

Retail analytics



Revolutionizing retail analytics

Facing competition from online channels and catering to changing customer needs from a new era of mass personalization, requires retail businesses to differentiate through digital transformation.

It is imperative to provide smooth workflows for an optimal shopper experience and this is not possible without collecting relevant customer data. It is equally important to keep the workforce and customers safe from an increasing number of threats including COVID-19. Additionally, there is the ever-present need to reduce theft and optimize inventory management.

At the same time, data collection should ensure customer privacy and GDPR compliance, while the Artificial Intelligence (AI) tools used for analytics should also be trustworthy.

Fujitsu Computer Vision empowers retailers to better understand, improve and personalize the overall customer experience, while working to provide efficient workflows for staff.

Combining state-of-the-art AI algorithms with traditional computer vision technologies, to detect, track, aggregate and visualize customer flow throughout the store in real-time, creating high value insights. Fujitsu delivers end-to-end image recognition solutions for retail analytics.

Fujitsu Computer Vision delivers end-to-end image recognition solutions to automate, analyze and interpret the detection and identification of visual data.

Benefits of Fujitsu Computer Vision

Data acquisition

- **Leverage existing infrastructure** – Derive real-time high value insights from existing CCTV equipment
- **Improved recognition** – Re-identification technology provides better recognition of unique visitors
- **Fully compliant** – Highest standards of privacy and GDPR compliance without using facial recognition

Detection

- **Increased knowledge** – Detect fraud and improve business performance through data-driven decisions refinement
- **Increased safety** – Enforce COVID-19 social distancing compliance through occupancy advisories
- **Monitor and track flows** – Identify chokepoints, shelf and vendor interactions and movement between zones

Analysis

- **Assess future changes** – Set baselines and assess best practices through store-to-store comparisons
- **Increased revenue** – Optimize product placement and target advertising for improved business performance
- **Improved customer experience** – Develop personalized services and frictionless store journeys

Fujitsu Computer Vision empowers retailers to increase revenue and reduce costs through detection, tracking, aggregation and visualization of customer and vehicle flows in real-time.

"Together with a major European rail operator, Fujitsu has validated that our Re-Identification technology is able to follow individuals throughout crowded public spaces without using facial recognition."

Axel Mery,
Head of Fujitsu Computer Vision Global

Flexible

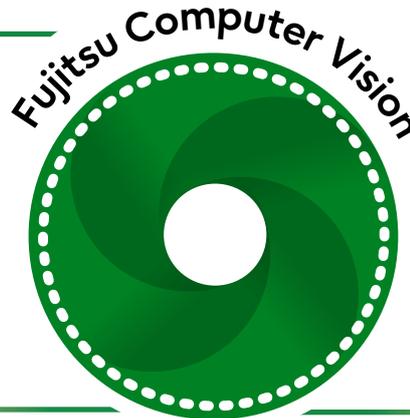
Platform-neutral, deployable to cloud or on-premises, seamlessly integrates with existing CCTV infrastructure, machine vision sensors, computer hardware and software ecosystems.

Data-science friendly

Easy to extend and leverage understanding of domain-specific environment to generate and present algorithms and data analysis.

Futureproof

Security, performance and functionality through on-going release updates.



Scalable

Scale to support additional users, organizations, data, processes and features over time.

Easy to deploy

Intuitive, customizable user interface reduces user learning curve to support role and use case-specific views to improve business decision making.

Customizable

Predefined, yet modifiable, modules to trial, prove business value and address unique customer challenges.

Fujitsu Computer Vision also supports customers in the following industries:

Healthcare

Faster and more accurate healthcare diagnosis and measurement, efficient screening for illness and disease.

Security

Crowd and traffic analysis, behavior analysis, missing person tracking, abandoned object detection, leverage existing CCTV infrastructure.

Public Sector

Asset identification and fault monitoring, cataloging and planning, city infrastructure maintenance.

Manufacturing

Quality control and anomaly detection systems on the edge and cloud, using either existing or new machine vision sensors.

Fujitsu Computer Vision

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www.fujitsu.com/global/services/business-services/computer-vision

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