



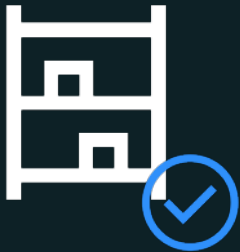
Captana

Computer Vision / AI

Prioritized Shelf Restocking in Retail

The Captana PrioReplenishment System.
Setting the right filters to boost sales and
customer satisfaction.

In the ever-evolving world of retail, efficient inventory management and restocking are crucial for a company's success.



With rising customer expectations, expanding product variety, and complex supply chains, retailers must have effective inventory management strategies.

One such strategy gaining importance in recent years is "prioritized restocking." This approach focuses on targeted replenishment of store shelves, ensuring not only product availability but also optimizing customer engagement and ultimately increasing revenues.

The concept of prioritized restocking

revolves around focusing inventory replenishment on products with high demand or special relevance to customers.

This targeted approach offers several advantages.

- 01 It allows for a quicker response to changing sales trends and customer preferences.
- 02 It helps minimize shortages and stockouts, leading to improved customer satisfaction.
- 03 It enhances overall inventory management efficiency by directing resources towards products contributing significantly to revenue.

Overall, prioritized restocking plays an increasingly vital role in the retail industry, enabling retailers to successfully tackle the growing challenges of inventory management. Through a smart combination of data analysis, interdisciplinary collaboration, and technological solutions, businesses can enhance customer satisfaction, increase competitiveness, and strengthen long-term profitability.



Challenges

Despite the evident benefits of prioritized restocking, there are challenges to overcome. One challenge is the need for precise data analysis to make informed decisions about restocking priorities. Inaccurate demand forecasts or poor data quality could lead to restocking the wrong products or persistent shortages.

Moreover, implementing this strategy requires close collaboration between various departments, such as sales, marketing, and logistics, to ensure the right products are available at the right time. Finally, the adoption of prioritized restocking might necessitate technological investments to capture and analyze real-time data and implement automated restocking processes.



Solution

The successful implementation of prioritized restocking in the retail industry demands a comprehensive approach that integrates technology, data analysis, process optimization, and internal collaboration.

Here are steps and approaches to solving prioritized restocking:

Data Analysis and Forecasting:



Accurate data analysis is the cornerstone of prioritized restocking. Retailers should carefully analyze historical sales data, seasonal trends, customer demand, and other relevant information to create precise forecasts. Advanced analytics technologies, such as artificial intelligence and machine learning, can help detect patterns and changes in data, enabling more accurate predictions of future sales needs.

[CAPTANA SHELF CAMERA](#) | [LIVEAPP](#) | [QUICKBOARD](#)

Solution

Automated Inventory Monitoring



Using IoT devices (Captana ULP Camera) and sensors can enable real-time inventory monitoring. These technologies capture data on product sales and stocks directly from the shelves, allowing early detection of shortages and surpluses, triggering necessary actions.

[CAPTANA SHELF CAMERA](#)

Product Prioritization



Based on insights from data analysis, retailers should identify products crucial for the business. This includes not only high-demand products but also seasonal or trendy items requiring special attention. Prioritization can be based on criteria such as sales, margin, demand, and product relevance.

[CAPTANA IO-BACKEND](#)

Integrated Supply Chain and Communication



Seamless communication and collaboration between departments, including sales, marketing, and logistics, are crucial. Integrated supply chain management enables faster responses to changes and ensures the timely restocking of the right products.

[CAPTANA IO-BACKEND](#) | [CUSTOMER ERP](#) | [CAPTANA CONNECTOR](#)

Automated Restocking Processes



Automating the restocking process can address shortages swiftly. The Captana system can automatically generate inventory replenishment requirements and initiate the restocking process once a specific threshold is reached. This saves time and minimizes human errors.

[CAPTANA SHELF CAMERA](#) | [CAPTANA IO-BACKEND](#) | [CAPTANA LIVEAPP](#) | [CAPTANA DASHBOARD](#)

Training and Education



On-site staff should be trained in the new processes and technologies to ensure smooth implementation of prioritized restocking. Training can promote acceptance of the new strategy and ensure employees effectively utilize the technologies.

[CAPTANA EDU](#)

Regular Review and Adjustment



Retail is dynamic, so continuous review of results and strategy adjustment is essential. Collected data should be regularly analyzed to assess the effectiveness of prioritized restocking and make necessary adjustments.

Customer



By following these steps and adopting an integrative approach to prioritized restocking, retailers can effectively tackle the challenges of inventory management and enhance the efficiency of their operations. This leads to improved customer satisfaction, increased revenues, and long-term business success.

The Function

The Captana system comprises a ULP Wireless Camera (utilizing Ultra Low Power Consumption Technology), which continuously monitors the shelves. The camera transforms image data into structured and analyzable datasets. Captana AI recognizes patterns and connections, providing employees with specific prioritized recommendations such as restocking, reordering, or recommended price reductions. Monitoring shelf inventory with Captana's solution offers various benefits:

- ✓ **Real-time Data**
Captana technology provides real-time data on stocks, allowing retailers to react faster and more accurately to changes.
- ✓ **Filter Setting**
Correct filter setting prioritizes restocking of products. Selection can be diverse, including seasonal items, top 100 lists, brand promotions, private labels, and more.
- ✓ **Efficient Inventory Management**
Continuous monitoring optimizes stocks, allowing precise sales forecasts to avoid excess or shortages.
- ✓ **Automated Restocking**
The LiveApp notifies staff when restocking is needed, ensuring shelves are always appealingly stocked, increasing customer satisfaction.
- ✓ **Optimized Pricing**
The collected data helps analyze product sales performance, enabling strategic price reductions at specific times to boost sales and prevent food waste.
- ✓ **Enhanced Customer Engagement**
Constant availability and optimal quality of fruits and vegetables increase customer satisfaction, leading to stronger customer loyalty.



Reduced Food Waste

Monitoring product conditions allows early detection of spoilage, enabling measures to minimize food waste.



Improved Supply Chain Planning

The collected data can optimize the supply chain by providing insights into transportation and storage conditions, ensuring product quality and freshness.



Market Research

Captured data on sales trends and customer preferences serve as valuable information for future product strategies and assortment planning.



Sustainability

Using Captana technology to optimize stocks and reduce waste contributes to sustainable resource utilization and environmental protection.



How Our Customers Utilize It

Product-based and prioritized notifications.
Restocking tasks appear in the LiveApp.
Quickboard displays relevant task notifications (Image).



The Captana Solution

With these three components,
we address the challenges:



LiveApp



Quickboard



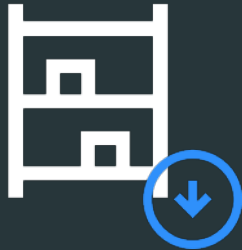
ULP Camera

In Summary



Out of Shelf Issue (OOS)

Prioritized Restocking
Replacement
Reordering



Reduce Overstock

Timely and Smart Price Reductions
(automatable with ESL)
Adjust Reorders
Further processing of excess stock
Donation to charitable organizations
Return to cooled backstocks
(if available)



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