

## Retail

# Loss prevention and on-shelves management

### Product availability: one of the biggest stakes for retailers.

Nearly 90% of global retail sales take place in physical stores and, as a result, most of them invest in computing power closer to the buyer.

The management of shelves is one of the major challenges for distributors. These must ensure a regular supply of shelves to ensure maximum sales and optimal customer satisfaction. In the face of competition from e-commerce, customer satisfaction has become extremely volatile.

Stores face many problems: internal process failure, resource constraints and data failure. These daily issues are managed manually by the sales representatives of the sectors responsible for the brands and by the staff responsible for the departments.



# Loss prevention and on-shelves management

## Prevent loss and increase customer satisfaction.

### Take advantage of your IoT data to prevent loss and increase margin

BullSequana Edge offers significant benefits to prevent losses and theft.

#### • Product availability

Customers always demand product availability; however shortages can be common due to misleading stock management. BullSequana Edge allows, thanks to a combination of cameras and real-time analysis, automatic notifications of stockouts to internal applications that alert partners when they need to replenish. This may sound simple, but it means that the store must do it automatically:

- Detect the product on the shelf
- Recognize the specific product
- Compare the quantities on the shelf with the upcoming sales request.

The AI will help you recognize shelf product conditions such as availability, assortments, space, prices, promotions and much more. It will allow companies to take immediate corrective action.

#### Why BullSequana Edge?

The infrastructure and applications which enable real-time processing of supply chain systems are done without the delays or costs, that could occur, if data were to constantly move back and forth in the cloud. Processes are automated, employees save time to create a better and more convenient shopping experience for our customers.

Before BullSequana Edge was implemented, products could be out of stock for 45 hours before being replenished. Thanks to our server, the delay dropped to 30 minutes, resulting in an increase in sales of 3% to 5% in some product categories.

Stock replenishment is critical for distributors. If the item continues to be unavailable for three consecutive shopping trips, 70% of customers will leave this retailer entirely. And they will be looking for a store that always offers the products they want. Some will even abandon your store at the first incident.

#### • Prevention against theft

According to a 2018 survey conducted by the National Retail Federation (NRF), inventory losses due to theft, shoplifting, error or fraud reduce net industry results by \$46.8 billion.

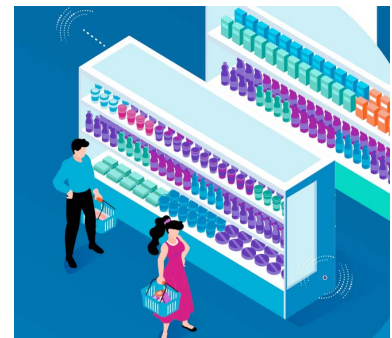
Sources of theft:

- Accidental
- Exchanges of products
- Intended

The introduction of automatic cash registers reinforces theft. The Home Office's 2014 Commercial Victimization Survey found that supermarkets with self-service checkouts are much more likely to be victims of shoplifting (86%) than others (52%).

#### Why BullSequana Edge?

Cameras are installed at the automatic cash registers. Deep learning algorithms analyze massive (1 GIGA bits per second) and complex video data in real time. Detection of fraud at the cash register or attempted theft is immediately reported.

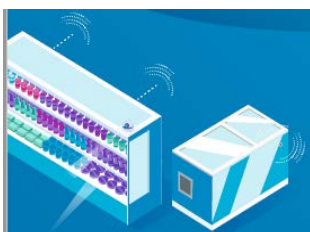


### Deploy BullSequana Edge in any type of plant environment

To make the best local decisions, you need to have local information on the environment. BullSequana Edge is optimized to operate in complex environments (dust, extreme temperatures, unstable grounds, etc.), which makes it possible to analyze massive data where your IoT is. Our product can be safely placed in a cargo.

To ensure physical protection, cooling, early fire detection and power distribution, we offer specific displays in racks.

## Other use cases in Retail.



#### Data management

- Face data center obsolescence.
- Rationalizing the number of servers
- reduce energy consumption
- reduce costs
- limit dependence on connectivity.



#### Customer experience

- Recognize VIP customers immediately.
- Recognize customer by their age and gender or even past history record to adapt merchandizing information on the board immediately.
- Alert blacklisted or suspicious individuals immediately

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