



Sell More.

Improve Shelf
Performance



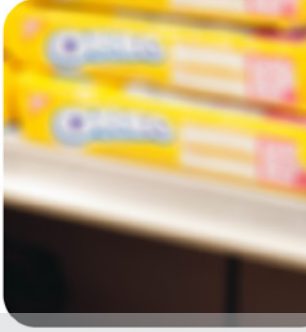
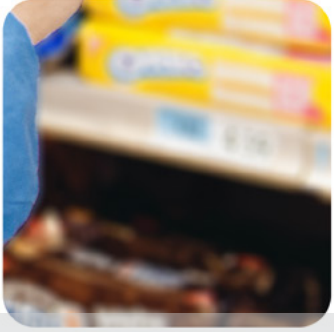
Do More.

Increase Field
Force Efficiency



Know More.

Turn Images Into
Insight



StayinFront Digital

Do More, Know More and Sell More

TURNING PICTURES INTO PROFITS

StayinFront TouchCG® with integrated analytics and image recognition provides a **fast**, **reliable**, and **cost-effective** view of all your products at the point of sale.



Do More, Know More, Sell More

Increase the efficiency of in-store activities, improve visibility of key information and sell more effectively with StayinFront TouchCG®.

Data-Driven Insights

StayinFront Digital enables consumer goods companies to gain valuable insight into what's really going on in the field and at the shelf.

Know if your products are available and in the right locations. Verify that planograms and promotional displays are compliant and see how your products stack up against the competition.

Leverage data-driven insights to improve in-store execution, identify trends and execute winning sales strategies with confidence.

Focus on What Matters Most

- ✓ Out of stocks
- ✓ Share of shelf
- ✓ Sales performance (distributors, wholesalers, merchandisers)
- ✓ ROI on trade marketing spend
- ✓ Speed of new products to the shelf
- ✓ Competitive intelligence and trends
- ✓ Quality and efficiency of merchandising processes

How it Works



1. A sales representative takes a photo of the shelf

Assisted picture-taking software and validation verifies photos meet quality standards prior to processing.

2. Images are uploaded to the cloud for processing

Self-learning algorithms identify, extract and analyze relevant product data and the in-store situation in a consistent, efficient and objective way.

3. Products are recognized and KPIs are generated

Store records and KPIs are updated with results, providing reps with feedback to act upon while in the store.

4. Next best action is automatically generated

Tasks are automatically generated to provide reps with guidance and direction, ensuring that opportunities to impact the shelf are not missed.

5. Check out the reports

Analytics provide insight around product availability and positioning, category and merchandising opportunities, and promotional compliance.

StayinFront Digital Merchandising Benefits

Save Time and Decrease Costs

- ✓ Automate data collection
- ✓ Validate images before processing
- ✓ Decrease in time spent on each store visit

Increase Accuracy of Data

- ✓ Highest level of recognition precision
- ✓ Eliminate human bias and error
- ✓ Verify product presence, placement, promotion, pricing, planogram compliance and more

Increase Information, Speed and Insight







- ✓ Real-time visibility into shelf conditions
- ✓ 360° view of your products as well as your competitors
- ✓ Greater breadth of KPIs and metrics

Increase Revenues

- ✓ Timely feedback on the performance of new products on the shelf
- ✓ More time for high-value store activities
- ✓ Increase same store/product revenues with better understanding of trade channels and competition



Key Features

-  Highest levels of accuracy and precision
-  Unique SKU detection method
-  Self-learning algorithms
-  Results delivered in near real-time or next business day
-  Photo assist for on-site picture quality verification and auto stitching algorithms
-  Secure data protection in the cloud

Track a Wide Range of Metrics

Presence

On Shelf Availability
Out of Stock
Share of Shelf
Numerical Distribution

Position

Product Location
Shelf Standards
Brand Flows
Eye Level

Compliance

Facing Compliance
Share of Shelf
Compliance
Shelf Index
Compliance

Competition

New Product Alert
Share of Shelf
Secondary Displays
Promotions

StayinFront, Inc.

Corporate Headquarters

107 Little Falls Road
Fairfield, NJ 07004-2105

Phone 973.461.4800

Toll Free 800.422.4520

stayinfront.com

sales@stayinfront.com


 **Australia**
+61.2.9900.1100

 **India**
+91.79.6671.9000

 **Poland**
+48.502.334.957


 **United Kingdom**
+44.(0)1494.429.560


 **Canada**
+1.905.821.9210

 **Ireland**
+353.1.83.57.774

 **Singapore**
+65.6818.9116

 **20:20 Retail Data Insight (UK)**
+44.1522.837.252

 **Chicago**
847.441.1826

 **New Zealand**
+64.9.361.0888

 **Turkey**
+90.212.317.4156