



Image-Based AI Analytics by Bossanova

Challenges Persist in the Retail Market

Companies that provide merchandising, eCommerce, crowdsourcing, and data services to retailers and consumer packaged goods (CPG) companies operate in one of the most challenging markets around. These companies seek innovations to differentiate their services in a heavily fragmented market. Competitors range from global brokers with a large cadre of full-time field agents to tech-savvy startups that use technology to rapidly deploy “crowds” that do one-time spot checks in several locations.

In a constantly changing landscape, how can you innovate to develop new revenue opportunities and drive profitable growth?

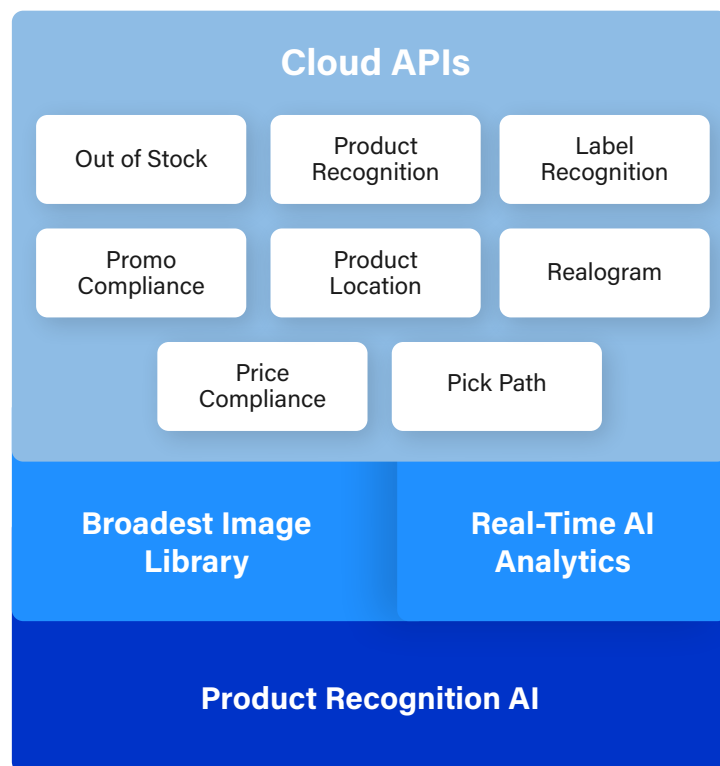
Bossanova: Super Powers for your Mobile App

Bossanova worked with the world's largest retailers to create the leading AI-based image capture and analysis engine based on the market's broadest library of images of grocery, general merchandise, and consumable products.

Let your clients see exactly what a shopper sees.

Embedding Bossanova into your mobile app allows you to give your retail and CPG clients super powers: that is, x-ray vision into the real-time status of their products, promotions, planograms, shelves, stockrooms, and inventory.

How do we do this? Bossanova identifies and locates every product, display and promotion in a store, and captures metadata that ties these products across stores and regions. For example, clients can compare category mixes across stores, correlate to sales, and infer optimal category placements.



Stand Out from the Crowd with Bossa Nova

Expand Your Services

More Coverage

Bossa Nova interprets images based upon the broadest labelled product library in the industry. This means that you can quickly increase your services to cover more brands, categories, and products.

Deliver Superior Insight

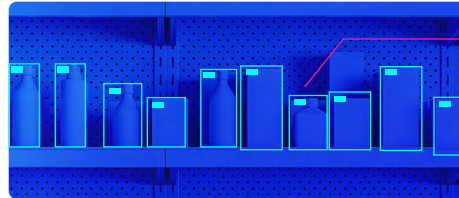
Retailers and CPGs have many questions about the shopper experience that just cannot be answered by the technologies and data available to them today. Point-of-sale, inventory data, and photos can only tell you what happened yesterday, not provide insight into what shoppers are seeing **right now**.

Bossa Nova interprets images taken in the field in real-time and delivers detailed data and analytics for promotional displays, merchandising, product location, pricing, and stock outs—just to name a few.

How It Works



Field associates, professional shoppers, "crowds," and other agents take images of products, displays, and shelves in one or more stores.



Data and Analytics

Bossa Nova automatically interprets the images, provides detailed product information, calculates analytics, and highlights issues.



The service provider delivers images and enhanced intelligence to **CPGs** for analysis of promo execution, planogram, adherence, category management, and so on.



The service provider delivers images and enhanced intelligence to **retailers** for insight into product location, out of stock, and so on.

With Image-Based Analytics by Bossa Nova you can provide real answers—not just estimates—to your retail and CPG clients. With real answers, your clients can save money, reduce inventory, avoid stock outs, increase sales, ensure adherence with contracts, improve planogram compliance, build the case for more shelf space, improve the in-store experience, customer satisfaction, and more...

Why Bossa Nova



Breadth

134 million labeled product images across grocery, general merchandise, and consumables



Speed

An image of a 4 ft section captured by a mobile device can be analyzed and returned in under 5 seconds



Accuracy

Interpretation has proven to be over 95% accurate across 26 categories within grocery and general merchandise with leading retailers



Bossa Nova RetailAI

Super Powers through tech leadership that delivers unbeatable competitive advantage, new revenue opportunities, and profitable growth.

www.bossanova.com

