



DIGITAL TRANSFORMATION IN TRADE

BREAKTHROUGH SOLUTIONS FOR MANUFACTURERS AND RETAILERS

WWW

ALL FOR SHOPS AND WAREHOUSES

STORE MANAGEMENT CHALLENGES

HOW TO DRIVE BUSINESS PROFITABILITY



STORE SHELF

THE MOST IMPORTANT PLACE IN STORE

SHOPPER

STORE SHELF



STORE SHELF

THE MOST IMPORTANT PLACE IN STORE

SHOPPER

STORE SHELF

TECHNOLOGY



SMART SHELF

HEART OF THE SYSTEM
Intelligent shelf with autonomic
Triggering system

IQ TRACKER

DIGITAL MOVEMENT COUNTING
Shopper's behaviour
analysis

DIGITAL SIGNAGE

REMOTE CONTENT MANAGEMENT
Interactive communication with
Shopper

DIGITAL STORE

MAP SHELF AVAILABILITY
MANAGEMENT
Replenishment efficacy
improvement



BASKET SIZE & INCIDENCE GROWTH

REVENUE GROWTH MANAGEMENT

TRANSACTION INDEX

TRADITIONAL APPROACH

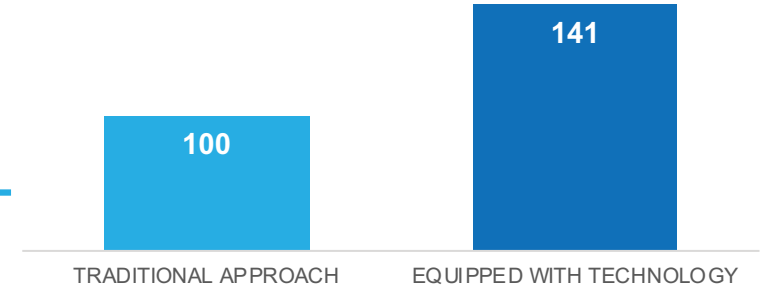


EQUIPPED WITH TECHNOLOGY

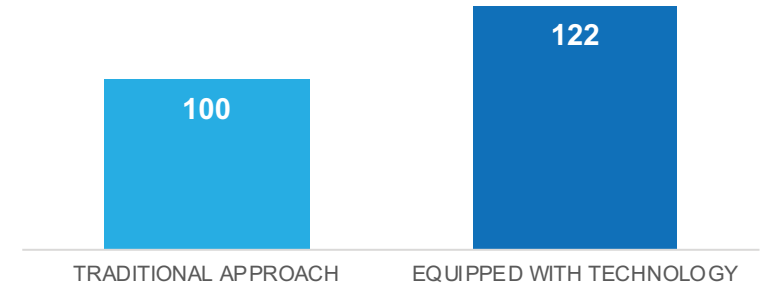


SOURCE : REAL CASE STUDIES EXECUTED FOR SELECTED FMCG BRANDS OWNERS IN POLAND. AVERAGE DATA FOR VARIOUS CATEGORIES

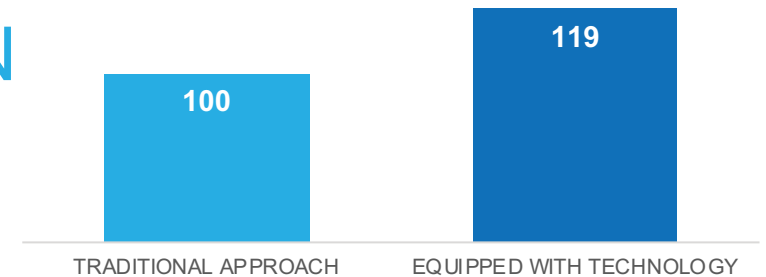
CUSTOMER ENGAGEMENT



INCIDENCE RATE



TRANSACTION SIZE

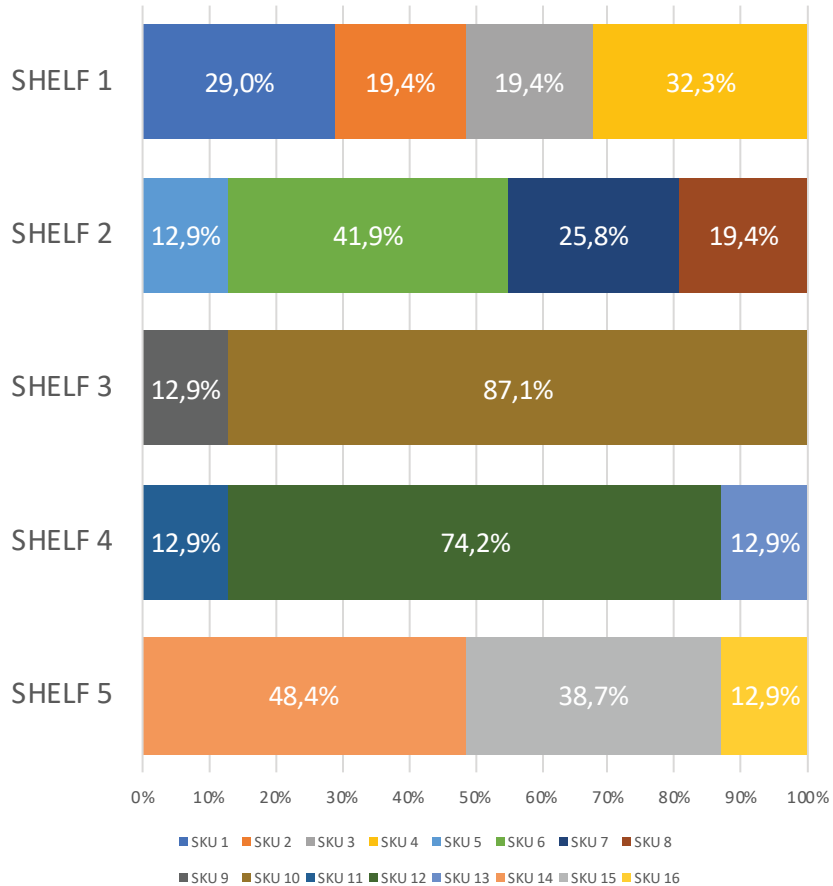


SHELF PLANOGRAM

REVENUE GROWTH MANAGEMENT



STANDARD PLANOGRAM



REAL SALES



PLANOGRAM
ADJUSTMENT



+9,3%

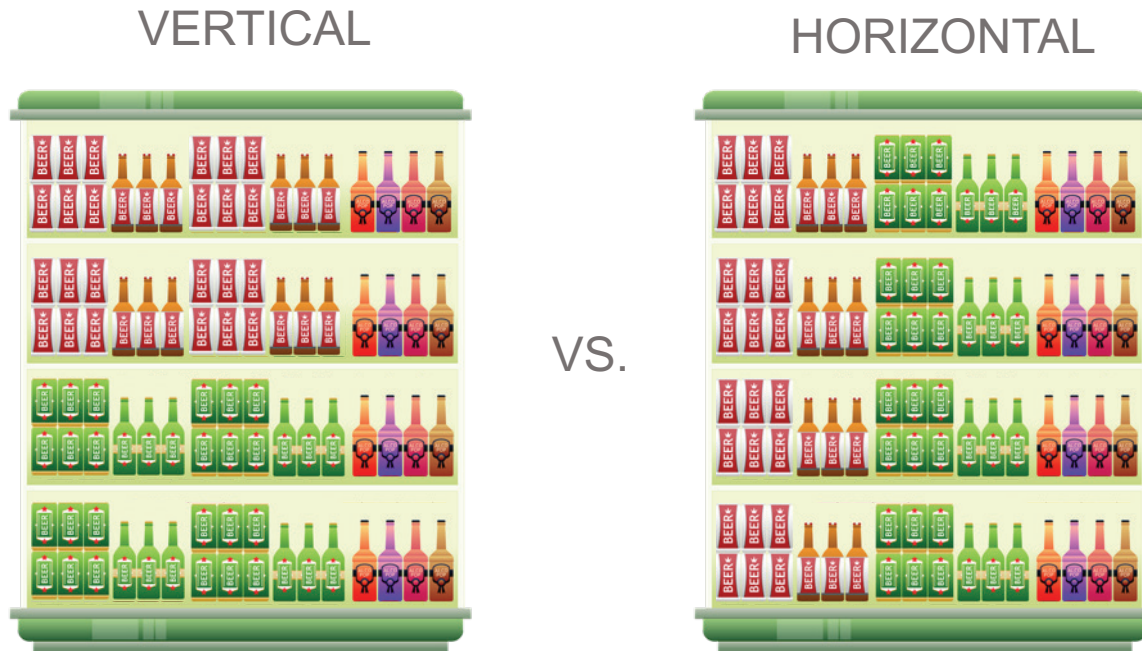
TOTAL STORE RACK'S
REVENUE GROWTH

SOURCE : REAL CASE STUDIES EXECUTED FOR SELECTED FMCG BRANDS OWNERS IN POLAND. AVERAGE DATA FOR VARIOUS CATEGORIES

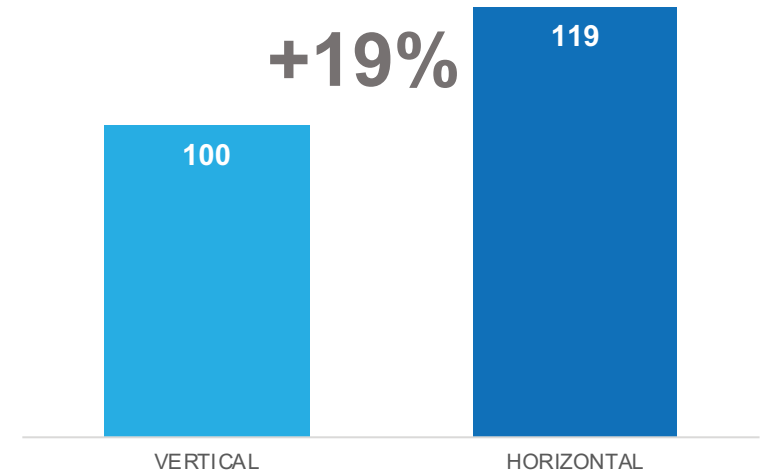


VERTICAL OR HORIZONTAL PLANOGRAM

REVENUE GROWTH MANAGEMENT



TRANSACTION INDEX



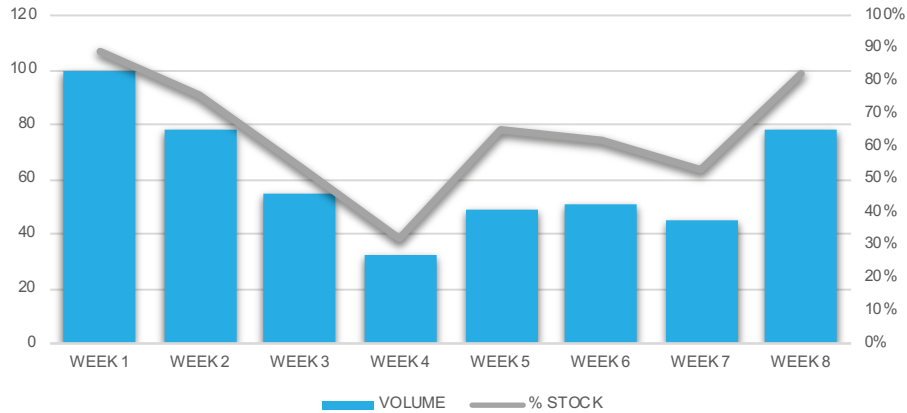
SOURCE : REAL CASE STUDIES EXECUTED FOR SELECTED FMCG BRANDS OWNERS IN POLAND. AVERAGE DATA FOR VARIOUS CATEGORIES



ON THE SHELF AVAILABILITY

REVENUE GROWTH MANAGEMENT

TRADITIONAL STOCK MANAGEMENT



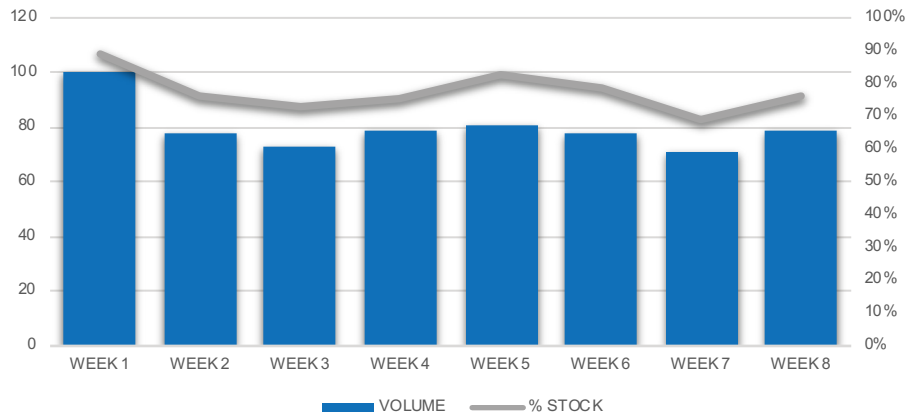
AVERAGE STOCK ON THE SHELF

64%

TOTAL # OF SALES TRANSACTION

488 items

EQUIPPED WITH TECHNOLOGY



AVERAGE STOCK ON THE SHELF

78%

+31%

TOTAL # OF SALES TRANSACTION

639 items

SOURCE : REAL CASE STUDIES EXECUTED FOR SELECTED FMCG BRANDS OWNERS IN POLAND. AVERAGE DATA FOR VARIOUS CATEGORIES



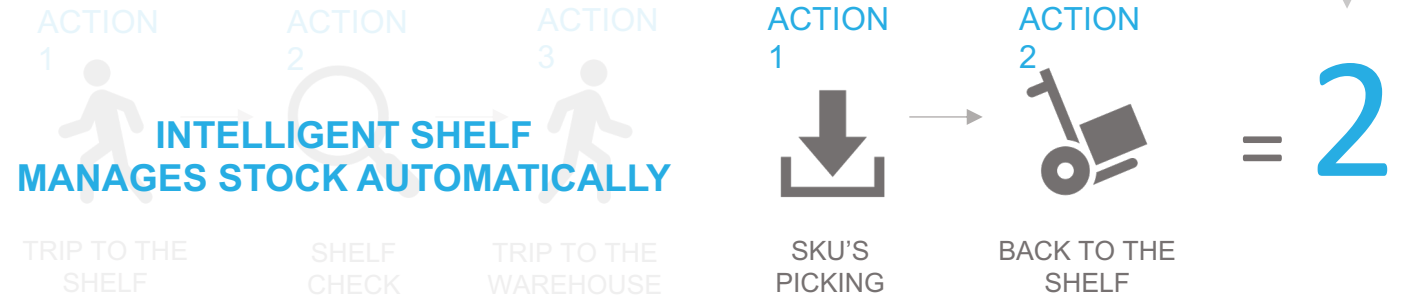
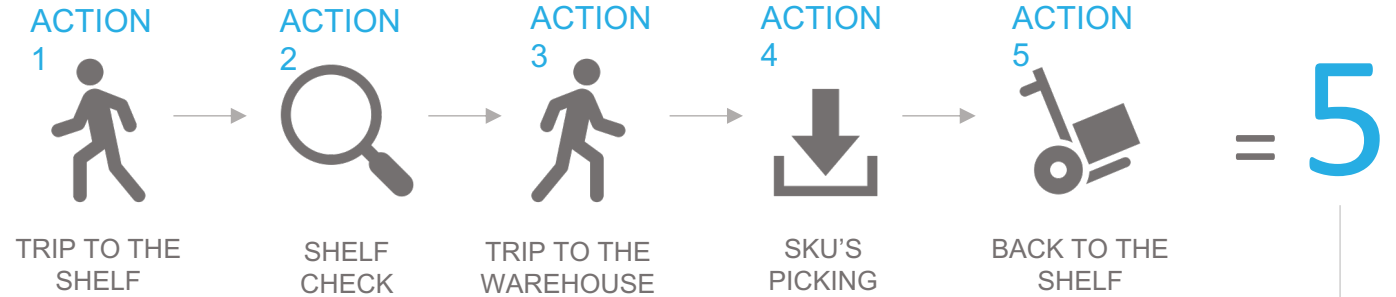
SHELF REPLENISHMENT EFFECTIVENESS

DIGITAL STORE MAP

TRADITIONAL APPROACH



EQUIPPED WITH TECHNOLOGY

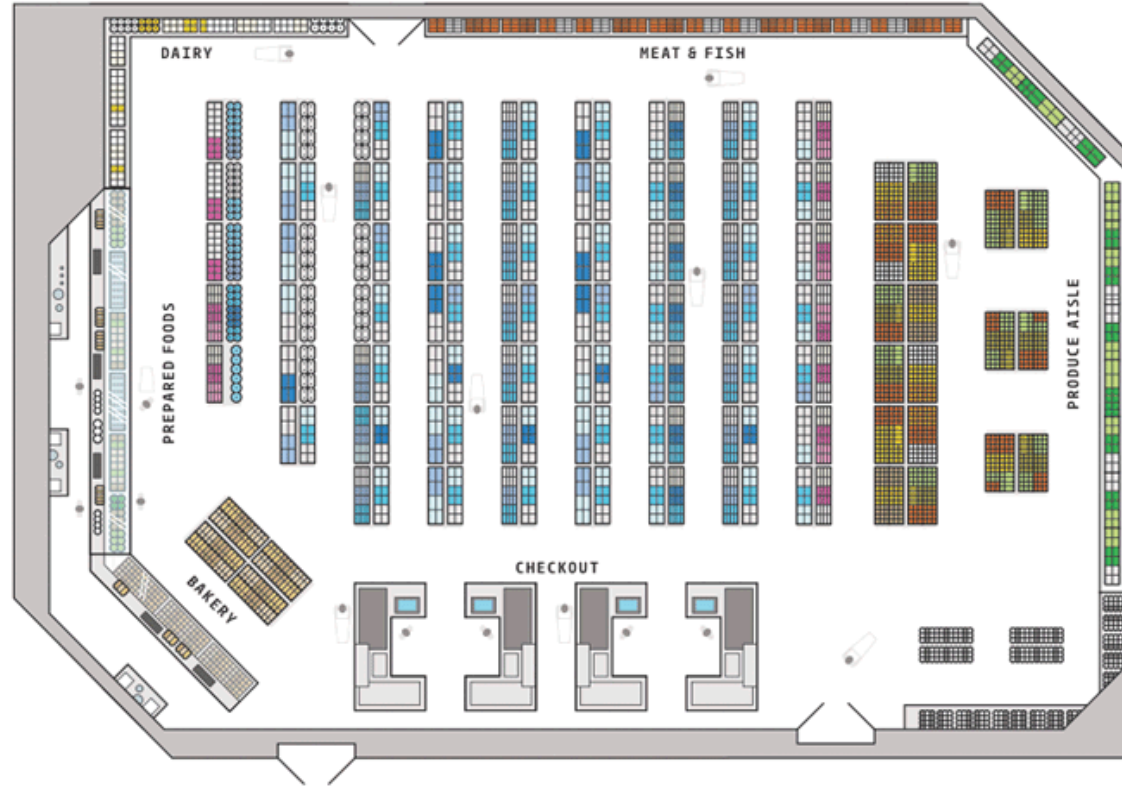
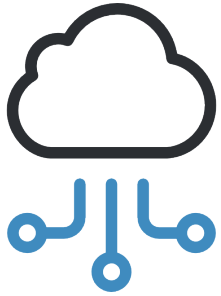


SOURCE : REAL CASE STUDIES EXECUTED FOR SELECTED FMCG BRANDS OWNERS IN POLAND. AVERAGE DATA FOR VARIOUS CATEGORIES



SCALED TECHNOLOGY

OPERATIONAL ACTIVITIES



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DIGITAL STORE

ON THE SHELF AVAILABILITY
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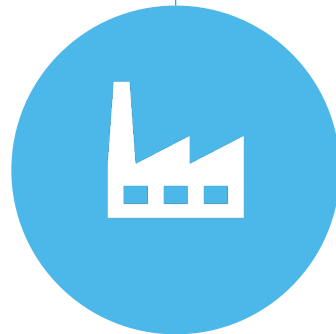


VWV SOLUTIONS

COMMUNICATION INTERFACE WITH YOUR SHOPPER



RETAIL CHAINS



BRANDS OWNERS



RESEARCH COMPANIES



VWV SOLUTIONS

REAL INSTALLATION EXAMPLE



SMART SHELF
STORE RACKS

SMART SHELF
COOLERS

NOTE : COOPERATION WITH COGNITIVIX, M4B, SMART CART, MICROSOFT



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