



A.I. POWERED VISUAL RECOGNITION

Enable your customers and store associates with the power of A.I sight...

www.hexaware.com

Deliver truly seamless experience with AI powered visual search

Visual recognition is an AI based technology that helps customers search for the products by just uploading an image of them. The engine finds the most similar products in a snap.

It eliminates the need for complicated keyword searches and scrolling through product catalog.

62% of millennials want the ability to **use visual search** over any other technology.



High performance visual search engine for your website or your app



Early adopter brands that redesign their websites to support visual and voice search will **increase digital commerce revenue by 30%**.



Intuitive and Convenient

Enhance Cross-selling

Deepen Customer Insights

Multi-object Detection

Search Through Millions of Products in Milliseconds

3x app retention

>60% increase in conversions

< 1s visual search speed

+125% page visitors



Fashion



Automatically generate rich, highly-detailed tags for online fashion catalogs

Deliver consistent and accurate textual tags for your inventory from the catalogue images automatically.



Image to text API



Visual navigation



AI visual SEO



Pullover

Orange

Turtle Neck

Long Sleeve

Women's

Knitted

Everyday

Winter

+90% decrease in tagging cost

+95% accuracy

+12% increase in Average Order Value

Simplified product discovery



Provide personalized, intelligent recommendations



Shop the look

Shop all the products in an image.



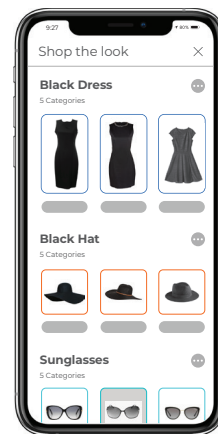
Shop similar

Show similar options from your catalogue.



Connect social and retail world

Pair relevant user generated content (UGC) from social media platform to matching catalog products.



Shoppers that clicked on recommendations show **4.5x higher basket rates and 5x higher per-visit spend.**



RECOMMENDATIONS

Groceries



Improve shopping list building experience for grocery shopping

Consumers can build a list by scanning barcodes, product labels, or taking photos of foods without barcodes (such as fruits and vegetables).



With visual search, the time required for **customer's first mobile order** can be **reduced from 20 minutes to less than 1**.



Empower store associates by automating in-store auditing process



Analyze product placement on the shelf with its performance.

Identify gaps between actual shelf image and reference planogram.

Empower the store staff to take corrective actions and fix issues.

Instant alert on the phone if any SKU is missing from the shelf.

Faster grocery shopping by

75%

>98% accuracy at SKU level

Improved in-store auditing time by

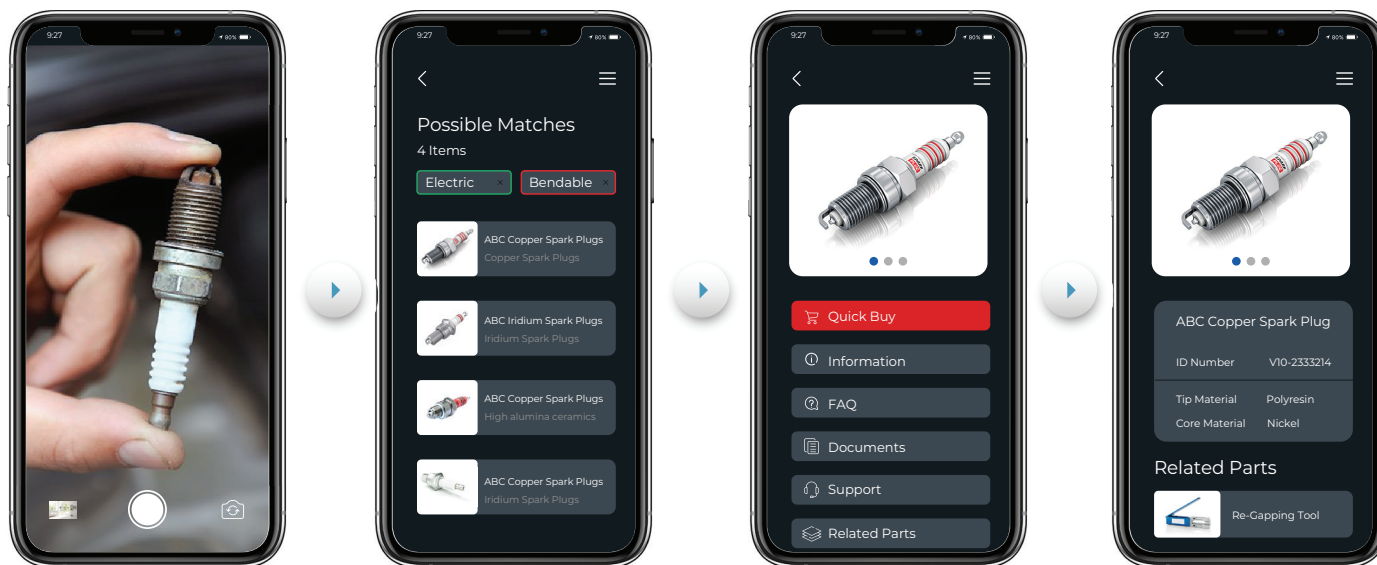
80%

Detect out of stock items

Automotive & Home Improvements



Identification of components and spare parts



Instant recognition of spare parts and assemblies within the rough industrial environments.



Identified components can be easily and quickly ordered directly from the online store.



Empower store associates with instant access to other product information (location on shelves, price, stock, description).

Object
Recognition

Meta Data
Search

Text and Keyword
Search

Bar/QR Code
Detections

Optical Character
Recognition (OCR)

50% sales team
effort reduction

5% - 10% increase in
after sales
revenue

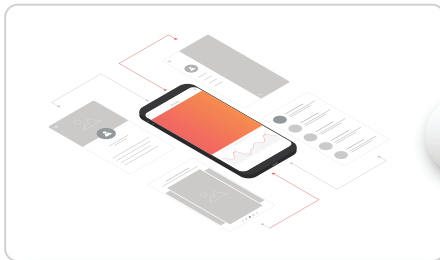
85% - 95% accuracy



Mobile App Development and Enhancements



Integrate visual search seamlessly with your existing app or build a new modern app



Interactive experience design

Envision seamless, multi-channel, interactive experiences to engage users when, where, and how they want.



Product engineering

Using Agile processes and technology expertise, bring new features to life in a very short time.



Analytics

Measure engagement and performance across your channels and endpoints, to help you derive meaningful insights that enable better experiences.

Visual Recognition A.I. Model Development

We have tested and proven processes for building models that work great on day-1, and even better on day-2.



Acquire Data

Systematically captures and process images for complete product catalog.



(Re-) train Model

Augment data with image manipulation, web scraping, & user generated data.



Build Index

Generate an index of embeddings for each item that can be queried.



Deploy Model + Index

Integrate AI algorithm with existing app, enabling visual recognition.



Contact us for a
free demo



About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight. We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything™, Cloudify Everything™, Transform Customer Experiences™'. Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

Learn more about Hexaware at www.hexaware.com

Partnership Ecosystem

Hexaware is building its partnerships with market leading niche technological vendors, having advanced capabilities in visual recognition and proven track record of delivering significant benefits. Hexaware, a product agnostic system integrator, helps customers choose the best solution for their specific business challenge.

Our experienced practitioners will help you create meaningful digital experiences for your app, by combining best of human-focused design and data driven technology.

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Safe Harbor Statement

Certain statements in this press release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Hexaware has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry.