

Perfect Store

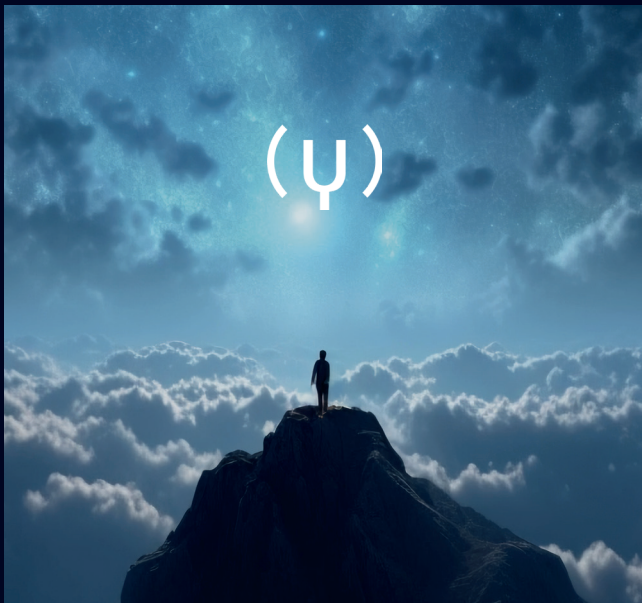
In-store product recognition through images with augmented reality and machine learning powered by AI. Welcome to the perfect store and the perfect category.

Our solution streamlines in-store data collection and provides immediate feedback on product placement, categories, and promotions. Leveraging the latest technologies and our composable platform, at NTT DATA we offer unparalleled efficiency and precision, ensuring a highly cost-effective solution for CPG companies. Welcome to the perfect store.



Why syntphony ?

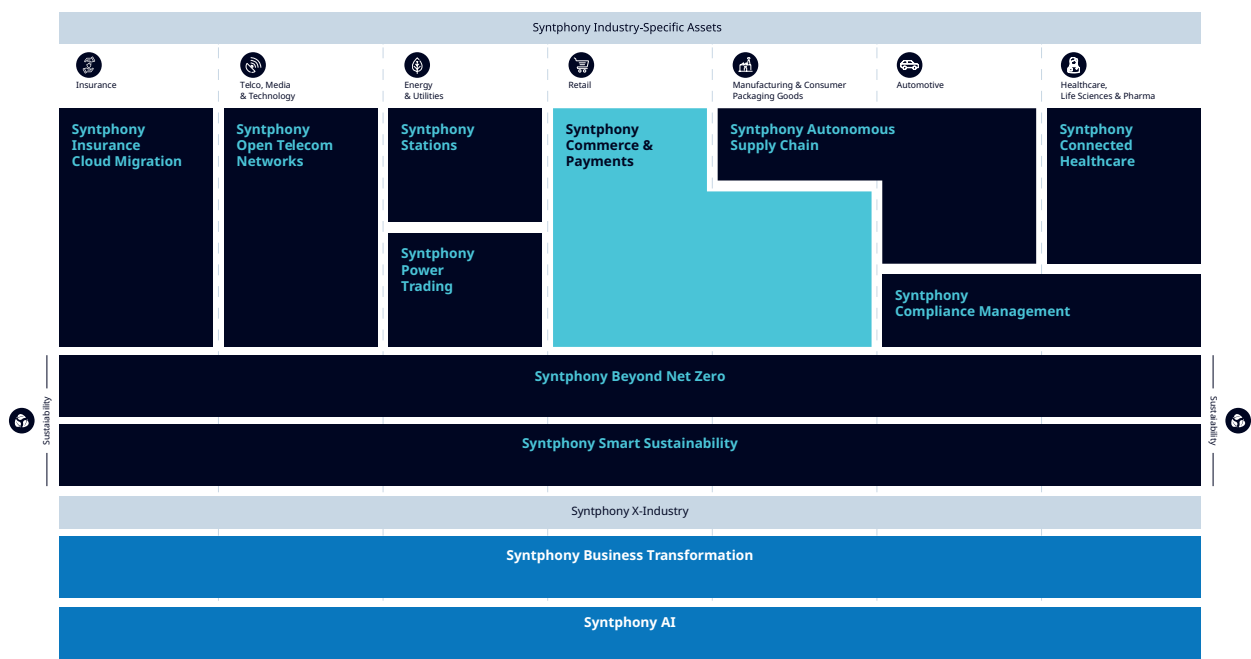
We develop products and solutions that are in tune with businesses



Syntphony is the composable platform of digital products and solutions from NTT DATA, created to help global organisations accelerate innovation, align business strategy with technology, and scale transformation initiatives with speed and efficiency.

Designed for enterprises that demand flexibility, modularity and integration, Syntphony offers a portfolio of ready-to-deploy, enterprise-grade digital products developed by NTT DATA's global talent network. By combining business consulting expertise, proprietary technologies and industry knowledge, the Syntphony ecosystem multiplies the value for clients, reducing time to market and unlocking synergies across multiple domains.

Syntphony is the most valuable Product Composable Platform of NTT DATA, enabling clients to orchestrate scalable, resilient, and future-ready business solutions.



Syntphony Commerce & Payments

Syntphony Commerce & Payments helps industries such as retail and consumer packaged goods overcome operational fragmentation and channel disconnect.

Payments

Deliver secure, omnichannel payment experiences with total control and flexibility, streamlining operations, reducing time to market and enabling businesses to create new customer value across every payment method and channel.

Sales

Optimise sales operations by connecting virtual and physical points of sale, enabling dynamic pricing, promotions and loyalty integration, while ensuring seamless customer journeys and reducing friction throughout the entire shopping process.

Loyalty

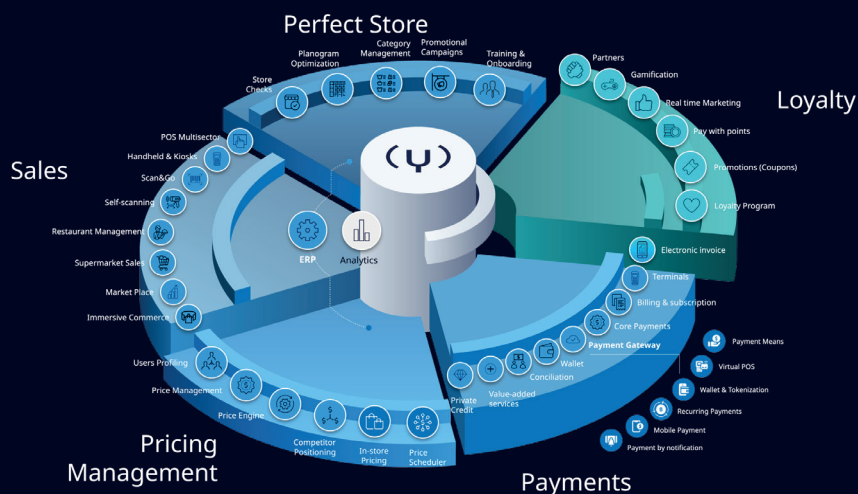
Engaging loyalty campaigns focused on both the business and the customer that surprise and connect, integrating gamification and collaborative elements to drive revenue and enhance personalized experiences across all channels.

Pricing Management

Smart pricing strategies that ensure transparency, consistency, and profitability, enabling margin control, operational efficiency, and responsiveness to consumer price sensitivity.

Perfect Store

In-store execution with AI-powered video recognition, featuring real-time product identification, shelf analysis, and KPI calculation, ensuring accurate audits, improved shelf visibility, and optimized promotional execution.



Transforming In-Store Execution with Real-Time Video Recognition

In today's dynamic retail landscape, Consumer Packaged Goods (CPG) companies face a myriad of challenges in executing Retail Execution strategies effectively.

Major cloud companies such as AWS, Microsoft, and Google are heavily investing in enhancing their offerings in image recognition within the CPG market to optimize both in-store and online retail execution.

Alongside the increasing demand for cloud-based solutions, this is driving **significant market growth**. Intelligence Retail, a computer vision and AI provider for merchandising solutions, leverages the IBM cloud and advanced analytics featuring cutting-edge GPUs to help retailers and CPG companies boost sales, reduce audit costs, improve performance, and increase customer loyalty.

Microsoft utilizes its Azure stack to rapidly process massive data volumes for store shelf management, enabling real-time visibility into retail execution for CPG representatives.

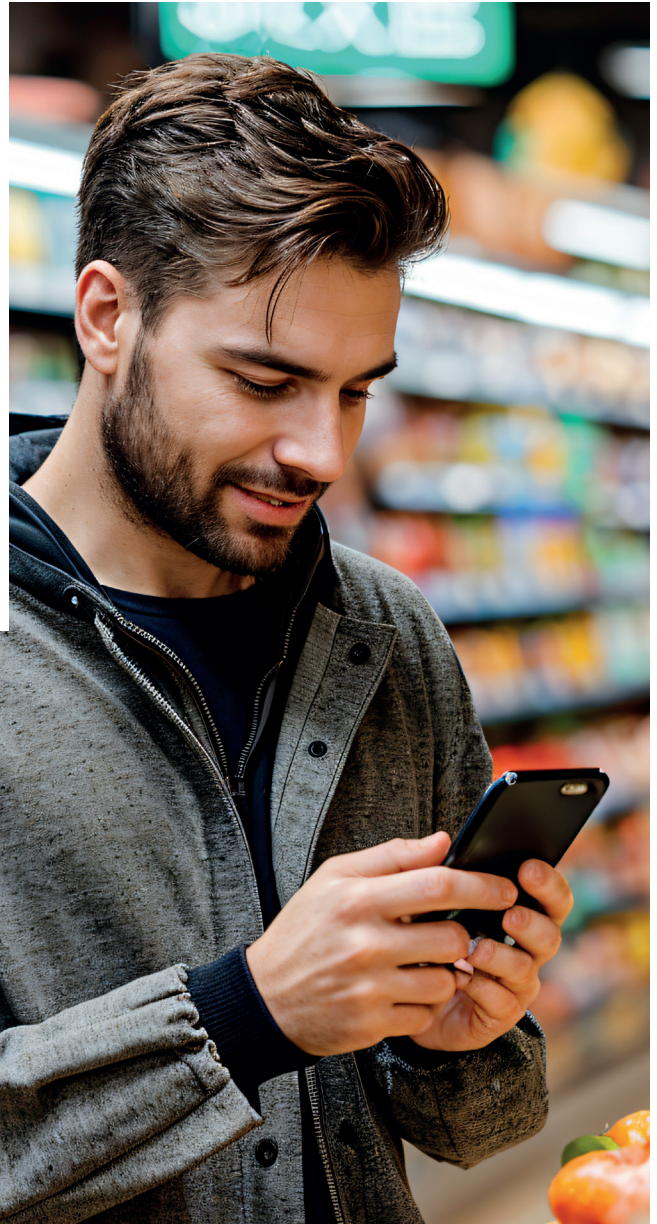
In early 2019, Trax partnered with **Google Cloud to combine Google's cloud and edge computing technologies with Trax's image recognition and machine learning capabilities**, offering actionable real-time insights for in-store inventory and SKU management.

In 2020, Trax acquired Survey to integrate both companies' technologies and reinforce its presence in the e-commerce and image recognition retail space. **Additionally, in 2019, Salesforce launched the Consumer Goods Cloud to enhance in-store experiences using AI**, allowing CPG field representatives to manage inventory efficiently, ensure shelf stock levels, and perform planogram compliance checks. These organic and inorganic strategies, backed by robust cloud infrastructure, are set to propel the future growth of the image recognition market in the CPG industry.*



*Global Image Recognition In Consumer Packaged Goods Market. 2023 to 2030. Data Bridge Market Research, 2023.

Syntphony Perfect Store is the innovative solution for CPG businesses revolutionizing the way product recognition and in-store checkouts are performed. By enabling direct product recognition from video streaming, Syntphony Perfect Store dramatically reduces in-store data collection time while maintaining accuracy and efficiency.



Syntphony Perfect Store evolves the way consumer packaged goods (CPG) companies approach retail execution with **real-time insights, cost-effectiveness, scalability, and reliable support**. We are committed to offering a solution that enables our customers to achieve **unparalleled efficiency, accuracy and effectiveness** in managing their retail operations.

Syntphony Perfect Store offers a transformative solution for retail fulfillment, revolutionizing the way product recognition and in-store checkouts are performed. By enabling direct **product recognition from video streaming**, Syntphony Perfect Store dramatically **reduces in-store data collection time while maintaining accuracy and efficiency**. By leveraging cutting-edge augmented reality (AR), machine learning (ML) and AI capabilities, Syntphony Perfect Store operates seamlessly offline, providing immediate feedback on in-store checkout results and ensuring a cost-effective and scalable solution for CPG companies.

Syntphony Perfect Store offers solutions to the big problems plaguing retailers today:

Efficient store controls

Traditional store controls involve manual data collection processes, which are time-consuming and error-prone. Sales reps spend valuable time capturing photos and documenting shelf conditions, creating inefficiencies and delays in resolving merchandising issues: Syntphony Perfect Store streamlines store controls by enabling direct product recognition through the video transmission. Sales representatives no longer need to capture multiple photos or document shelf conditions manually. **Syntphony Perfect Store automatically analyzes video footage to provide real-time information on product placement, shelf conditions, and planogram compliance.**

Improved shelf visibility

Inaccurate product placement, planogram failure, and shelf disorganization result in poor shelf visibility, making it difficult for customers to locate products and decreasing sales opportunities. Retailers struggle to maintain brand consistency **and effectively display products on store shelves.** By offering virtual shelf recognition capabilities, Syntphony Perfect Store creates a digital replica of store shelves, allowing CPGs to **visualize and optimize product placement and shelf layouts.** This improves shelf visibility, improves **brand consistency**, and **maximizes sales.**

Comprehensive data insights

CPGs lack insights and analytics on store shelf conditions, product placement, and promotional effectiveness. This makes data-driven decision making difficult and prevents retailers from optimizing their retail strategies to maximize sales and customer satisfaction. Syntphony Perfect Store **provides real-time information and analysis on store shelf conditions, product placement, and promotional effectiveness.** By collecting realogram data and analyzing video footage, Syntphony Perfect Store delivers **actionable insights to optimize retail strategies, improve product assortment, and improve overall store performance.**

Cost efficiency

Reliance on manual data collection methods and cloud-based image recognition solutions results in high operating costs for CPG companies. The need for extensive image capture and cloud resources results in increased expenses, limiting scalability and profitability. Syntphony Perfect Store operates efficiently offline, leveraging cutting-edge artificial intelligence capabilities to reduce reliance on expensive cloud resources. This decouples costs from usage, making Syntphony Perfect Store a cost-effective solution for CPG businesses. **Eliminating the need for extensive cloud-based image capture and processing significantly reduces operating expenses and improves scalability and cost-effectiveness.**

Syntphony Perfect Store is an innovative solution designed to evolve retail fulfillment processes for consumer packaged goods (CPG) companies.



From Cloud to Aisle: Innovation That Connects Data and Execution

Syntphony perfect store is different from others listed in the following ways:

Video stream vs Photo: Most solutions focus on image recognition based on photos taken by field sales team of CPGs. Syntphony perfect store would use a video stream for an optimized retail execution process, enabling great efficiency during store visits.

AI on Edge: Many solutions process data in the cloud, which can lead to latency and higher costs. Syntphony perfect store would process data on the edge device, which would reduce latency and provide immediate KPIs and exception management.

Offline Functionality: Some solutions may not function without an internet connection. Syntphony perfect store would work offline, allowing for data collection in point of sale where there is with poor or no connectivity.

Sleek UI: Syntphony perfect store offers a very easy-to-use UI and UX with a mobile app designed with a B2C approach. This ensures accessibility and usability in point-of-sale environments where lighting and context may be challenging, adhering to specific design principles.

Costing model: Syntphony perfect store's cost is decoupled from usage, as all AI processing is performed on-edge, eliminating the need for cloud consumption. Unlike legacy solutions with costing models based on the number of photos, Syntphony perfect store offers unlimited usage, providing cost efficiency and scalability for CPG companies.

Syntphony Perfect Store delivers faster operations, real-time KPIs, and better out-of-stock management. Its intuitive design enhances customer experience and boosts sales, all within a usage-independent business model.

Syntphony Perfect Store mobile App offers:

- **Accurate:** 95% rate of accuracy in product recognition.
- **Full offline:** Full offline AI product recognition and immediate calculation of main store audit KPIs.
- **Configurable:** the user flow is configurable to address the several ways to perform a visit.
- **Ease to use:** an intuitive and fresh UI guides the sales rep in the store audit, with attention to accessibility.

Syntphony Perfect Store cloud platform offers:

- **Security:** all the traffic is routed through virtual networks and does not flow over the public internet; Azure services are reachable only using private endpoints
- **Monitoring:** current state of all the instances of active services always under control
- **No need for server hosting:** Cloud service with no server hosting needed
- **Cost effective scalability:** Engineered to overcome scalability limits and avoid an uncontrolled OPEX increase, while preserving the system performance
- **High availability & reliability:** workloads can be deployed within multiple availability zones and the architecture leverages Azure managed services

Full Shelf Visibility in Seconds, Not Hours

We are committed to offering a solution that enables our customers to achieve unparalleled efficiency, accuracy and effectiveness in managing their retail operations.

Clients should choose us for our differential benefits:

Innovative technology

We leverage cutting-edge technologies such as edge AI, machine learning, and augmented reality to provide a solution that is at the forefront of retail execution innovation. Our commitment to technological advancement ensures that customers have **access to the most advanced tools and capabilities to drive their business forward.**

Comprehensive insights

Syntphony Perfect Store offers real-time insights and analytics into store shelf conditions, product placements, and promotional effectiveness. By providing a holistic view of retail operations, we enable our customers to **make data-driven decisions and optimize their retail strategies for maximum impact.**

Cost efficiency

By operating offline and decoupling costs from usage, Syntphony Perfect Store offers a cost-effective solution. Direct product recognition from video streaming reduces time and effort, resulting in **cost savings and increased productivity.**

Scalability and flexibility

Designed to seamlessly scale from single stores to nationwide networks, Syntphony Perfect Store adapts to evolving needs. Its cloud-agnostic architecture and edge AI capabilities ensure **seamless scalability, meeting growing requirements.**

Reliable support

Syntphony offers **flexible licensing options** tailored to your budget and business needs. Benefit from cost-effective pricing models that maximize value and minimize expenditure.

Accuracy

Syntphony Perfect Store's advanced image recognition capabilities ensure accurate identification of manufacturer products and **precise monitoring of shelf conditions.** This accuracy is essential for maintaining brand standards and maximizing sales opportunities.

Enhanced User Experience

Syntphony Perfect Store features an intuitive and user-friendly **interface designed for speed and effectiveness.** Its streamlined workflows ensure faster operations, enabling sales representatives to conduct store audits and optimize retail execution with ease and efficiency.

Integration

Syntphony Perfect Store seamlessly integrates with mainstream **Sales Force Automation (SFA) solutions**, enhancing its versatility and interoperability within existing workflows. This integration streamlines implementation and ensures a **cohesive user experience for sales teams.**

From Data to Action: Smarter Decisions in Real Time

Virtual Shelf Recognition

Unlike traditional image recognition solutions, Syntphony perfect store offers virtual shelf recognition, enabling the creation of a digital replica of store shelves. This virtual representation allows for **comprehensive analysis** and **optimization of product placements** and shelf layouts.

Realogram Data Collection

Real-time information capture, collecting realogram data, including the **planogram** of actual store shelves, into a **centralized database**. This data provides an accurate representation of real-world product positioning and layout within stores. Enable robust **category management projects** and develop effective retail strategies with more informed assortment planning, categories, shelf optimization and promotional strategies.

Edge AI and Offline Operation

Syntphony perfect store leverages edge AI capabilities, enabling offline operation and reducing reliance on cloud resources. This ensures **data privacy, security, and reliability** while delivering **real-time insights** in any environment, even without internet connectivity.

Robust Security and Privacy Compliance

Our product prioritizes data security and privacy, employing **robust encryption protocols** and secure data storage mechanisms to safeguard sensitive information. Additionally, Syntphony perfect store undergoes **rigorous testing and compliance checks** to meet industry standards and regulatory requirements, ensuring a secure and reliable solution for our customers.

Real-time Insights

Syntphony Perfect Store provides real-time data and insights into store shelf conditions, product placements, and compliance with merchandising standards. This enables **proactive decision-making and optimization of retail execution strategies**.



Store Checks

Sales representatives can use Syntphony Perfect Store during store visits to conduct comprehensive **audits of product placements, shelf conditions, and compliance with merchandising standards**. Syntphony perfect store provides real-time insights and feedback, enabling sales reps to make informed decisions and address issues promptly.

Planogram Optimization

CPG companies can leverage Syntphony Perfect Store to analyze **planogram compliance and optimize product placement strategies**. By capturing realogram data and simulating different shelf configurations, Syntphony perfect store helps identify opportunities for **improving shelf visibility and maximizing sales potential**.

Category Management

Syntphony Perfect Store's realogram data can be utilized in category management projects to **analyze product assortment, shelf space allocation, and consumer behavior**. CPGs can make data-driven decisions to optimize category layouts, improve product assortment, and enhance overall store performance.

Promotional Execution

Syntphony Perfect Store enables CPGs to monitor the effectiveness of promotional execution by **tracking product positioning, shelf share, and promotional displays in real-time**. CPGs can evaluate campaign performance, identify areas for improvement, and adjust strategies accordingly to maximize ROI.

Training Staff

Syntphony Perfect Store can be used as a training tool for new sales representatives, providing **interactive simulations and tutorials** on how to use the platform for store checks and product recognition. This ensures consistent execution of retail strategies and enhances the effectiveness of sales teams.





About NTTDATA

NTT DATA - a part of NTT Group - is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries.