JARVIS
Powered by Staqu

The largest Indian footwear company uses JARVIS to cut back on OPEX by **23%**

✓ What we have done

India's largest footwear retailer opts for Staqu to implement a centralized command control center. The unique digital Video Management System has been deployed in over 650 stores that allows real-time centralized viewing of all the stores of the client across the country. This not only made the operational process swifter but also provided transparency, unbiased data view, & also enhanced store manager productivity. These were the challenges of the first phase of the deployment process. In the second phase, we also enabled footfall & demographic analytics, helping identify trends in various forms.

👤 About the client

The client is one of the leading specialty shoe and accessory shops in India and one of the aspirational Indian brands in the footwear industry. Since opening the first store in Mumbai in 1955, they have developed into a one-stop shop for all footwear requirements, selling a wide selection of branded footwear for the entire family and every occasion, including casual and formal events. The business has 672 stores operating in 158 cities in 30 Indian states and union territories.

Client: Largest Indian footwear Company | **Location:** Pan India

🚨 Situation

The largest Indian footwear company uses technological innovation to transform its CCTV based daily operations.

Every business, including our client, is required to submit frequent reports to upper management on the status of their sales, customer insights, and store operations. There are multiple heterogeneous

Features

▦ Video Wall Software

▭ Feed Management & DVR Recording

⚙ Event of Interest Management

👤 User Management

📊 Audit Report & Empirical Data Analysis

👣 Footfall Analytics

🚶 Demography Analytics

data flows as a result of these reports. Traditionally sensors were used for the same, where the data is not always transparent and accurate. The client sought a solution that could provide them with centralized visibility over their stores while also providing accurate customer analytics that will be flexible for API integration to platforms such as Power BI.

Key requirements of the client:

- Locating major operational loopholes,
- Speeding up transaction execution, &
- Receiving customer insights & enhancing business continuity plans.

When the client got in touch with the technology consultants at Staqu, we were able to grasp their industry's peculiarities quickly & comprehend the motivations behind the implementation of JARVIS.

The envisioned JARVIS Video Management Solution (VMS) & Video Analytics (VA) would compile the most recent as well as backed-up data on the cloud for all the stores and facilities across the country.

💡 Solution

JARVIS is a platform that offers its customers simple access to pertinent CCTV footage data in its multiple stores. All the critical camera views will be available at a single point, such as the cash counter entry gate, merchandise sections, & more. This view would be available centrally to senior leadership at any point, including the number of incoming and outgoing customers, the demography, & much more. The VMS makes it simple to comprehend the footwear store's activities by presenting video data in an appealing system that can contain n^{th} number of video footage.

The Staqu team provided our client with a comprehensive product demo session before beginning the pilot project. Together with our client, we set out to analyze the concept behind the implementation process and consider the demands and potential obstacles.

POS Code Wise (Top 10 Stores)
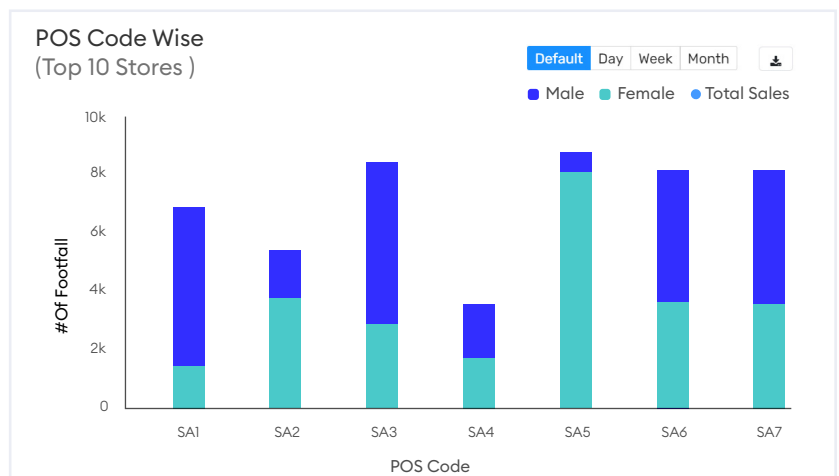
- One of the pillars was to access transparent, centralized visibility, but no static IP was available. The hardware requirements were also fluctuating, in the sense that all cameras were of different make-models. Our onboarding team worked towards resolving these issues.

- After this, access to personalized reporting and role-based user access controls were given, ensuring a fast-scale onboarding.

● Shops   ● Headquarter

In order to encourage platform adoption, we concentrated on proposing straightforward usability in a single platform. We also created a clear visualization representation to make it simple to compare complicated demography and footfall data.

In less than a few weeks, the Staqu team was able to start producing results. The VMS allowed our client to track the onboarded stores and successfully manage any risks and issues with ease, with both mobile and web view access. The customer managed its daily operations systematically without any loopholes within a short span of time. The system provided accurate results under a tight timeframe of only two months.

JARVIS now combines data from over 348 stores, with plans to eventually onboard all 650+ locations. The client found it simpler to recognize anomalies with real-time alerts, such as figuring out if and when a store's camera is disabled and monitoring user activity to detect any discrepancies.

Impact

100%
centralized visibility

<99.7%
algorithm accuracy

27%
reduction in CAPEX

23%
reduction in OPEX

The user accessibility and video data monitoring of the multiple stores has been modernized by JARVIS as per the client's expectations.

- The footwear retailer diversified its business strategy with 100% centralized visibility, along with minimizing theft and pilferage, & established itself as a trailblazer in the industry.

- The footfall & demography analytics from JARVIS, with **99.7%** algorithm accuracy, posed as an efficient AI solution that drove targeted marketing efforts.

- The use of existing CCTVs, rather than new hardware implementation such as cameras or sensors, also saw a **27%** reduction in CAPEX.

JARVIS offered real-time data for strategic analysis and decision-making, assisting prominent market actors in performing their duties more effectively.

Our Clients

STARBUCKS COFFEE · EMBASSY · REBEL FOODS · TATA CONSUMER PRODUCTS LIMITED · wework · JKCement · BOROSIL · Chaayos · crocs

Piramal Glass · STEMZ keeping you healthy · AGROCEL INDUSTRIES PVT LTD · VMukti · GMR · TATA CONSUMER PRODUCTS LIMITED · adani Power · tfs Travel Food Services · IFIM BUSINESS SCHOOL

HEADS UP FOR TAILS EST 2008 · marico · live BY EMBASSY · Café Coffee Day · Raymond · cromā · HALDIA PETROCHEMICALS LTD · BERKOWITS HAIR & SKIN CLINIC · Khadim's