Trax image recognition

fetch robotics

Fully automated in-store analytics and actionable insights

The marriage of advanced robotics and computer vision technologies is a game changer for the industry – decreasing operational overhead, providing better customer experiences and allowing physical retailers to better combat the onslaught of ecommerce.

Trax and Fetch Robotics have partnered to create the first retail robot that automatically captures the current state of your store - shelves, products, pricing, promotions and more. The Fetch Robot quietly travels throughout your store taking high resolution images of selected shelves, end-caps and displays. The images are sent to the Trax cloud and Retail Watch platform for analysis. Actionable insights are delivered as real-time alerts sent to store staff for immediate corrective actions in the aisles. Store managers and executives can review same day reports and dashboards with store-level details and chainwide status, trends and alerts.

Improve shelf effectiveness and capture growth in every store

Reduce Operational Overhead
Automate outdated, manual, time consuming bar code scanning and data collection.
60% of time savings auditing one category*

Increase Revenue
Store employees and managers receive real-time alerts to quickly resolve out of shelf situations.
5-8% reduction on out-of-shelf issues*

Maintain Price and Promotion Compliance
Customize Retail Watch dashboards and reports with your metrics and KPIs.
1-4% sales uplift in a single category*

How it works:

Shelf captured
Images are captured to cover a shelf or category

Images analysed
Shelf images captured are sent to our Trax Cloud

Real-time alerts
SMS alerts are sent to store staff for immediate corrective action in the aisles

Reports & Dashboards
Same day web reports are provided on our online BI platform

* Based on Trax client results.

A smarter way to manage your stores

Trax Retail Watch is designed to help you go from ad-hoc audits to a strategically managed store execution discipline that is linked to corporate objectives focused on improving store efficiencies.

Measure
Measure your in-store execution metrics like presence, position, planogram, promotions and pricing in real-time with our various image capture methods
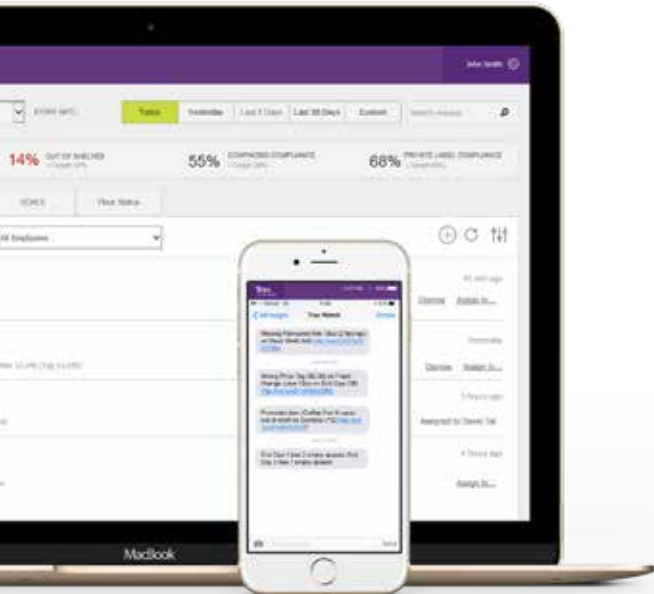
Uncover
Uncover in-store opportunities and existing gaps by accessing data at any level from market, store, category, manufacturer, brand to SKU

Empower
Empower your teams to make data-driven decisions through real-time alerts and role defined dashboards from store to HQ

Implement
Implement the right shelf strategies in every store, and delight your shoppers with right products at the right place, time and price

Breakthrough Innovation, Proven Results

Client Goals
A leading Europe based retailer needed to improve on-shelf availability and planogram compliance to ultimately optimize in-store execution.
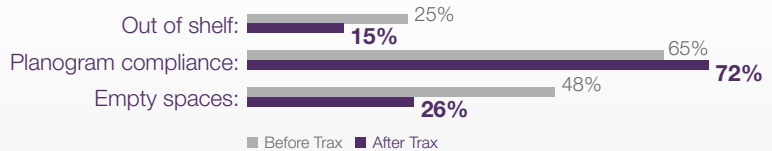
Trax Retail Watch Solution
The client leveraged our image recognition technology to monitor high traffic zones like endcaps through fixed cameras mounted on shelves. Multiple categories were also captured at several intraday intervals through Trax mobile app.

Solution Benefits
1. Real-time SMS alerts sent to store staff regarding empty spaces in endcaps, including links to the endcap shelf images.

2. Mobile and web BI reports on product availability, distribution and planogram compliance available to management teams.

3. Configurable dashboards enabled the client to quickly analyze trends over time.

Results

	Before Trax	After Trax
Out of shelf:	25%	**15%**
Planogram compliance:	65%	**72%**
Empty spaces:	48%	**26%**

Before Trax After Trax

About Trax Image Recognition

Trax Image Recognition is the world leader in computer vision solutions for retail. Trax offers best-in-class in-store execution tools, market measurement services and data science solutions that are fundamentally transforming how in-store retail data is being collected, viewed and analysed. Trax has been chosen globally as a strategic partner by over 175 clients in over 50 countries.

To learn more, visit www.traxretail.com.

About Fetch Robotics

Fetch Robotics develops and manufactures collaborative, automated mobile robot solutions for the warehousing, intralogistics and research markets. Headquartered in San Jose, California, Fetch Robotics takes advantage of its deep robotics expertise to deliver reliable and safe collaborative AMR (Autonomous Mobile Robot) solutions for two primary applications, material handling and data survey.

For more information, visit http://www.fetchrobotics.com or follow the company on Twitter @FetchRobotics.

Trax
image recognition

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