

Solution Brief

Smart Inventory Management
Artificial Intelligence

rem
people

Optimizing Sales Efficiency and In-Store Execution for Retailers, Brands, and Distributors with REM People's inStore Solution

REM People inStore, powered by Intel® Processors and optimized with the Intel® Distribution of OpenVINO™ toolkit, helps empower users with actionable insights to make data-driven decisions through an AI-powered, omni-channel retail management solution.

accelerated by **intel.**

About REM People

REM People is a pioneering retail analytics company that specializes in AI-powered omni-channel retail execution management solutions. Headquartered in Istanbul and branched in UAE, UK, Singapore and USA, they are at the forefront of a new generation of retail insight, and analytics. By disrupting traditional retail-monitoring approaches and leveraging advanced technology, REM People empowers consumer goods, consumer electronics, telecommunications, and pharmaceutical companies to optimize their operations and drive growth.

The Imperative for Modern Retail Solutions

In the dynamic and evolving retail market, reliance on traditional manual methods or one-off point technology solutions for monitoring and managing in-store operations have proven to be a significant disadvantage. These outdated approaches bring forth a myriad of challenges, including operational inefficiencies, spiraling costs, and frustrating errors. Consequently, these obstacles result in lost sales, lackluster performance, and countless missed opportunities. To remain competitive in today's consumer landscape it is vital for retailers, brands, and distributors to abandon relying solely on manual practices and point solutions and embrace modern, intelligent, and omni-channel retail solutions.

Keeping pace with evolving consumer preferences is crucial for maintaining customer satisfaction. Modern-day shoppers hold high expectations, looking for retail experiences that are seamless, personalized, and facilitate the ability to locate desired products at the drop of a hat. They are also extremely well-informed about the products they are purchasing and how they relate to competing brands, accustomed to a plethora of purchasing options across various channels and looking for the most advantageous and convenient ways to shop. These combined factors have made it easy for consumers to shift brand or retailer preference. When companies fall short of consumer expectations, it can result in poor customer experiences, diminish the likelihood of a return visit, or mean an immediate loss of customer loyalty as customers will quickly swap products or change retailers based on factors such as price, convenience, and product availability. This change in consumer behavior emphasizes the importance of accurate inventory management and efficient sales strategies for brands as well as retailers.

Due to the symbiotic relationship between retailers and brands, if a retailer's poor inventory management disrupts the shopping experience, it not only negatively impacts the store's image but will also lead to product substitution with competing brands that offer better availability. Alternatively, if a particular brand is priced too high, never able to maintain necessary inventory levels at retail locations, or is being out-performed by a competitor, it can lead to smaller shelf-share, decreased visibility, and lower sales. To maintain a competitive edge in the marketplace, it's necessary for brands as well as retailers to consistently monitor in-store performance. This involves ensuring high-performing products are in-stock, visible on the shelves, correctly positioned in the right places and with the right planogram flow, and are priced competitively. Failure to do so can result in lost sales opportunities and eroded brand loyalty as customers turn to alternatives that meet these criteria.

To address these market issues, REM People has developed the inStore solution to offer a transformative approach to retail and brand management. The solution leverages cutting-edge computer vision technology to generate real-time insights that enable retailers, brands, and distributors to monitor and manage their in-store operations more efficiently and remain ahead in a competitive marketplace.

REM People's inStore Solution – Optimizing In-Store Performance with an AI-Powered Omni-Channel Sales Efficiency Platform

The REM People inStore solution revolutionizes retail operations management by providing real-time visibility and actionable insights that enable brands and retailers to optimize in-store execution and compliance. By monitoring SKU availability, competitor pricing, and display effectiveness, the solution equips users with the information needed to maximize shelf space, inventory management, and overall sales. This cloud-based solution leverages AI technology to supplement omni-channel execution management and empower businesses to maximize sales, optimize operations, and seize opportunities by cultivating the perfect in-store shopping environment.

Powered by AI-driven computer vision, the solution autonomously captures and processes real-time images of store shelves at point-of-sale locations. This image data is then synthesized through a sophisticated AI-driven algorithm on a

True Cost of Poor Customer Experiences

91% of customers aren't willing to engage with the same store after a single bad experience. Stock availability significantly influences customer satisfaction, as Out-of-stock experiences can lead to frustration and drive customers to a competitor's store.¹

The average US retail business has an inventory accuracy of just **63%**. With an inaccurate inventory, it becomes extremely difficult to perform daily tasks.²

46% of small-to-medium businesses don't track inventory or use a manual method instead. This means that many businesses are vulnerable to the likelihood of out-of-stock incidents resulting in lower revenue.²

Poor inventory management, a combination of out-of-stocks, product misplacements, and inaccurate pricing, cost retailers as much as **\$1.9 trillion** annually worldwide.³

web-based platform, offering high-level insights into in-store performance metrics, planogram adherence, inventory dynamics, and the state of shelf displays. Leveraging the precision of AI analysis, it identifies discrepancies, enabling companies to promptly rectify concerns at the store level across their brands, categories, SKUs, and teams.

The reporting platform also offers customization options so users can tailor the reports according to their specific requirements and key performance indicators. This proactive approach helps prevent revenue loss caused by out-of-stock situations, ensures optimal product placement in strategic areas, closely monitors competition activities to implement effective countermeasures, and optimizes shelf space utilization with the right product assortment by tracking the company's planogram compliance.

REM People Stands Out from the Competition – Components of the inStore Solution

REM People provides more than just an advanced retail management platform; it helps users align themselves with the evolving preferences of contemporary shoppers and the business imperatives for retailers, brands, and distributors. Setting itself apart from competitors, their inStore solution empowers users with a customizable, web-based portal that equips users with real-time insights. By harnessing AI-driven computer vision technology, the solution offers unparalleled performance and functionality. A unique set of features addresses specific industry needs, while customization options and flexibility cater to individual requirements to achieve operational excellence across any retail environment. Seamless integration, a user-friendly interface, scalability, and collaborative partnerships further underscore the solution's competitive edge in the retail space.

REM People inStore Process

- 01** | **Data Collection:** Through the REM inStore app, advanced AI-powered computer vision technology is employed to autonomously capture real-time images of shelves at point-of-sale locations.
- 02** | **Data Analysis:** Once captured, these images are processed using cutting-edge computer vision algorithms, trained on vast datasets to ensure the highest level of accuracy and detail. This SOTA AI system can identify products, labels, placements, and even subtle discrepancies.
- 03** | **Conflict Management:** AI-driven computer vision algorithms, enhanced with machine learning anomaly detection, work in tandem with image recognition for impeccable data accuracy. This robust system is fortified by data control and verification steps. Dedicated conflict management services combined with appeal management processes ensure that any data discrepancies are efficiently addressed.
- 04** | **Reporting:** Insights derived from AI-analyzed image data are showcased on a web-based reporting platform, ensuring immediate and real-time accessibility. The platform boasts features like AI-enhanced customizable reports, multi-scoring engines, hierarchical data representation, versatile data export tools, interactive report formats, and a capability for fluid integration with other data sources.
- 05** | **Call to Action:** An innovative Call-to-Action Module, fueled by the insights obtained from the AI-driven analysis, equips sales teams to act on the ground swiftly and decisively.

Key Features



REM inStore app: A mobile application captures real-time images of store shelves at point-of-sale locations and runs on smartphones or tablets carried by field teams or sales representatives.



Cutting-edge computer vision technology: The captured images are analyzed using computer vision technology to extract relevant information and identify specific products, planogram compliance, shelf conditions, and display conditions.



Web-based reporting platform: A web-based platform allows users to access and view the results of the data collection and analysis with a user friendly, easy to navigate user interface.

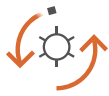


Customizable reporting capabilities: The reporting platform offers customization options to tailor the reports according to specific requirements and key performance indicators (KPIs).



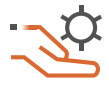
Multi-scoring engines: Multiple scoring engines may be employed to evaluate various aspects such as planogram compliance, out-of-stock situations, and shelf conditions.

End Customer Benefits



Optimized operational performance through data-driven, real-time insights:

By leveraging real-time insights, users gain an accurate understanding of their operations and performance to identify strengths, weaknesses, and opportunities for improvement. Companies can leverage this information to make informed decisions to optimize various aspects of their business such as inventory management, display orientation, and KPI compliance tracking.



Effective resource allocation through time and motion analysis:

Companies can evaluate the effectiveness of their resources, such as product layouts, display orientation, shelf share, and field teams by analyzing their activities and performance to identify high traffic areas, track competing products, streamline processes, and allocate resources more effectively.



Scalability and adaptability through a single platform that links all sources of data:

REM People's inStore solution provides a platform that serves as a centralized hub, connecting all sources of relevant data within a company. This integration eliminates data silos and enables companies to have a holistic view of their operations. By having a unified platform, users can efficiently access, analyze, and leverage data from various sources, leading to improved decision-making, better product placement and marketing, better KPI and SOP compliance, and a more agile and adaptable business environment.



Informed decision-making through reliable data accuracy:

Reliable data accuracy leads to reduced risks of errors, minimizes costly mistakes, and instills confidence in decision-making, allowing users to seize opportunities and navigate challenges effectively.

Customer Success Story

Challenge: A prominent food and beverage company needed a way to monitor their retail presence across a vast network of stores while also keeping track of the performance of a myriad of their SKUs against competitors. It was essential for management to see where their brand performance was weak and how their overall retail management could be improved.

Solution: The company recruited the help of REM People to perform an in-depth audit. After visiting the top stores carrying their products, REM People deployed their inStore solution, creating a customized reporting portal to visualize how the brand was performing against the most crucial retail KPIs such as availability, shelf share, share of display, planogram compliance, and more.

Result: Equipped with a user-friendly platform that integrated food and beverage sales data, data from field audits, and Nielsen data into a single report, REM People was able to generate specific CTAs based on this data to provide the company with actionable steps to optimize their operational performance. By measuring their performance during the audit and after the CTA correction, management was able to see how much progress was made in their overall retail execution thanks to the CTAs generated by the inStore solution.



Intel® Technology Optimizes REM People's inStore Solution Software

At the heart of REM People's inStore solution is a groundbreaking image recognition technology, powered by Intel's leading technological expertise. Intel's top-tier components, including the formidable Intel® Xeon® Scalable Processors, synergize with this core technology, setting new standards for performance and operational excellence in the industry. This isn't just about harnessing superior hardware; it's a testament to the collaborative spirit and innovation fostered between Intel and REM People's R&D teams. Their combined efforts have transformed the landscape of image recognition, turning intricate data processing challenges into valuable assets for businesses. As companions in research and innovation, REM People and Intel have crafted a solution that offers businesses a competitive advantage, delivering precision-driven insights that catalyze strategic decision-making in real-time.

The Intel® Distribution of OpenVINO™ Toolkit stands as a pivotal element in REM People's inStore solution, unlocking excellence in the realm of image recognition. Recognized as an exemplary tool, OpenVINO™ is not just an enhancement but a foundational asset for any ambitious image recognition research endeavor.



With its integration, REM inStore can meticulously fine-tune its image recognition models, ensuring they perform optimally on Intel® processors. The result is an impeccable blend of precision and efficiency, with the OpenVINO™ Toolkit serving as the keystone. For businesses and research teams looking to advance in visual data analysis, the marriage between REM People's expertise and the OpenVINO™ Toolkit offers a blueprint for success, demonstrating the boundless possibilities of harnessing such a powerful tool in research projects.

In REM People's arsenal of innovations, computer vision solutions occupy a paramount position, serving as the linchpin for their advanced applications. With the strategic integration of Intel® technologies, these solutions are not just enhanced; they are fortified. Together, REM and Intel have sculpted a robust computer vision framework, making the REM People inStore solution resilient to a myriad of challenges and scenarios. This synergy ensures that the solution is not only versatile but also unwavering in its performance, regardless of the situation.



Conclusion

The REM People inStore SaaS is the market solution for companies seeking to unlock the full potential of their in-store operations. By leveraging data-driven insights, optimizing performance, and elevating the shopper experience, businesses can achieve measurable results. With its advanced features, state-of-the-art capabilities, and partnership with Intel® technology, REM People inStore empowers companies to make informed decisions that ultimately enhance store performance to help businesses thrive in the competitive retail landscape. For more information on how the inStore solution can benefit your business, [explore the REM People LinkedIn page](#) for updates, communication, and guidance on getting started.

Learn More



To learn more about the inStore solution visit:

- [REM People LinkedIn Page](#)
- [REM People Website](#)
- [REM People Company News](#)



To learn about Intel® technologies visit:

- [Intel® Optimization for PyTorch Introduction](#)
- [Intel® Xeon® Scalable Processors Product Page](#)
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Sources

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