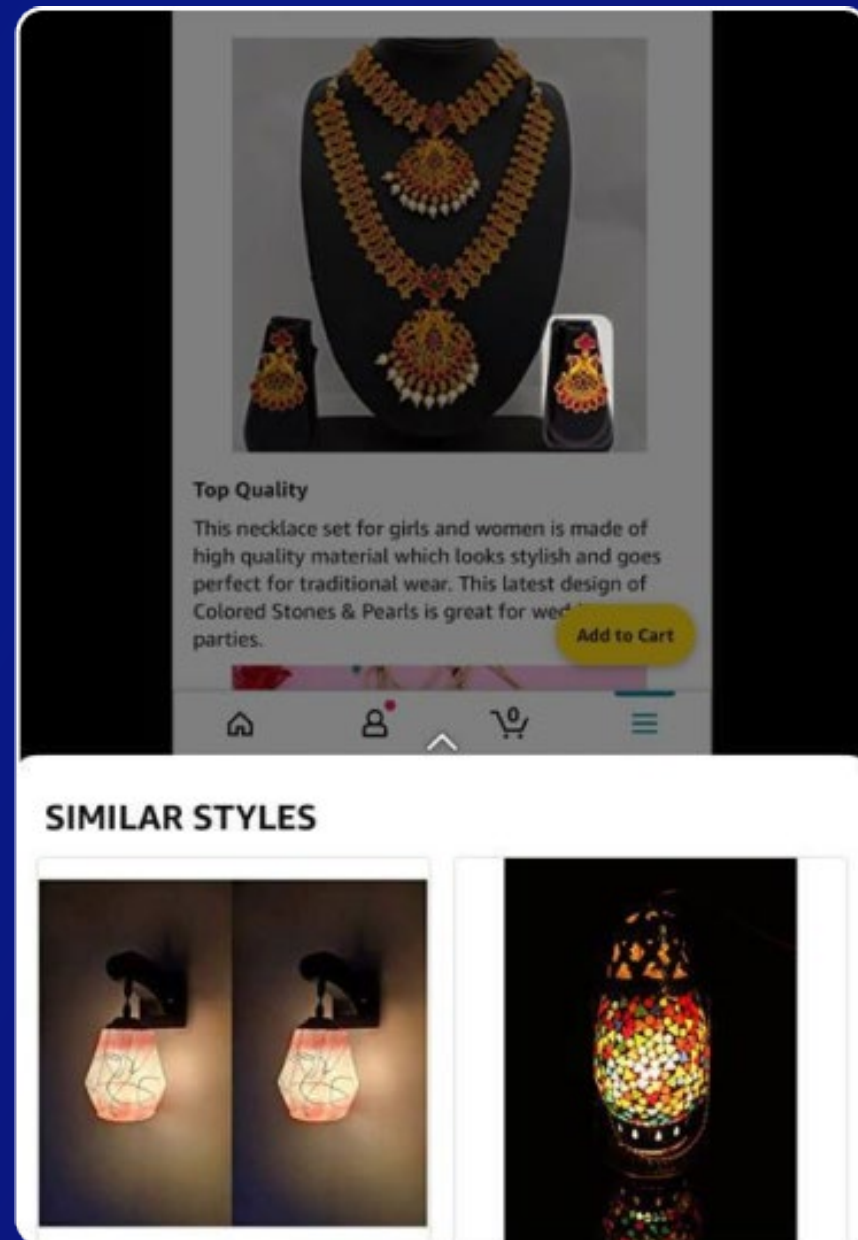


# Visual search and customer engagement

# Current problem



# How do we do it

## In trouve?

# Beyond phygital & digital: It's all visual essence of jewellery being searched, discovered with image



Search and discovery jewellery of your choice by inputting an image



Showing customers visually similar designs from data set to match & compare their jewellery choice

# The technology we leverage: **AWS ecosystem**

# Amazon SageMaker was chosen to deploy our AI/ML models for training and interpretation

- A. Ease of use for deployment of models
- B. It can scale on demand
- c. Needless to say, but important: it's secured



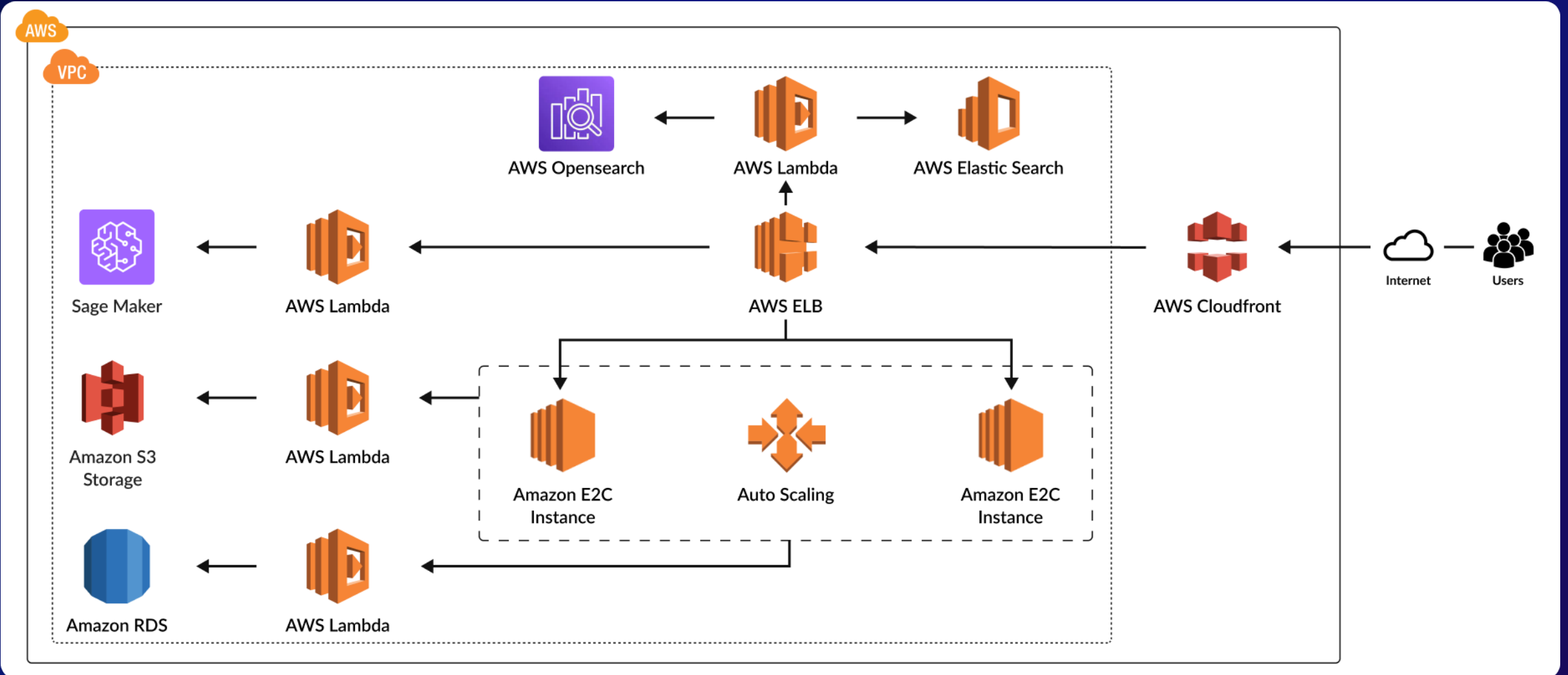
# We use Amazon SageMaker for a variety of models

- A. Object detection model trained on sage maker identifies jewelry from any input
- B. Object once identified goes through image leveling model again on Amazon SageMaker
- c. Finally the feature vector model compares it to the nearest neighbor and suggests the output





# Deployment architecture of our AI/ML models





# Other services of AWS ecosystem being put to use

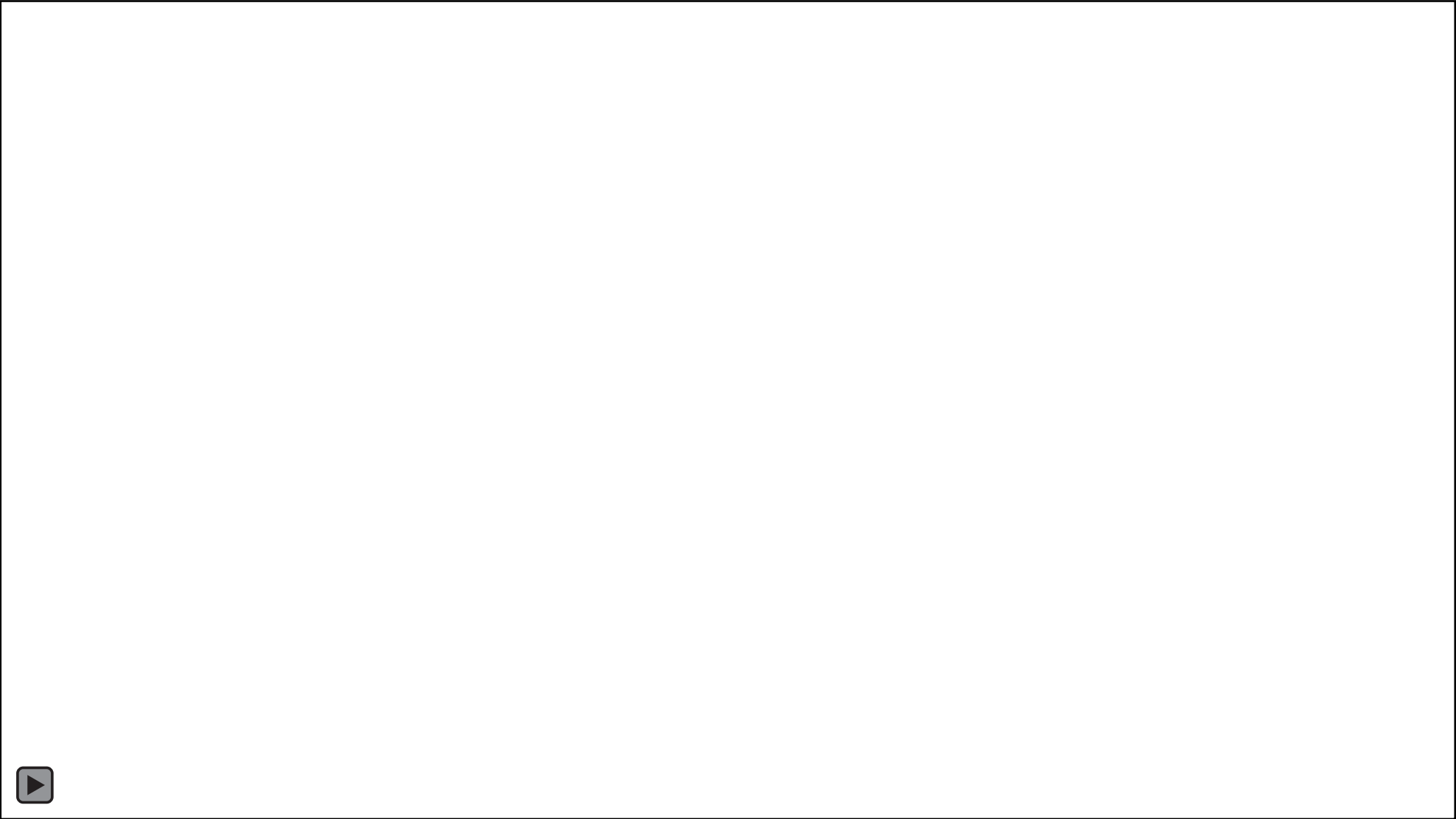
- A. Open Search & ElastiCache; Give us desired output in a Jiffy
- B. Image CDN with S3

Entire ecosystem is scalable on demand and gives us the scale to process data at desired scale

# The Trouve experience



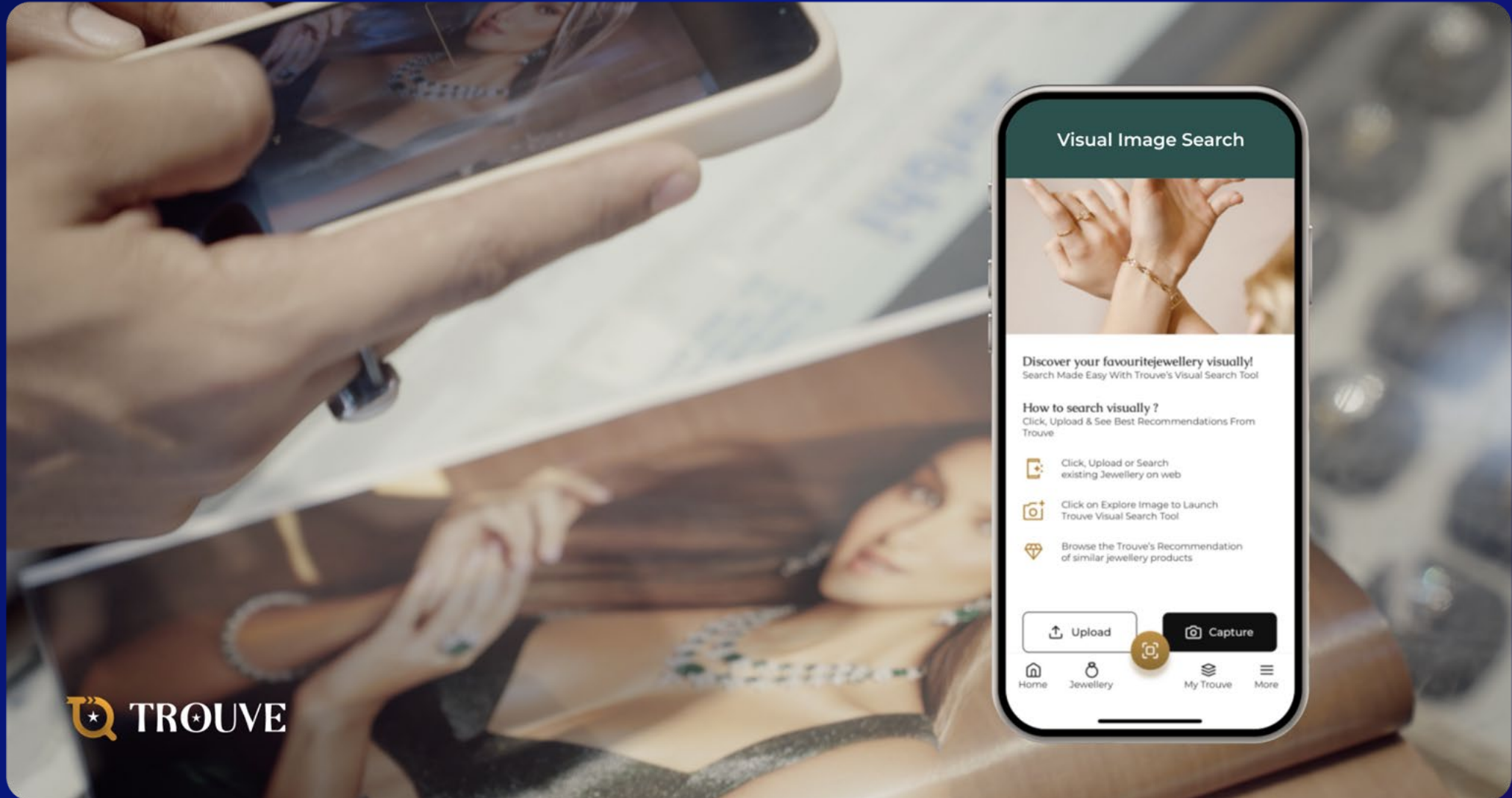
# Beyond Phygital & Digital: It's all visual essence of jewelry being searched, discovered with image



# Customer engagement & Conversion with Trouve

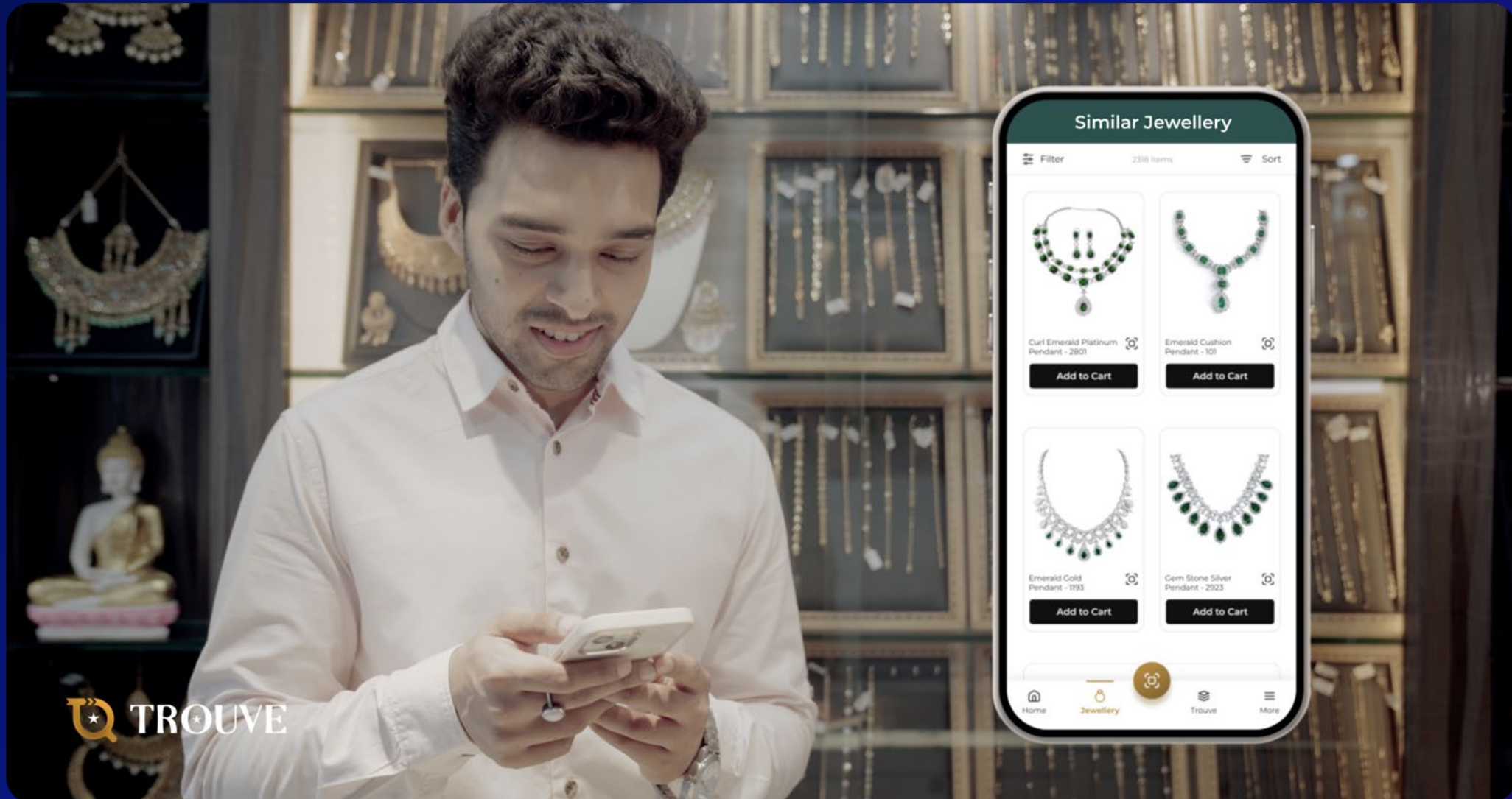
Trouve has been instrumental in creating delight and engage the customers

# It's difficult to express an image: Never with Trouve, just upload & find similar image

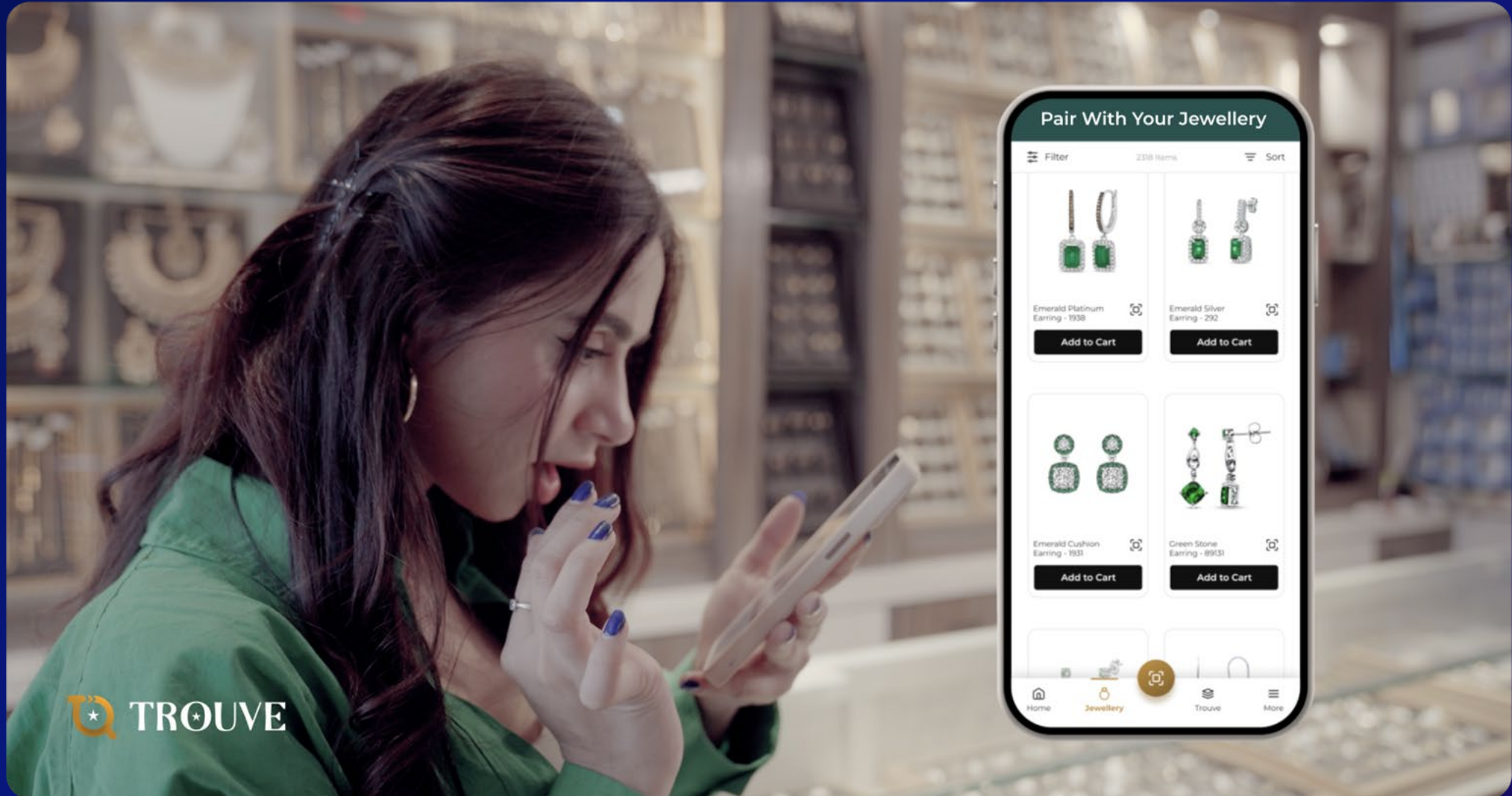




# Visually similar items from existing items being looked at store or online



# Personalized recommendations: Automatically see what you like, visually similar



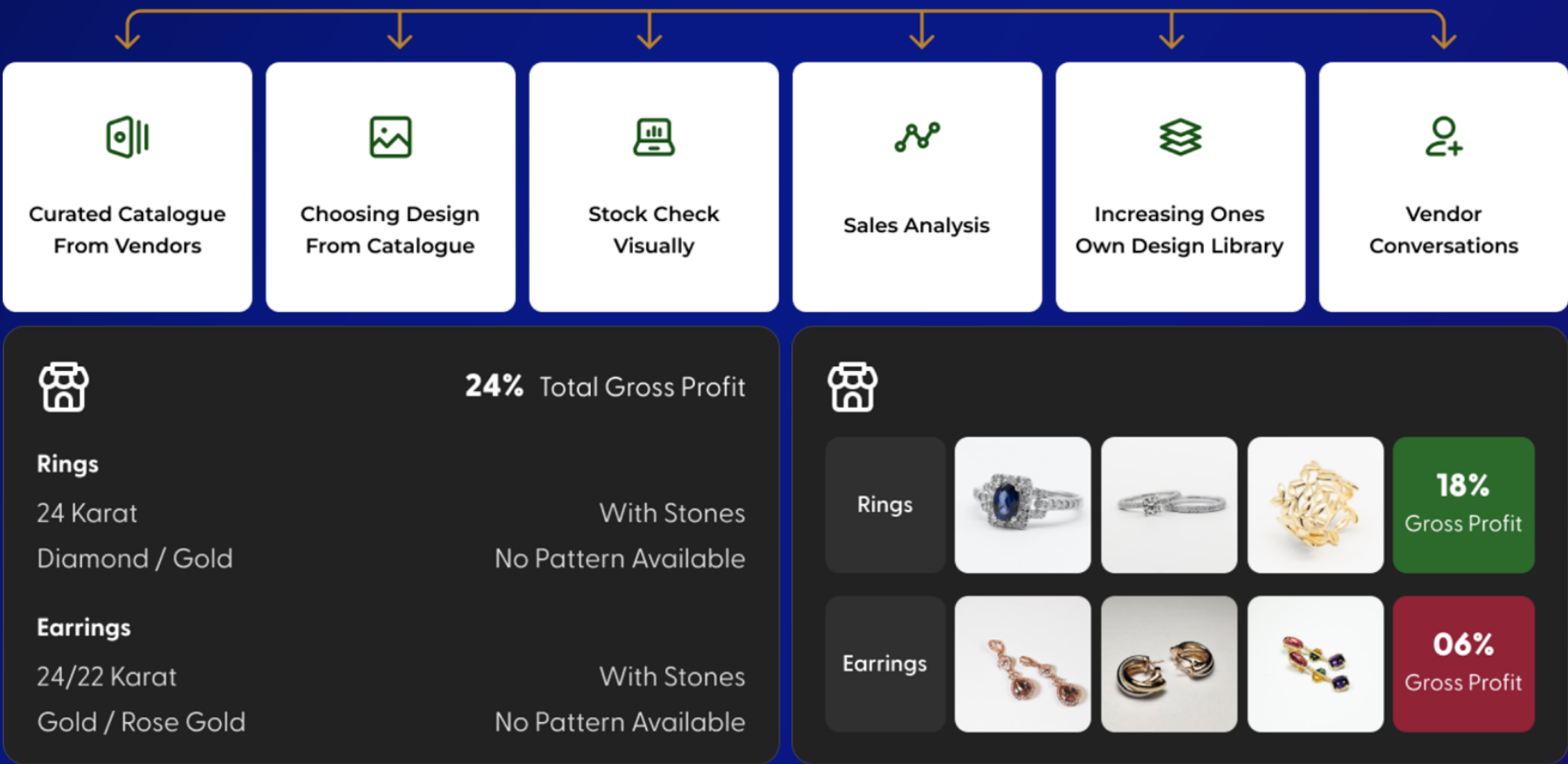


# Trouve: The vendor engagement

# Visual analytics: It's never only numbers

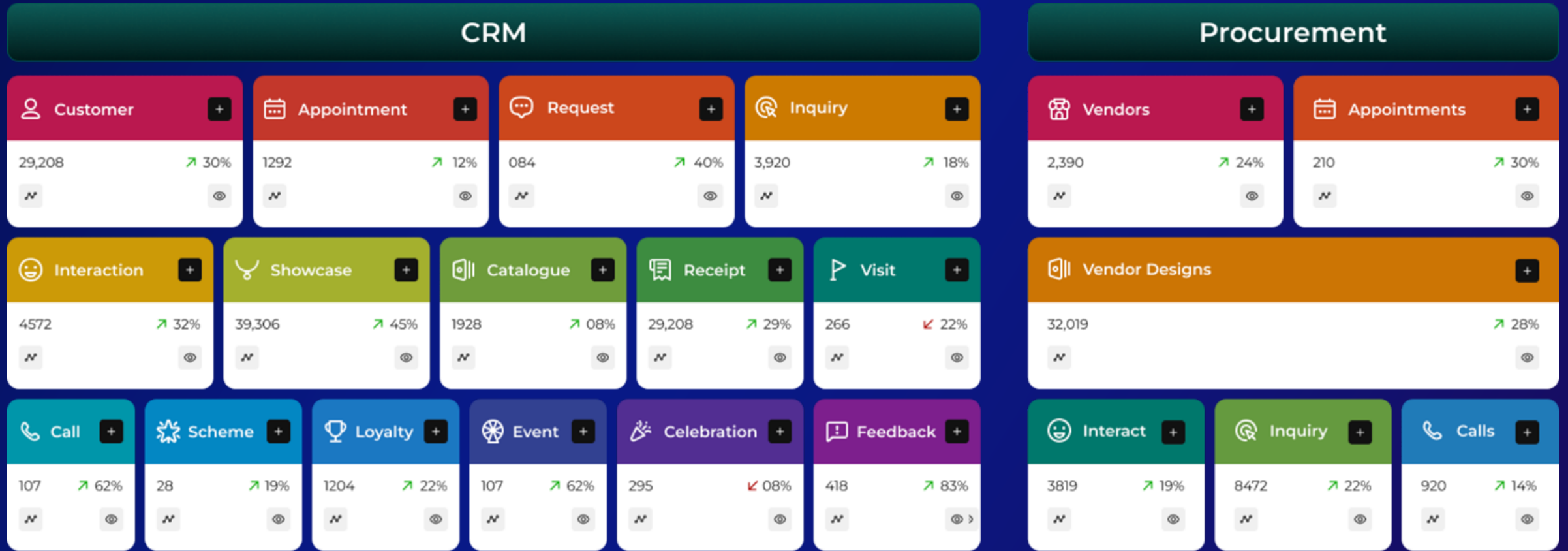


# Procuring in B2B scenario: Compare designs visually to show if they are right fit for the organisation based on previous data



# Is Trouve only offering visual search?

# NO, We have built a full CRM and vendor engagement with visual search to give value to our customer



# Technology & It's easy adoption



Go live in one day



Open to API integration



Not a replacement but an add-on to sell & engage



Simulate experience on website and apps



First comprehensive solution easily adaptable on SAAS



Latest stack, Fast & secure search load +1000 images

# Awards & recognition

Was recognized & awarded by the economic times for the innovation in unlearn



Qualified for the second round this year at your story for top 30 tech start-ups





I want to thank you on behalf of team unlearn & look forward to the visual revolution with innovative unbroken customer journey



Helping People Engage and Convert

skillbuilder.aws 

# **Your time is now**

Build in-demand cloud skills *your way*

# Thank you!

Sanket R.Dhurandhar  
Principal, AI & ML Specialist  
AWS India

Vivek Das  
Founder  
Unlearn Innovation Pvt Ltd



Please complete the  
session survey