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

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

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.

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