FUTURE-PROOFING THE BRICK AND MORTAR RETAILERS

Edgify

WE NOW LIVE IN A WORLD FUELLED BY AUTOMATION AND A DESIRE FOR FRICTIONLESS EXPERIANCES

Edgify

A SHIFT FROM WAITING IN LINE TO AS LITTLE TIME IN STORE

Hand-held scanners	→	Mobile app scanners	→	Self check-out	→	Grab and GO
1990's		2000's		2012		Today

#shifthappens

Edgify

THE WAY PEOPLE EXPECT TO SHOP HAS CHANGED FOR GOOD

BUT WITH CHANGES COME CHALLENGES

Data Driven

Automation

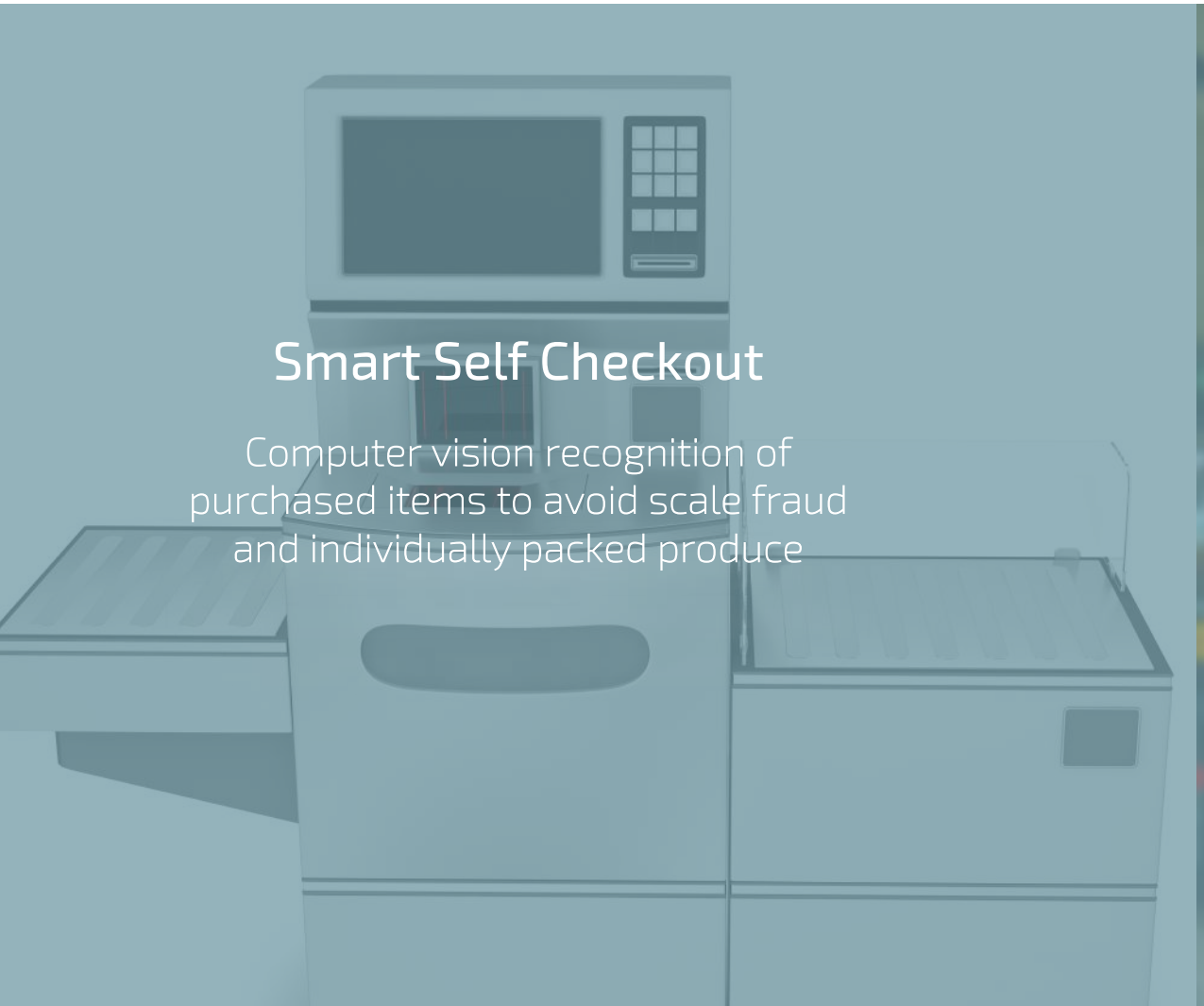
Computer Vision

AI powered

Edgify

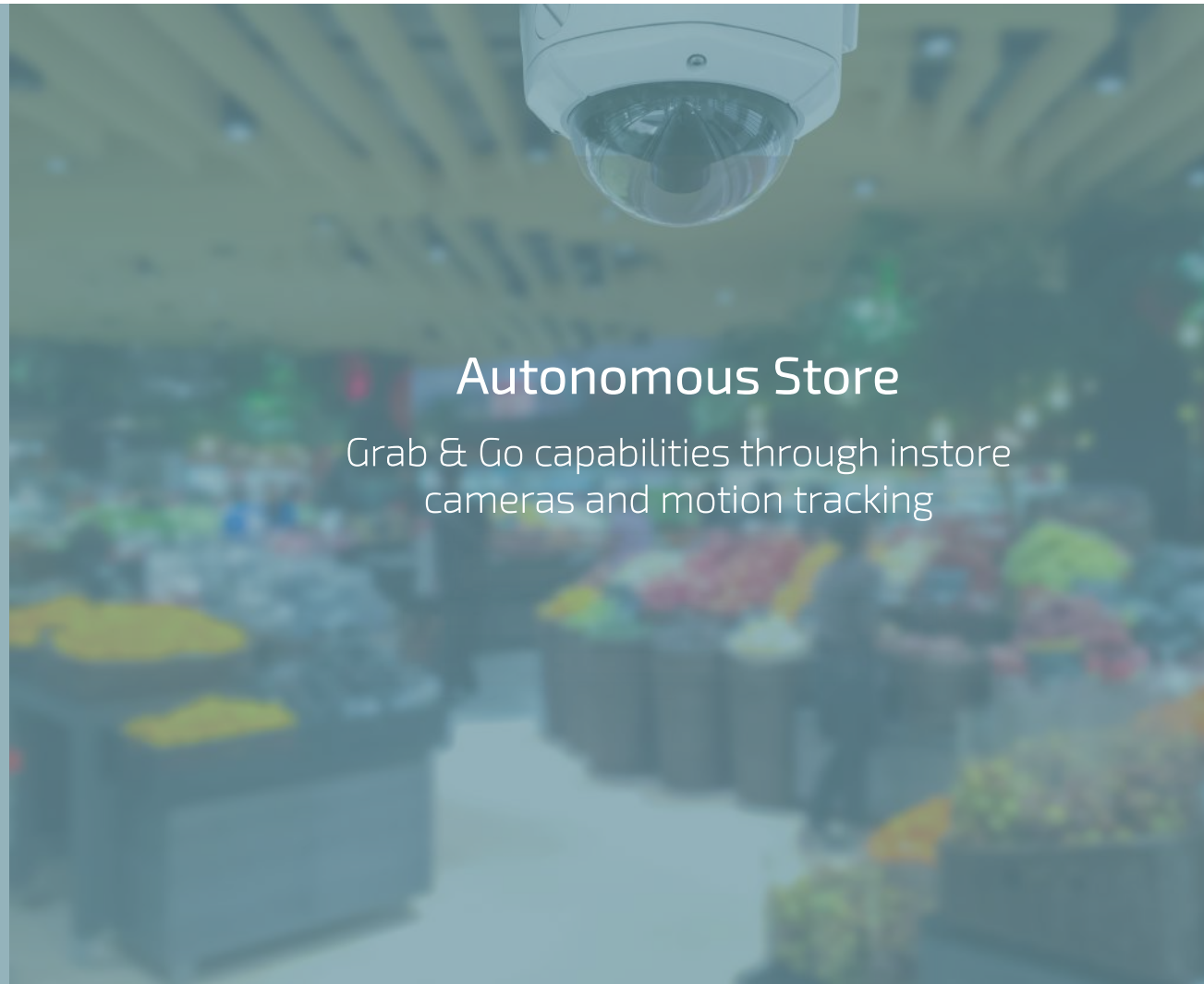
SHIFTING TO A FRICTIONLESS RETAIL EXPERIENCE

AI and Computer Vision can Unlock the Potential of Real Innovation in Retail



Smart Self Checkout

Computer vision recognition of purchased items to avoid scale fraud and individually packed produce



Autonomous Store

Grab & Go capabilities through instore cameras and motion tracking

THE CHALLENGES OF INTRODUCING AI AND COMPUTER VISION

Infrastructure

Requires stores to invest in server rooms or to pay for substantial cloud storage and computing process

Costs

Whether built in house or using a third party company, AI models cost a lot of money to build as they require collecting massive amounts of data and training on cloud

Accuracy

Once the system is payed for and deployed, problems begin. Mainly because:

No two fruits/vegetables are the same

Seasonality effect

Stores vary in lighting

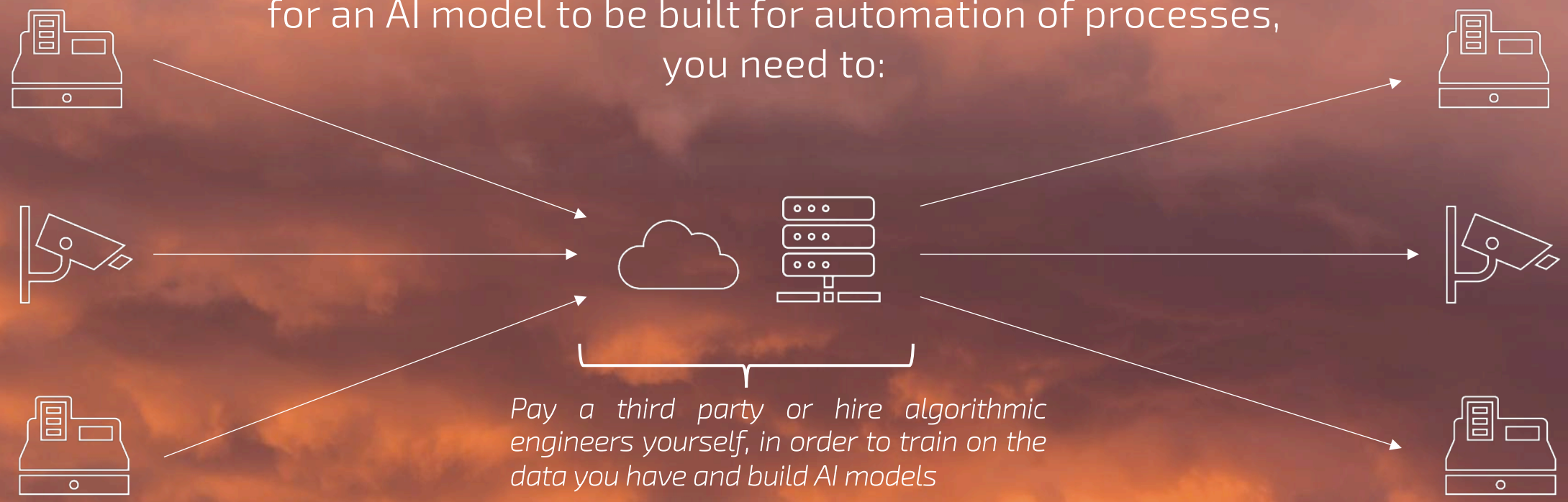
New types of produce are introduced

Different regions produces different looking products

#itsapickle

Today,

for an AI model to be built for automation of processes, you need to:



Pay a third party or hire algorithmic engineers yourself, in order to train on the data you have and build AI models

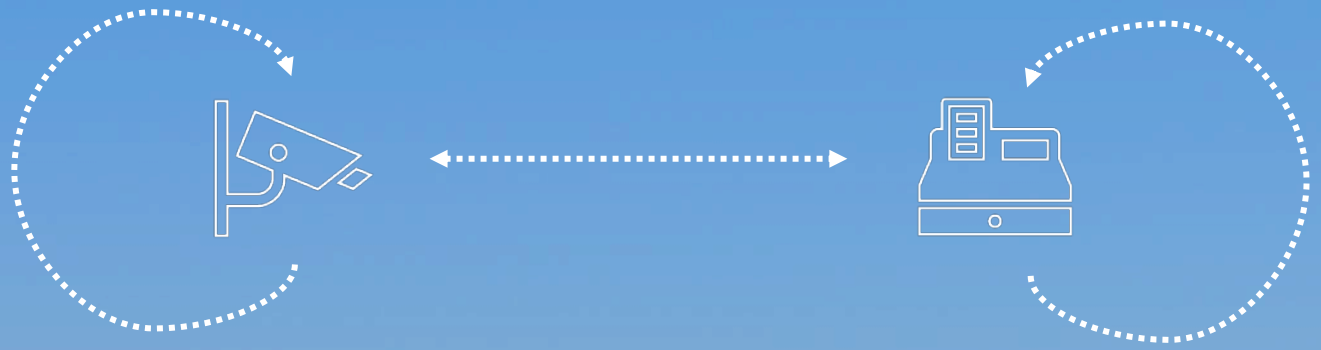
Collect massive amounts of data from your store, and transfer them all to the cloud/servers.

Deploy these models to the stores, and hope that the accuracy is high enough.

Repeat this entire process, every time you add a fruit or a vegetable to your inventory!

THAT'S WHY WE BUILT EDGIFY

BUILDING AI DIRECTLY ON THE EDGE DEVICES

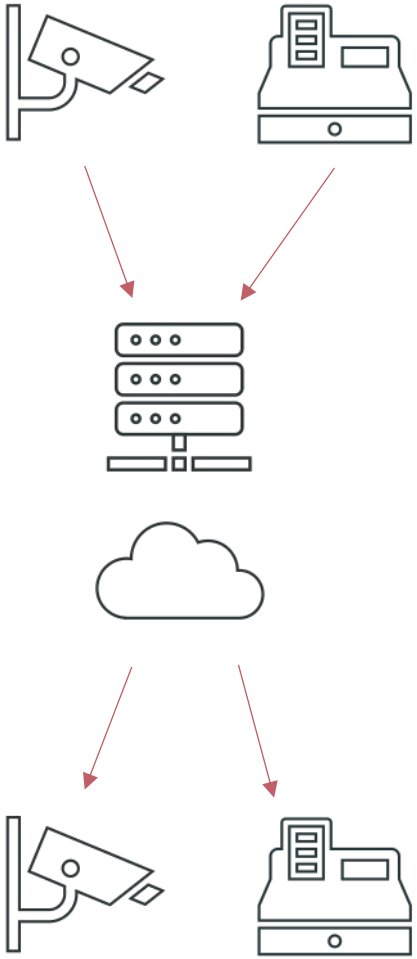


No data has to go to the cloud, the model continues to self–improve, ongoingly, without any new infrastructure or complex third party involvement.

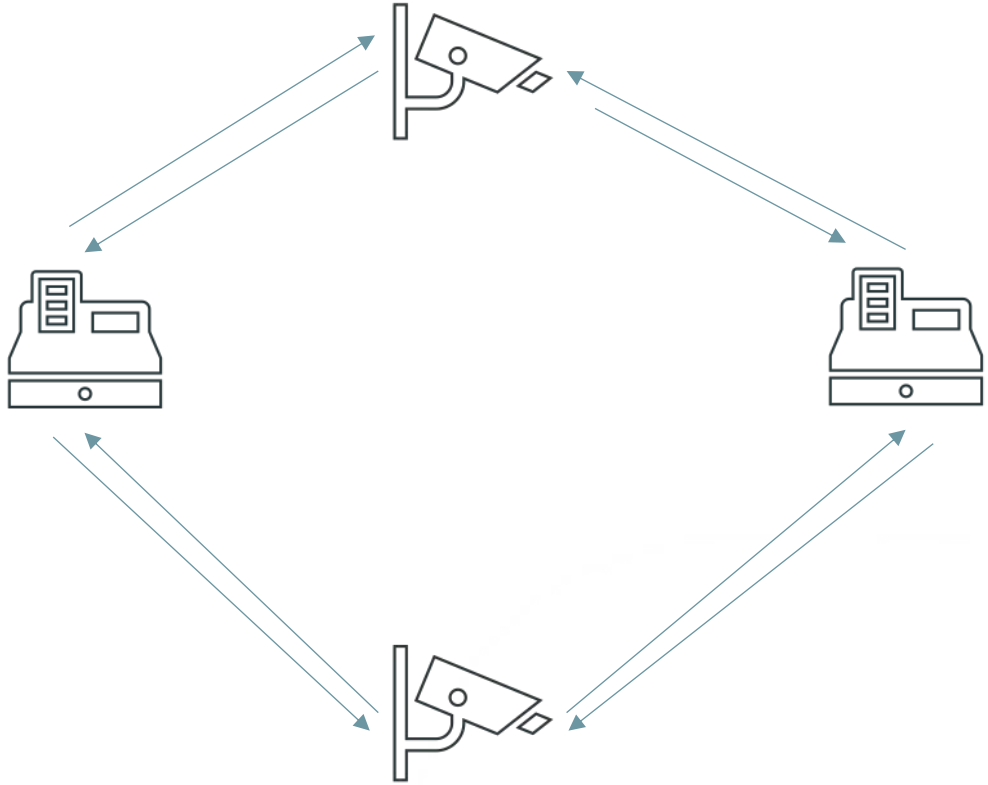
#noclouds

Edgify

IT'S A NEW WAY OF THINKING ABOUT AI



Vs.



Edgify

THIS CHANGES EVERYTHING

	From this		To this
INFRASTRUCTURE	From investing in server rooms and cloud computing costs	→	To no infrastructure costs and using the devices you already have in the store
DATA UPLOAD	Data transfers are too slow, forcing you to use only a limited amount of data	→	Use all the data you generate in store, as you never have to move it off the device
PRIVACY	When moving data around, you must consider data privacy issues	→	Not transferring any data means no privacy concerns, ever
EXPERTISE	Third party companies, continuous updates	→	The machines can train themselves, ongoingly
ENVIORNMENTAL	Carbon footprint of server farms is detrimental to the environment	→	No emission when training on your own SCOs and Cameras
COSTS	Millions of dollars in AI and infrastructure	→	Taking your costs down by 80% when training on your own edge devices
ACCURACY	65% market average	→	99% when using the Edgify Platform

#happybusiness

Edgify

WE ARE HERE FOR

Frictionless, computer vision based SCO and Autonomous stores

No Infrastructure costs

Automatic deployment from store to store

Complete computer vision and AI at 20% of the cost

New items added on to the computer vision system in seconds with no expertise needed

With over 90% accuracy in detection

Edgify

"Edgify ticks all the boxes when it comes to dealing with the real pain points of transitioning to computer vision based solutions, its literally, tick tick tick "

- Kalyna Stiles, Director of SCO

Edgify

“Edgify is reducing up to 80% of costs for our clients when it comes to implementing AI processes, our joint venture with them is a no-brainer!"

- Larry Susman, VP international sales

Edgify

THE END

#startyourtransformation

Retail@edgify.ai

Edgify