

A PICTURE SPEAKS A THOUSAND WORDS

or in our case it reads them!



FAST, ACCURATE
DIGITAL DATA CAPTURE
& IMAGE RECOGNITION

TRADITIONAL METHODS

EXPENSIVE

Let's face it, Data Capture in the Field is expensive. Many brands employ skilled Sales and Merchandising Representatives who are paid salaries that reflect their worth and then ask them to perform administrative tasks before getting on with selling.

Data Capture is time consuming. In some cases, it can take 80% of the store visit in extreme cases 100% and even then, may not be complete when the Rep leaves the store to move to their next job.

So, do you know how much it really costs to capture field data

OUTDATED PROCESSES

in the **1990's** Field Staff would use pen and paper forms in store, physically sight information, create records and send to the office to entry the data in to database.

2000's The dawn of mobile devices such as PDAs, Smartphones and Tablets meant data could be entered directly by user.

Move forward to **2010's** Advances in mobile data mean data flows directly to company database in near real-time, however, still requires time consuming physical reading referencing and keystrokes by user.

The accuracy of data captured manually is also something worth considering. As an example; reading multiple product codes referenced against a list in a location with extreme lighting is a tedious and repetitive task and we often lose focus.

Accuracy, however, is extremely difficult to measure as manually collected data is also difficult to audit.

The intelligence produced from the analytics of data has grown significantly over the years however data capture still lives in the analogue area

(NOT SO) PERFECT STORE

Many brands strive towards the "Perfect Store" layout to optimize shelf utilisation and increase sales

But how do we do this when the information isn't easily available?

Often store Planogram compliance are still measured by hard copy printouts making it a troublesome task

WE CAN ALL DO BETTER

If your Field Team had an extra two hours each day AND had valuable insights on hand, what would they do with that precious time?

More visits?

More sales?

Digital Data Capture

DTEX USES IMAGE RECOGNITION TO REPLACE MANUAL DATA ENTRY BY USING PHOTOGRAPHS FROM SMARTPHONES, TABLETS OR ANY DIGITAL CAMERA WITH INTERNET ACCESS

Multi-Layer Image Detection & Recognition identify large volumes of target objects.

Artificial Intelligence assists in data interpretation.

Machine Learning improves the quality of the data as more data is processed ensuring a high level of quality.

80%

TIME SAVINGS

Digital data collection is fast. Under 2 minutes in most cases and only requires merchandiser to be in front of shelves for under 30 seconds

20%

INCREASE ACCURACY OF DATA

Digital data is instantly audit-able and highly accurate with a target of greater than 95%.

50%

MORE COMPETITOR DATA INTEL RECORDED

Automation collects competitor information passively

