



# MERCHANDISING IMAGE RECOGNITION AT POLPHARMA COMPANY

## CASE STUDY

Polpharma is the largest Polish and one of the leading pharmaceutical companies in Central and Eastern Europe. For over 85 years, it has been helping patients maintain a long and healthy life. After automating many areas of the sales department's work, the actions of representatives became more focused on verifying displays and implementing merchandising standards in pharmacies and other sales points.

# Polpharma's Challenges and Issues



- Increase in the number of pharmacies where display standards have been implemented from the current 44%.
- Changing the customer's perception of selected products and reaching a different target group while increasing sales.
- Launching a new product while maintaining a high level of display standard execution.
- Organizing displays of selected product categories.
- Increasing product visibility and sales.
- Speeding up and improving the display audits conducted by representatives.
- Ensuring access to reliable and indisputable data regarding the realization of display standards.
- Obtaining a reliable basis for settlements with pharmacies and sales points in terms of contract fulfillment.

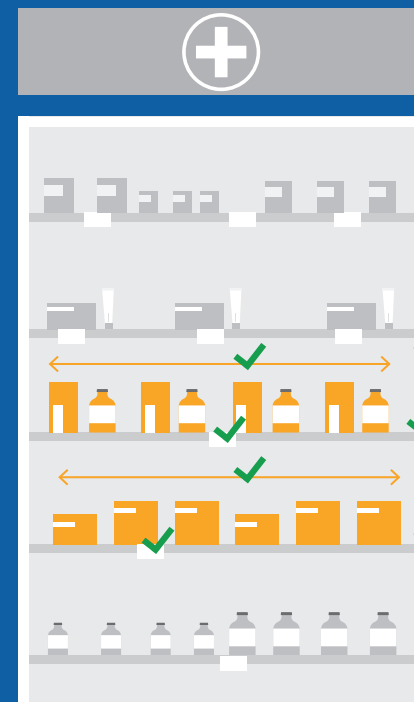
# Solution – Merchandising IR

For many years, Polpharma has been using solutions from Sagra Technology, including the Emigo system. Together, we have developed, tested, and implemented a solution that meets the company's business needs.

**Merchandising IR** is a display check-up that uses Image Recognition technology to identify products on display. Representatives just have to take pictures of the shelf using a mobile device. Artificial intelligence analyzes the photo, recognizes and counts products. This allows for the examination of various parameters:

1

**Standards** – examination of merchandising standards execution: verification of established merchandising standards or planograms.



# Solution – Merchandising IR

## 2

**OSA (On-Shelf Availability)** – product availability: automatic check of product assortment availability in PoS.

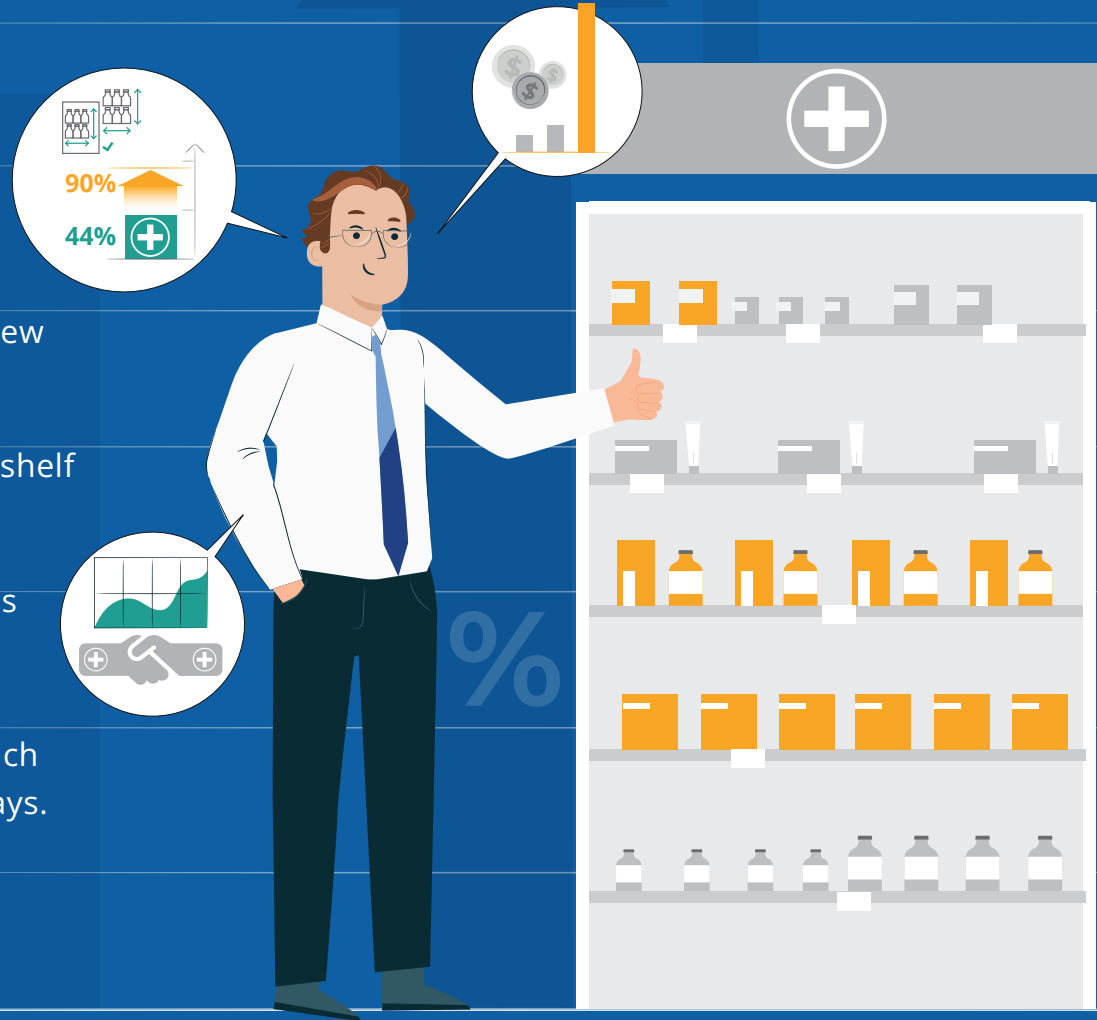


Thanks to machine learning, **we can recognize products in photos with over 98% accuracy.** Merchandising IR significantly shortens the representative's visit time and provides reliable data, ready for further analysis in advanced BI-class analytical tools, such as the Bigsens service. The obtained results are a reliable basis for settlements with pharmacies. Merchandising IR can be implemented and used independently of the SFA system used in the company.

# Implementation Effects

After three quarters of using Merchandising IR, Polpharma recorded several benefits in both the area of standards execution and sales.

- Execution of **display standards in over 90% of points** (baseline: 44%)
- Sales increase of selected products while reaching a new target group.
- Improved visibility and organized displays in terms of shelf width corresponding to the share in the category.
- A noticeable increase in sales compared to pharmacies not covered by the Merchandising IR program.
- Improved quality of cooperation with pharmacies, which also recorded higher turnovers thanks to better displays.





**Feel free to contact us!**

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