



SHELFMATCH



SKU RECOGNITION
SHELF AUDIT
SPACE MANAGEMENT

SHELFMATCH™ SYSTEM

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INTRODUCTION.





MANUAL AUDIT: PITFALLS

RETAIL SUPPLY CHAINS: CHALLENGES

Retail sales volume directly depend on the on consumer satisfaction: taking the customer's response beyond satisfaction by exceeding expectations, is a competitive strategy most retailers aspire to achieve.

 <p>Proper layout and display of goods</p>	 <p>Assortment breadth and depth</p>	 <p>Attractive products showcase</p>	 <p>Correct price tags placement</p>	 <p>Regular promotions</p>
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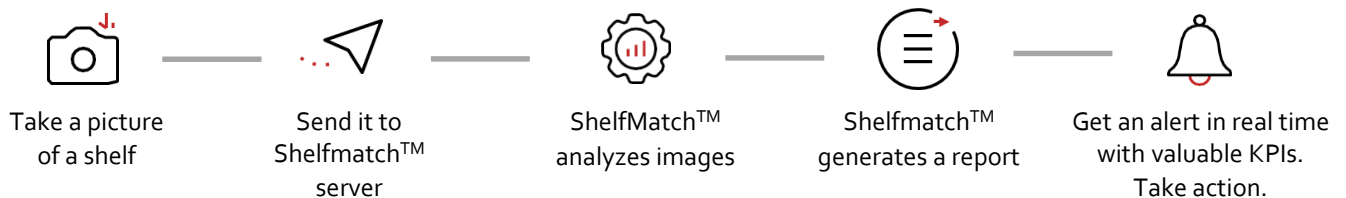
Key tasks for retailers are **neat shelves always full of stock**. Merchandisers are those who arrange the layout of the product and make it attractive to potential buyers. How are field sales teams or third-party brokers and merchandisers used to check the shelves?

 <p>Usually, an employee first reviews layout visually</p>	 <p>Observations on store conditions are captured manually on a notepad</p>
 <p>A lot of time is spent on analysis.</p>	 <p>It's time-consuming and prone to human error.</p>

Manual shelf checks have their limitations: they are not able to capture the dynamic and complex nature of retail operations, as they only provide a snapshot of the shelf condition at a given point in time. The problem of manual shelf audits can be solved by **ShelfMatch™** – automated shelf management tool.

WHAT IS SHELFMATCH™

HOW SHELFMATCH™ WORKS



1 | Images of the shelf are captured using smartphone/tablet.

2 | Images are sent via a mobile app (SFA) or uploaded directly from the customer's storage to Shelfmatch™ server.

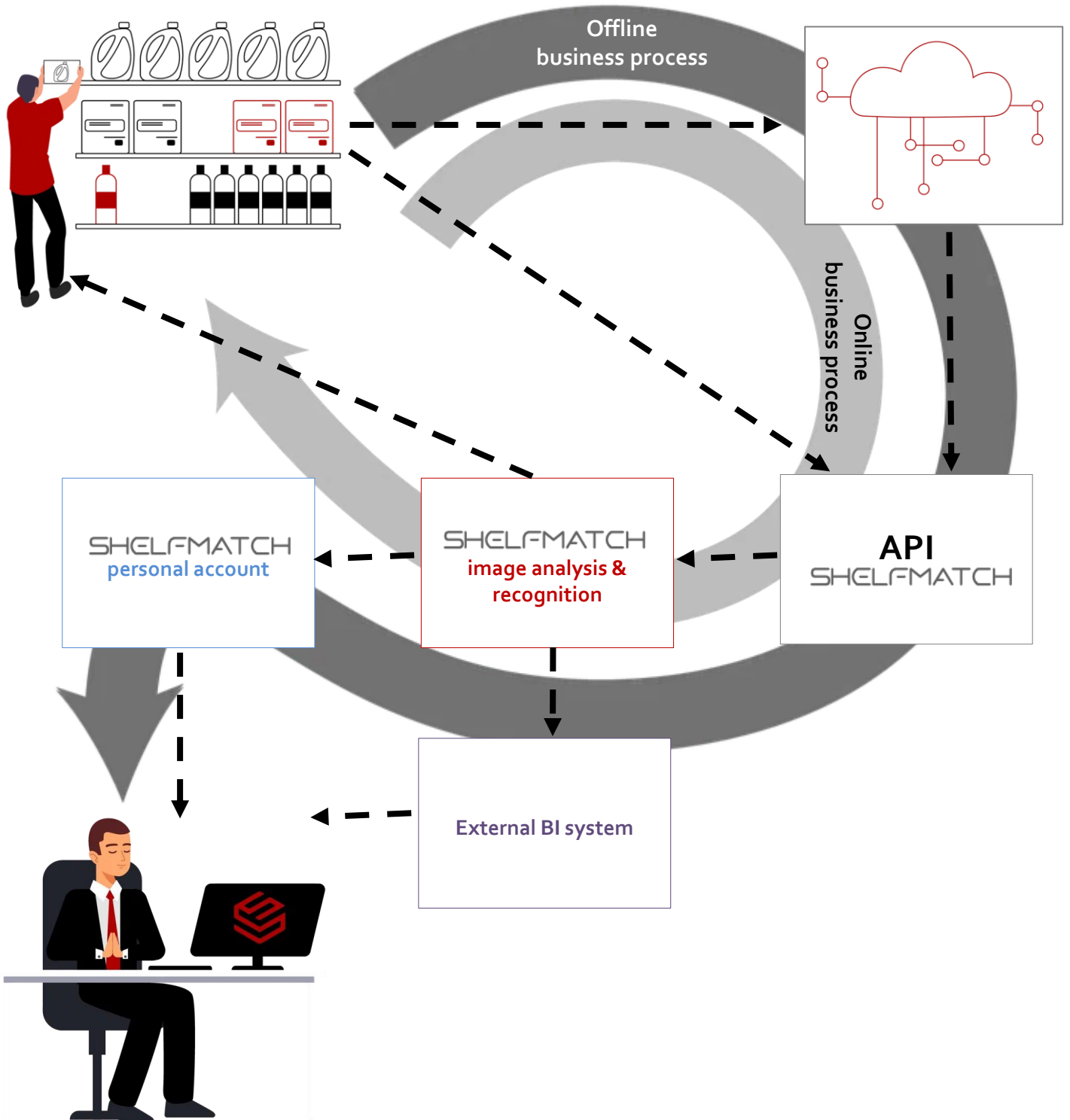
3 | Images are analyzed on the Shelfmatch™ cloud and converted to meaningful insights in real-time, tracking key metrics like: SKU presence, OOS, share of shelf and other valuable KPIs.

4 | After interpreting the data, a detailed report is transferred directly either to your BI-system (if you use JSON-API), or back to the field force's mobile device, and/or to ShelfMatch™ personal account – depending on the business model.

5 | In-store actions are recommended in real-time. Field personnel is now able to immediately fix out of stock issues, optimize product displays and improve planogram compliance.

WHAT IS SHELFMATCH™

BUSINESS PROCESSES



WHAT IS SHELFMATCH™

BUSINESS PROCESSES

Shelfmatch™ allows you 2 business options which can be implemented both together and separately.

1 | Real-time analytics dashboards with a list of changes that need to be made on the shelf

Alerts are generated so that your reps can take action while in front of the shelf – like restocking the items that are missing from the shelf or checking the price tags. The steps are as described on [slide 3](#).

2 | Delayed processing of shelf audit results

The delay option causes the program to halt with reports for a specified time. Pictures received by Shelfmatch™ are processed according to pre-agreed schedule:

- at night
- once an hour
- every 3 hours, etc.

Shelf audit reports are sent to Shelfmatch™ personal account (and/or to external BI-system) for further analysis when reaches the back-office supervisors.

WHAT IS SHELFMATCH™

WHAT YOU GET WITH SHELFMATCH™

	PROBLEM	SOLUTION	BENEFITS
1	Out-of-stock issues due to merchandising mistakes	Planogram compliance control and analysis of all relevant data from multiple channels to avoid future stock-out scenarios	7% INCREASE IN OSA (ON-SHELF AVAILABILITY)
2	Decrease in sales due to inappropriate control over the sales force	Efficient monetary and non-monetary motivation program for merchandisers based on an automated retail audit solution	TURNOVER GROWTH 2-3%
3	Field force specialist spends a lot of time at a sales point filling out reports	Images of the shelf captured using smartphones and analyzed by computer vision platform	AUDITOR'S VISIT COSTS 50% LOWER
4	Low data analysis quality due to manual verification audit	AI-powered measurement for fix auditing and stocking issues quickly and precisely	DATA QUALITY AUDIT HIGHER BY 30%

SHELF ANALYTICS WITH AI-IMAGE RECOGNITION TECHNOLOGY

- ✓ Product Presence
- ✓ Out-of-Shelf
- ✓ Planogram Compliance
- ✓ Price Compliance & Promotion Activation
- ✓ Competitor Adjacency
- ✓ Other KPIs

WHAT IS SHELFMATCH™

WHAT YOU GET WITH SHELFMATCH™

FULL PLANOGRAM COMPLIANCE CONTROL

- ✓ Product placement (“diamond shelf”, retail space zoning)
- ✓ Analysis and optimization of the assortment
- ✓ The shelf decoration
- ✓ Price tags location

COMPUTER VISION-POWERED SHELF INSIGHTS

- ✓ High recognition speed: Shelfmatch™ developed image recognition algorithm that works 40% faster than analogs. Image is recognized at around 1-2 seconds.
- ✓ Highest SKU level recognition accuracy: 97+% depending on product category and input image quality.
- ✓ Greater value by real-time reports: allowing field personnel to immediately fix out of stock issues, optimize product displays and improve planogram compliance.
- ✓ Fully automated and AI-powered: Shelfmatch™ minimizes human error and thus offers a more objective and consistent way to track in-store conditions compared to manual audits.

COST REDUCTION AND PRODUCTIVITY INCREASE

- ✓ Reduce data collection time by 80% and improve team productivity.
- ✓ Up to 5 percent sales uplift in a single category.
- ✓ Anti-fraud protection: Shelfmatch™ can detect image duplicates, false images and all types of fake pictures – e.g. printscreens.

WHAT IS SHELFMATCH™

SYSTEM COMPONENTS AND TECHNOLOGIES



MOBILE APP

Shelfmatch™ can easily integrate with any mobile app (SFA) or cloud / storage to get photos of shelves

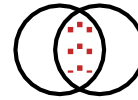


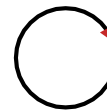
IMAGE STITCHING

Shelfmatch™ stitches multiple overlapping images to generate a wide image of shelves to create a realogram



SKU RECOGNITION MODULE

SKU detection and classification based on Artificial Intelligence and convolutional networks



DEEP ANALYTICS MODULE

analysing share of shelf, planogram compliance, brand presence, competitive landscape and other KPIs



PRICE TAGS RECOGNITION MODULE

recognizes both the price and the type of a price tag (e.g., whether it is regular or by special offer)



WEB INTERFACE

to receive recognition results and deep analytics to deliver real-time insights into the state of your store shelves



ROBOTIC PLATFORM

rolling up and down the aisles taking and sending photos to Shelfmatch™ server for analysis

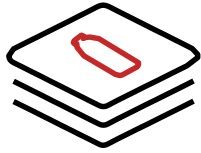


IN-STORE FIXED CAMERAS

robustly monitor shelves in retail stores in real-time, so the whole picture can be viewed dynamically

SHELFMATCH™ TECHNOLOGY

SHELFMATCH™ TRAINING PROCESS



DATA GATHERING

Relevant images of SKUs (at least 100 images for each SKU) and a test dataset are gathered and uploaded into the system.



IMAGE LABELLING

Image labelling is the process of identifying and marking various SKUs in an image. Then, to make image recognition work seamlessly it is crucial to train it well and use proper learning algorithms and models.



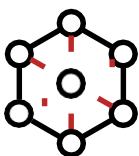
TRAINING

Labelled photos are uploaded onto the AI Shelfmatch™ platform for training. Then we let deep neural networks time to create a perception of how the necessary object (SKU) looks and differentiates from others.



TESTING

The recognition accuracy is measured on a separate test dataset and, if necessary, the neural networks are retrained for better detection and recognition results.



SERVICE
DEPLOYMENT

When tests are satisfactory, the model is deployed into production. The outputs of the model are further monitored to see its performance "in the wild" through reporting and assessment.

SHELFMATCH™ TECHNOLOGY

SHELFMATCH™ KPIs: TYPES AND GOALS

KPI: SKU PRESENCE ON THE SHELF

- ✓ total SKUs on the shelf
- ✓ total SKU facings – number of SKU facings that are present on the shelf
- ✓ facings of each SKU on the shelf
- ✓

Each of these KPIs can be calculated both for the rack itself as a whole, and separately for each shelf.

KPI: OUT-OF-SHELF / SHELF GAPS

OOS items is a critical performance measurement for inventory managers. Mind the gaps and alert store staff to quickly fix the situation. Shelfmatch™ is a powerful and accurate solution for retailers to collect and analyze physical shelves by utilizing image recognition technologies.

KPI: SHARE OF SHELF BY SKU / BRAND / SKU GROUPS, %

As shelf positioning became increasingly more challenging to maintain, it is important to have a mechanism that could count the number of facings and compare it to the number of facings your competitors have. SKUs can be grouped by any attribute: manufacturer, brand, product category, etc.

The data provided by tracking share of shelf can help you to see where you're succeeding, as well as identify opportunities for new growth.

SHELFMATCH™ TECHNOLOGY

SHELFMATCH™ KPIs: TYPES AND GOALS

KPI: PLANOGRAM DISCREPANCY

Image Recognition in the CPG industry is expected to grow from \$1.4 Billion in 2020 to \$3.7 Billion in 2025 at a Compound Annual Growth Rate (CAGR) of 21.7% from 2020 to 2025. An increase in the need for successful retail execution and 100% adherence to planogram standards are a few of the major factors driving this exponential growth.

According to Shopper Technology Institute's report, planogram compliance increases profits in retail by 8.1%. By taking the visual intelligence approach in planogram compliance, you can quickly assess the compliance of your planograms without the need for in-person inspections.

Shelfmatch™ checks whether your planograms are correctly implemented in the field and how compliant they are, with accuracy of 98% (thanks to AI).

A detailed planogram compliance report with analytical dashboards will also be created.

Here's what you get with Shelfmatch's™ planogram compliance features:

- ✓ a list of SKUs that are present on the shelves according to the planogram
- ✓ a list of SKUs that are **not** present on the shelves, **but should be** according to the planogram (OOS)
- ✓ a list of SKUs that **are** on the shelves, but **should not be there** according to the planogram.

SHELFMATCH™ TECHNOLOGY

SHELFMATCH™ KPIs: TYPES AND GOALS

KPI: PRICETAGS RECOGNITION

For many retailers, competitive pricing analysis is the key to increasing their revenue and staying ahead of the competition. Global shifts are forcing to become more data-centric, collect and analyze pricing data, and offer optimal prices. Shelfmatch™ module recognizes both the **price** and the **type of a price tag** (whether it is regular or a special offer). Price information can be automatically integrated with data on recognized SKUs, which helps you make sure that your pricing and promotions are correct and displayed well on the shelf.

SHELFMATCH™ TECHNOLOGY

SHELFMATCH™: A RELIABLE DECISION MAKING TOOL

Today's retailers collect massive amounts of data on transactions and interactions with consumers both online and offline. AI and machine learning capabilities can leverage that data to drive faster, more accurate decisions – making AI-enabled solutions a perfect match for retail industry. High levels of speed and accuracy are invaluable in an industry where retailers must control millions of goods flows and accurately match supply to demand at hundreds or even thousands of locations daily. The Shelfmatch™ service solves this problem. This service accumulates all collected data from all points of sales and generates an analytical report: both on each single visit to a POS, and also KPIs in any combination of parameters, like:

- ✓ period of time
- ✓ retail format
- ✓ retail network
- ✓ address: city | region | country
- ✓ merchandiser.

Shelfmatch™ offers 4 key aspects of data-powered image recognition:

- ✓ Production-level SKU detection accuracy for the SKUs in scope
- ✓ Shelf KPIs looking at facing count, out-of-shelf rate (OOS), share-of-shelf (SOS), and shelf-planogram compliance
- ✓ Standardised KPI collection process across multiple stores
- ✓ A faster, more efficient shelf auditing turn-around for field representatives

SHELFMATCH™ TECHNOLOGY

SHELFMATCH™: A RELIABLE DECISION MAKING TOOL

POINT OF SALES ANALYTICS

ShelfMatch

SKU category: PRS-Trade

On

En Ru

User: Ксения Аксенова

Showcase f2c5429d-d1d5-42c5-bf3e-b17b1fbc37d6

Home / PRS-Trade / Sessions / Showcase f2c5429d-d1d5-42c5-bf3e-b17b1fbc37d6

Session ID: f2c5429d-d1d5-42c5-bf3e-b17b1fbc37d6
Trade point: Default (ID 1)
Address: ул. Новорощинская, дом 4, оф. 1010-1, Санкт-Петербург, Россия
Format: Офис
Trade point matrix: test-presentation (ID 8)
Planogram: not set
Visits: 79

Visit date: 25.12.2023, 06:37
Created: 25.12.2023, 06:37
Visit ID: not set
Merchandiser: not set
Property: not set
Document: not set

OK TP STATE

80% MATRIX MATCHING

8 CLIENT SKU COUNT

34 CLIENT FACINGS COUNT

Go to archive

OVERVIEW LAST VISIT TP MATRIX TP PLANOGRAM PRICE TAGS SHELF SHARE REALOGRAM SKU STATISTICS PHOTO QUALITY IMAGE PARTS

2023-11-25 2023-12-25

APPLY RESET FULL VIEW

Statistics Metric Quality

COMPARING THIS VISIT TO LAST VISIT

Current state

- Number of client's SKUs: 19
- Number of client's facings: 34
- Share of shelf (SOS): 20%
- Pricing policy compliance: 100%
- Image quality, average: 4,78
- Planogram compliance: 80%

Last visit, comparing

- Increased by 1
- Increased by 1
- Improved by 3%
- Improved by 2%
- No change
- Worsened by 1%

AVERAGE PHOTO QUALITY

SKU PRESENCE/ABSENCE

MATRIX MATCHING

SHELF SHARE

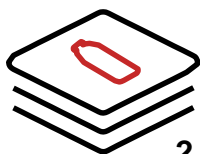
SKU FACINGS COUNT

HOW TO START WORKING WITH SHELFMATCH™: GUIDELINES



1

A contract with a customer is signed. Product SKUs that should be detected and recognized are listed.



2

You will provide packshot links for SKUs that Shelfmatch™ algorithms will be trained to recognize. If you need additional resources for capturing photos of your products, you may use Shelfmatch™'s workforce to capture the data we need for model training.



3

Shelfmatch™ employees analyze the obtained materials. If necessary, additional photos at the pre-defined POS are taken.



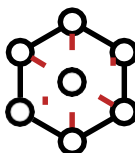
4

Next, Shelfmatch™ employees mark up SKUs in the images. Two datasets are created: a training one and a test one. Images from these datasets should not overlap.



5

Labelled photos are uploaded onto the AI Shelfmatch™ platform for training. The neural network is trained on the SKU training base and improved.



6

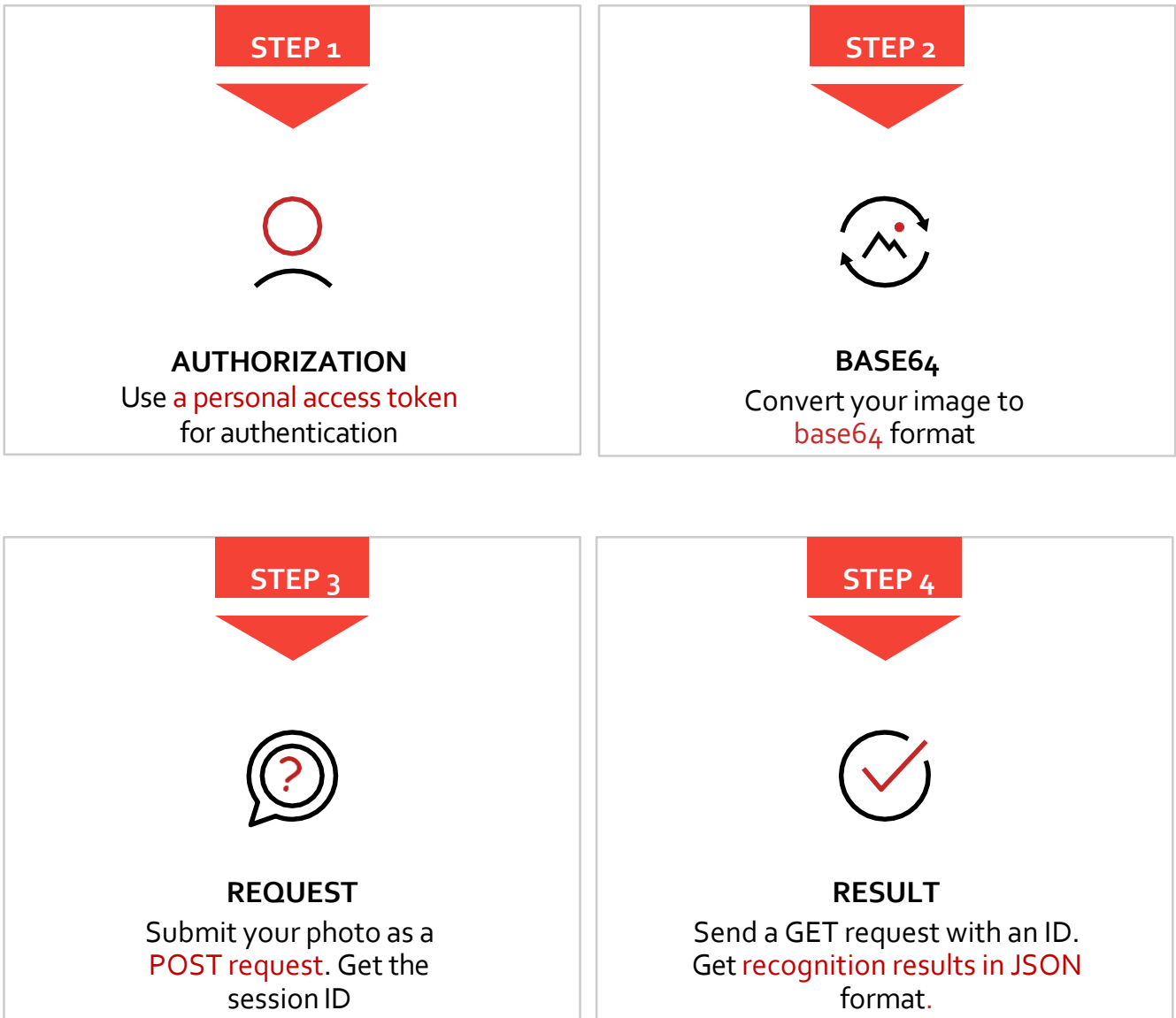
The Shelfmatch™ service is deployed, the analytics module is being personalized (depending on the tasks for certain KPIs).



7

The Shelfmatch™ model is deployed into production.

HOW TO START WORKING WITH SHELFMATCH™: API



API (application programming interface) is a set of routines, protocols, and tools that enable two software components to communicate with each other using a set of definitions and protocols.

HOW TO START WORKING WITH SHELFMATCH™: PRICING MODELS

	SAAS-MODEL	LICENSE
Payment	<p>Usage-based pricing:</p> <ul style="list-style-type: none"> - for the amount of processed pictures - for the number of sales rep's visits per month <p>Subscription-based pricing:</p> <ul style="list-style-type: none"> - fixed cost fees set over a specified period of time: a month, 6 months, 12 months. 	<p>Perpetual license or Leased license</p> <p><u>Perpetual (owned) license</u> is a one-time-fee purchase. Once purchased, it can be used for an unlimited period of time. A <u>leased license</u> entitles you to the use of Shelfmatch™ as long as your license subscription is active.</p>
Service deployment	Server side	Client side

HOW TO START WORKING WITH SHELFMATCH™: DISCOUNT

ShelfMatch™ provides flexible discount rules based on the quantity of processed images:

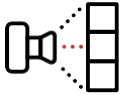
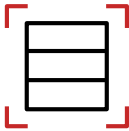




	QUANTITY OF PROCESSED IMAGES	DISCOUNT
1	0 to 50,000 images	0 %
2	50,000 to 100,000 images	5 %
3	100,000 to 250,000 images	10 %
4	250,000 to 500,000 images	20 %
5	500,000+ images	UPON REQUEST

When you **prepay** for processing of **over 100,000 images**,
you will receive an additional **5% off!**

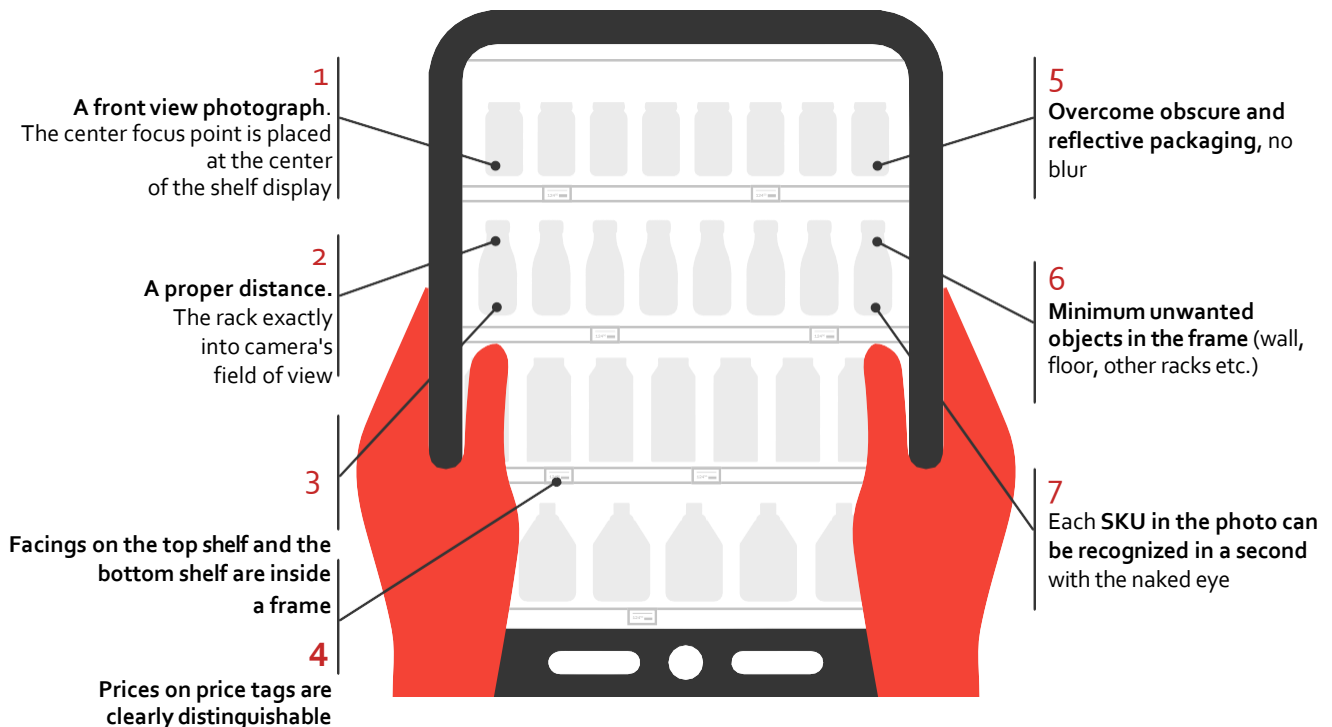


Quantity discount and prepayment discount can be summed up only within one calendar month.

SHELFMATCH™: PHOTO-TAKING GUIDELINES

 <p>Ensure the camera is held straight, either horizontally or vertically</p>	 <p>Place the center focus point at the center of the rack</p>	 <p>Fit the rack exactly into camera's field of view</p>
 <p>All SKUs are clearly visible</p>	 <p>No blur, no different orientation (landscape/portrait), enough light</p>	 <p>Price tags must be clear and sharp to read from the image</p>

ENSURING GOOD QUALITY IMAGES



SHELFMATCH™: PHOTO-TAKING GUIDELINES

HOW TO TAKE PICTURE OF A LONG SHELF

If SKUs are placed on a long shelf and do not fit the photo, the image of such a shelf has to be taken in several steps – like panoramic shooting. When the field rep captures a long bay in multiple images – Shelfmatch™ will stitch them altogether in the correct sequence and build a correct reogram.

- ✓ The photographing order should always start from top-to-down and continue from left to the right of the shelves.
- ✓ Go to the left edge of the shelf, and take the first photo.
- ✓ Take a couple of steps to the right and take another photo of the shelf allowing a 30% buffer space to overlap images.
- ✓ Continue taking successive photographs in this manner until the entire subject has been photographed.

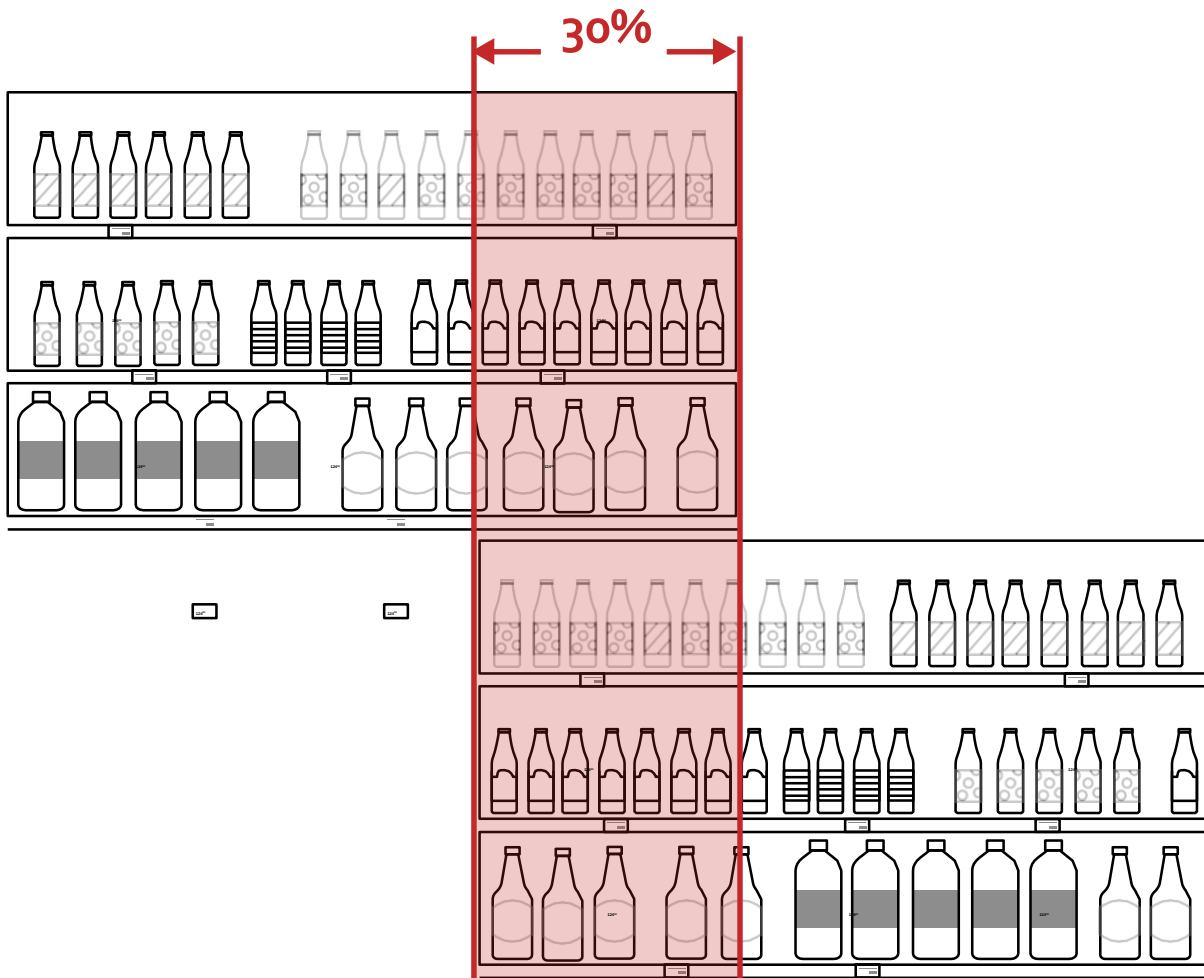


An example of good photos that you will get while shooting panorama

SHELFMATCH™: PHOTO-TAKING GUIDELINES

HOW TO USE OVERLAPPING

We ask you to leave a 30% buffer space to overlap images captured so that merchandisers can effectively capture a sequential order of the aisles minimizing chances of errors.



When measured in e.g. beer bottles, 30% is about 4-5 bottles of 1.9-2L or 5-6 small bottles of 0.33-0.6L, each.

If overlapping is over 30%, it is perfectly all right: the service will process it safely.

However, you'd rather not reduce the overlap. Overlap less than 30% may lead to errors in recognition results, which may lead to an incorrect KPI calculation. When KPI calculation results in errors that make metrics inaccurate and untrustworthy, it becomes challenging to make the right decision.

ADDITIONAL MATERIALS

REPORTS AVAILABLE IN SHELFMATCH™

PLANOGRAM COMPLIANCE

ShelfMatch
SKU category: foodunion
On
En Ru
User: Ксения Аксенова

Showcase e2e491ad-458e-4fe0-8112-7aabc129650e

Home / foodunion / Sessions / Showcase e2e491ad-458e-4fe0-8112-7aabc129650e

Session ID: e2e491ad-458e-4fe0-8112-7aabc129650e
Trade point: Food Union (ID test_1)
Address: Bauskas iela 180, Zemgales priekšpilsēta, Rīga, LV
Trade point matrix: test-presentation (ID 6)
Planogram: not set
Visits: 4

Visit date: 25.12.2023, 12:22
Created: 25.12.2023, 12:22
Visit ID: not set
Merchandiser: Test Employee [312_20]
Property: not set
Document: not set

OK
TP STATE

83.33%
MATRIX MATCHING

18
CLIENT SKU COUNT

55
CLIENT FACINGS COUNT

[Go to archive](#)

OVERVIEW
LAST VISIT
TP MATRIX
TP PLANOGRAM
PRICE TAGS
SHELF SHARE
REALOGRAM
SKU STATISTICS
PHOTO QUALITY
IMAGE PARTS

Matrix ID: 6
Name: test-presentation
Correct SKU: 10
Missing SKU: 2
Excess SKU: 1

%

83.33

MATRIX MATCHING

EAN	Brand	Name	Label	Matched
6	limbazu_piens_skabais_krejums	LP Skābs krēj. LAUKU 15% 300g	limbazu_piens_skabais_krejums_15_300g_plastic_cup	EXISTS
20	valmiera_skabais_krejums	Krējums skābais 20% 0.45kg glāz.	valmiera_skabais_krejums_20_450g_plastic_cup	EXISTS
23	valmiera_biezpiens	Pilnpiena biezpiens VALMIERA 9% 180g	valmiera_pilnpiena_biezpiens_9_180g_plastic_box	EXISTS
24	limbazu_piens_biezpiens	Biezpiens LIMBAŽU PIENS 9% 170g	limbazu_piens_biezpiens_9_170g_flow_pack	EXISTS
29	limbazu_piens_biezpiens	Biezpiens LIMBAŽU PIENS 0.5% 170g	limbazu_piens_biezpiens_0_5_170g_flow_pack	EXISTS
52	valmiera_biezpiens	Vājpiena biezpiens VALMIERA 0.5% 180g	valmiera_vajpiena_biezpiens_0_5_180g_plastic_box	EXCESS
53	valmiera_saldais_krejums	Saldais krējums VALMIERA 10% 200ml, UHT	valmiera_saldais_krejums_uht_10_200ml_tetra_pak	EXISTS
61	valmiera_biezpiens	Lielgraudu vājpiena biezpiens VALMIERA 0.5% 185g	valmiera_lielgraudu_vajpiena_biezpiens_0_5_185g_plastic_box	MISSED
62	valmiera_biezpiens	Biezpiens VALMIERA 5% 180g	valmiera_biezpiens_5_180g_plastic_box	EXISTS
63	valmiera_biezpiens	Lielgraudu pilnpiena biezpiens VALMIERA 9% 185g	valmiera_lielgraudu_pilnpiena_biezpiens_9_185g_plastic_box	MISSED
64	valmiera_skabais_krejums	Skābais krējums VALMIERA 25% 450g	valmiera_skabais_krejums_25_450g_plastic_cup	EXISTS
65	limbazu_piens_skabais_krejums	Skābais krējums LIMBAŽU PIENS 20% 300g	limbazu_piens_skabais_krejums_20_300g_plastic_cup	EXISTS
66	valmiera_skabais_krejums	Skābais krējums VALMIERA 15% 450g	valmiera_skabais_krejums_15_450g_plastic_cup	EXISTS

52	valmiera_biezpiens	Vājpiena biezpiens VALMIERA 0.5% 180g	valmiera_vajpiena_biezpiens_0_5_180g_plastic_box	EXCESS
53	valmiera_saldais_krejums	Saldais krējums VALMIERA 10% 200ml, UHT	valmiera_saldais_krejums_uht_10_200ml_tetra_pak	EXISTS
61	valmiera_biezpiens	Lielgraudu vājpiena biezpiens VALMIERA 0.5% 185g	valmiera_lielgraudu_vajpiena_biezpiens_0_5_185g_plastic_box	MISSED
62	valmiera_biezpiens	Biezpiens VALMIERA 5% 180g	valmiera_biezpiens_5_180g_plastic_box	EXISTS
63	valmiera_biezpiens	Lielgraudu pilnpiena biezpiens VALMIERA 9% 185g	valmiera_lielgraudu_pilnpiena_biezpiens_9_185g_plastic_box	MISSED

ADDITIONAL MATERIALS

REPORTS AVAILABLE IN SHELFMATCH™

PRICE TAGS RECOGNITION

OVERVIEW LAST VISIT TP MATRIX TP PLANOGRAM PRICE TAGS SHELF SHARE REALOGRAM SKU STATISTICS PHOTO QUALITY IMAGE PARTS

Created: 13.12.2023, 15:23
 ID: e733da2c-26d9-4a2d-b21c-31eae1ea8a47
 Stillage: not set
 Client SKU count: 11
 Client facings count: 33
 Total facings count: 113

Go to archive Save as matrix Set planogram Save as planogram Recognize again Get as file

Size 1 Size 2 Size 3 Full size Markup Rotate

Download XLS

Annele Brand annele	1
Baltais Brand baltais	15
Delma Brand delma	1
Empty Space	0
Skābais krējums VALMIERA 15% 450g EAN 66 Brand valmiera skabais krejums Price 2.29 (regular price)	2
Krējums skābais 20% 0.45kg glāz. EAN 20 Brand valmiera skabais krejums Price 1.55 (action price)	1
Skābais krējums VALMIERA 25% 450g EAN 64 Brand valmiera skabais krejums Price 1.79 (action price)	3
RACK 1 SHELF 3	COUNT
Baltais Brand baltais	10
Dzintars Brand dzintars	1

ADDITIONAL MATERIALS

REPORTS AVAILABLE IN SHELFMATCH™

PRICE COMPARISON

- Statistics
- Manage

OVERVIEW LAST VISIT TP MATRIX TP PLANOGRAM PRICE TAGS SHELF SHARE REALOGRAM SKU STATISTICS PHOTO QUALITY IMAGE PARTS

Created: 13.12.2023, 15:23
 ID: e733da2c-26d9-4a2d-b21c-31eae1ea8a47
 Stillage: not set
 Client SKU count: 11
 Client facings count: 33
 Total facings count: 113

Go to archive Save as matrix Set planogram Save as planogram Recognize again Get as file

Size 1 Size 2 Size 3 Full size Markup Rotate

Download XLS

Annele Brand annele	1
Baltais Brand baltais	15
Delma Brand delma	1
Empty Space	0
Skābais krējums VALMIERA 15% 450g EAN 66 Brand valmieras skābais krējums ✓ Price 2.29 (regular price)	2
Krējums skābais 20% 0.45kg glāz. EAN 20 Brand valmieras skābais krējums ✓ Price 1.55 (action price)	1
Skābais krējums VALMIERA 25% 450g EAN 64 Brand valmieras skābais krējums ✓ Price 1.79 (action price)	3
RACK 1 SHELF 3	COUNT
Baltais Brand baltais	10
Dzintars Brand dzintars	1



SUMMARY REPORT

Faces on rack: 24

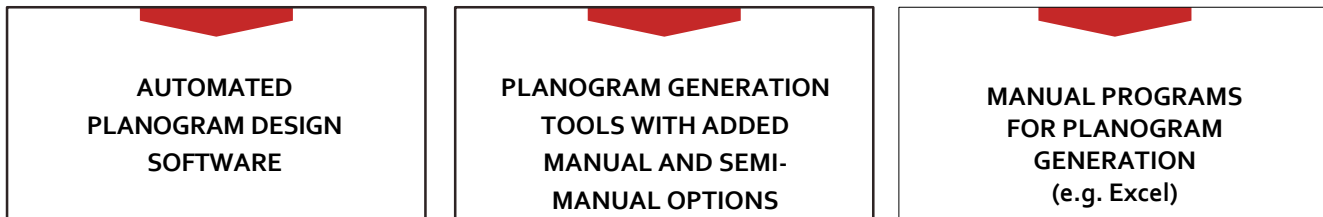
Download XLS

#	EAN	Label	Name	Brand	Price	Price range	Facings
15	64	valmieras_skabais_krejums_25_450g_plastic_cup	Skābais krējums VALMIERA 25% 450g	valmieras_skabais_krejums_25_450g_plastic_cup	Price 1.79 (regular price)	1.50-1.60	3
16	20	valmieras_skabais_krejums_20_450g_plastic_cup	Krējums skābais 20% 0.45kg glāz.	valmieras_skabais_krejums_20_450g_plastic_cup	Price 1.55 (regular price)	1.70-1.80	7
11	66	valmieras_skabais_krejums_15_450g_plastic_cup	Skābais krējums VALMIERA 15% 450g	valmieras_skabais_krejums_15_450g_plastic_cup	Price 2.29 (regular price)	2.20-2.30	2
10	61	valmieras_lielgraudu_vajpiena_biezpiens_0_5_185g_plastic_box	Lielgraudu vājpiena biezpiens VALMIERA 0.5% 185g	valmieras_lielgraudu_vajpiena_biezpiens_0_5_185g_plastic_box	Price .69 (regular price)	0.60-0.70	2
7	52	valmieras_vajpiena_biezpiens_0_5_180g_plastic_box	Vājpiena biezpiens VALMIERA 0.5% 180g	valmieras_vajpiena_biezpiens_0_5_180g_plastic_box	not set	1.15-1.20	1
6	62	valmieras_biezpiens_5_180g_plastic_box	Biezpiens VALMIERA 5% 180g	valmieras_biezpiens_5_180g_plastic_box	Price .67 (regular price)	0.65-0.70	1
5	65	limbazu_piens_skabais_krejums_20_300g_plastic_cup	Skābais krējums LIMBAŽŪ PIENS 20% 300g	limbazu_piens_skabais_krejums_20_300g_plastic_cup	Price 1.29 (regular price)	0.65-0.69	3

ADDITIONAL MATERIALS

HOW SHELFMATCH™ WORKS WITH PLANOGRAMS


Shelfmatch™ supports:



There are various solutions for creating planograms (DotActiv, Symphony RetailAI, RELEX Solutions, NielsenIQ – Spaceman etc.), but their implementation can indeed be a complex, expensive and time-consuming process.

Shelfmatch™ allows you to convert a realogram to a planogram without using additional software solutions and skills:

- ✓ Take a picture of the shelf with proper shelf layout (realogram).
- ✓ Put it into Shelfmatch™ service for recognition. No complex software and special skills are required, images only need to be imported.
- ✓ Planogram generated from a realogram by Shelfmatch™ enables you to view the planogram compliance as percentage value to verify the specific placement policy of SKUs and fulfillment rates.



***Want to start with Shelfmatch™?
No need to purchase large and complex software systems.
Just provide us with a list of SKUs in Excel or CSV format.***

ADDITIONAL MATERIALS

HOW SHELFMATCH™ WORKS WITH PLANOGRAMS

ID: 234
 Name: best_azs_7_071021
 Created: 11-10-2015

89.33
 PLANOGRAM
 MATCHING

View planogram Full comparison Download XLS

Shelf	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	Item 11	Item 12	
SHELF 1	Waxmoo B&B Milk Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Milk Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Milk Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Milk Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Milk Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Milk Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Original Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Original Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Apple Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Dark Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo B&B Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz
SHELF 2	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz
SHELF 3	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz
SHELF 4	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz	Waxmoo O&A O&A Non-fat, 1% fat-free, 2% fat-free 300ml/10.57oz

Rack 1 errors

- Shelf 1 position 16: replace "Waxmoo B&B Energy Coffee opposite arrangement 0.25 oz (a/c) (ID 599999947987)" with "Waxmoo B&B Energy Coffee strong arrangement 0.25 oz (a/c) (ID 599999947988)"
- Shelf 1 position 17: replace "Waxmoo B&B Energy Coffee latte arrangement 0.25 oz (a/c) (ID 599999947979)" with "Waxmoo B&B Energy Coffee opposite arrangement 0.25 oz (a/c) (ID 599999947987)"
- Shelf 1 position 21: replace "Waxmoo B&B Energy Coffee arrangement 0.45 oz (a/c) (ID 488999947982)" with "Waxmoo B&B Energy Coffee arrangement 0.45 oz (a/c) (ID 488999947981)"
- Shelf 1 position 24: replace "Waxmoo B&B Energy Coffee arrangement 0.45 oz (a/c) (ID 488999947983)" with "Waxmoo B&B Energy Coffee arrangement 0.45 oz (a/c) (ID 488999947982)"
- Shelf 3 position 14: replace "Waxmoo O&A O&A arrangement 1.8 oz (a/c) (ID 481000000000)" with "Waxmoo O&A O&A arrangement 1.8 oz (a/c) (ID 481000000001)"
- Shelf 4 position 2: replace "Waxmoo O&A O&A arrangement 1.8 oz (a/c) (ID 481000000002)" with "Waxmoo O&A O&A arrangement 1.8 oz (a/c) (ID 481000000003)"

General errors

- Shelf 3 position 16: remove "Waxmoo O&A O&A arrangement 1.8 oz (a/c) (ID 481000000004)"
- Shelf 4 position 15: remove "Waxmoo O&A O&A arrangement 1.8 oz (a/c) (ID 481000000005)"

**Want to try ShelfMatch™?
Have any questions or concerns?**

**Please reach out!
Our team is always here to help.**

**welcome@shelfmatch.com
Shelfmatch.com**

**We value your business and
look forward to serving you in the future.**



SHELFMATCH