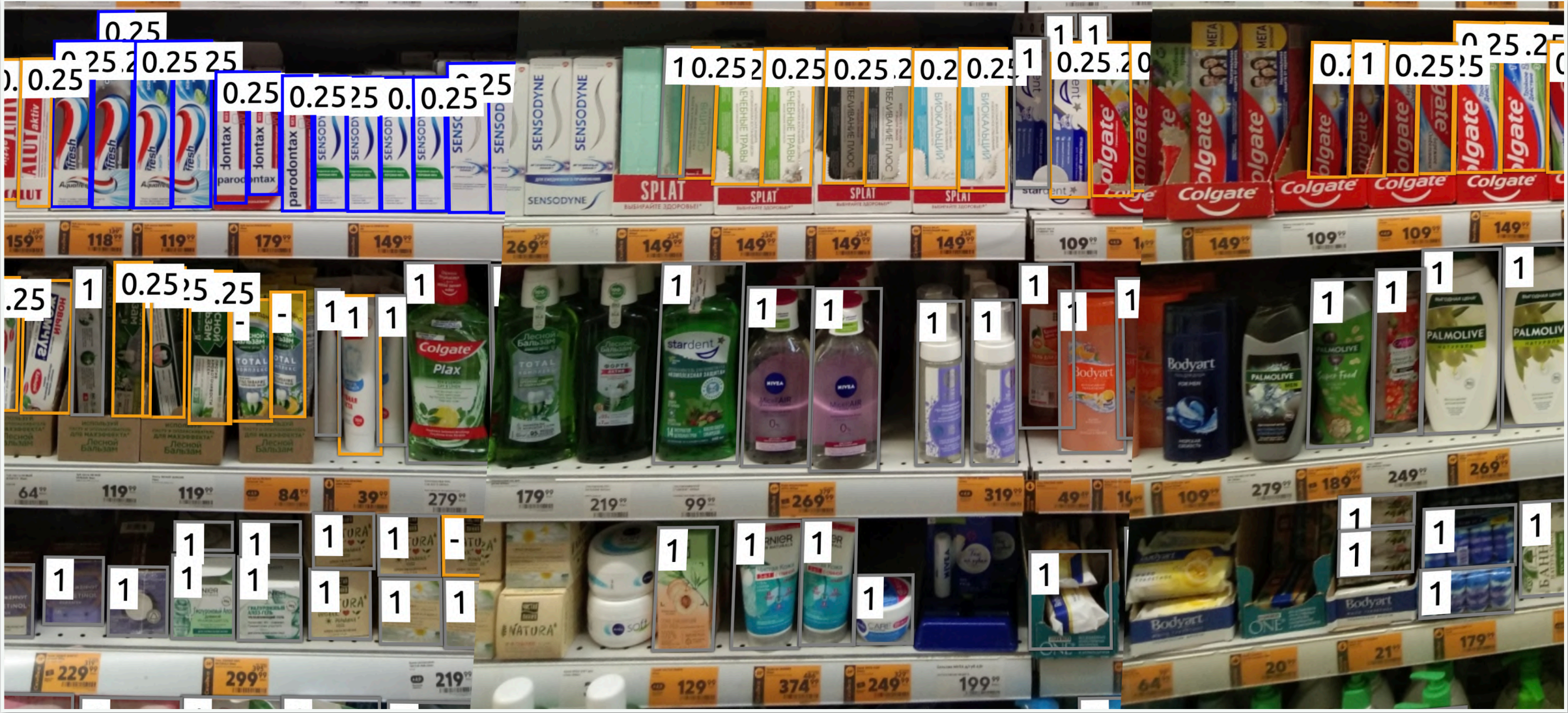
The Haleon logo is displayed in a bold, black, sans-serif font. The word "HALEON" is written in all caps. The letter "E" is stylized with a horizontal green bar through its center.

- 1) Recognition of mass-market SKUs mainly in the category of Oral-Care
- 2) Toothpastes are recognized from the front side and from the butt side
- 3) Custom neural network determines SKU placement on the shelf which is used to calculate Shelf Share using specific company rules:
 - * Horizontally-placed SKUs count as 1
 - * Vertically-placed SKUs count as 0.25
 - * Butt-places SKUs are considered as 0.25
- 4) Customized calculation of Shelf Share option allows counting all same SKUs lying on top of each other as 1 face.

EasyMerch Image Recognition (Shelf Recognition)

Custom neural network determines SKU placement on the shelf which is used to calculate Shelf Share using specific company rules:

- * Horizontally-placed frontal SKUs count as 1
- * Vertically-placed frontal SKUs count as 0.25
- * Side-placed SKUs are considered as 0.25





CASE STUDY

Modules used: SFA, Image Recognition, Self-Learning, Coaching

Options: Analytics, extra custom modules

Employees: 1800

Photos monthly: 1.650.000

SKUs: 300

Recognition level: 97.55%



- 1) Image recognition is done in categories: Mayonnaise, Ketchup, Vegetable oils, Dairy and Cheese
- 2) Image recognition of key competitors in Mayonnaise category
- 3) Fine tuning of Neural network to work with difficult SKUs: Doypacks, Cups and Jars without specific design (plain color ones)



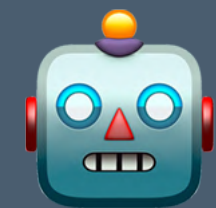
- 1) Customized shelf share algorithm to match company rules: depending on visibility level of each SKU face to customer, it can be counted as 1 or 0.5 faces.
- 2) Custom company rule implementation: same SKUs placed one on top of another are counted as one face
- 3) Custom company rule implementation: change golden shelf calculation:
 - Different rules of SKU placement depending on Retail Chain and Geographic region
 - Extra check of corporate block compliance inside golden shelf rule
 - Tunable corporate block compliance settings
- 4) Due to specifics of client (merchandisers are outstaffed to many different agencies), a multiple step rollout was done with training each team separately and conducting audits of teams after start

Using EasyMerch will allow you:



Increase the commercial efficiency of the project

reducing visit time, increasing the efficiency of the field employee and monitoring the fulfillment of requirements for teams



Digitize the key data you base your decisions on

Image Recognition



Respond faster to issues at the Retail Outlets

Targeted delivery of alert reports



Implement and effectively use the key solutions of the leaders of the FMCG segment

Our extensive experience with TOP-companies of the market

Thank you for your attention

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