

How AI and Deep Learning Are Improving Online Retail



As if online shopping wasn't simple enough, artificial intelligence (AI) is now making it even easier. Big Data, AI, NetApp cloud-connected all-flash storage, and NVIDIA supercomputing are coming together to help online retailers make shopping faster, smarter, and more enjoyable than ever.



AI Speeds Up Shopping



Greater Efficiency

Online retailer Zalando uses deep learning and GPUs in its vastly more efficient Optimal Cart Pick algorithm.



50%

More Engagement

Pinterest utilizes AI to streamline its shoppers' "pin" searches and identify best matches.¹



60X

Faster Recognition

Bing has put AI to work inside its object recognition search engine. Shoppers now quickly hunt for items without typing a thing.¹



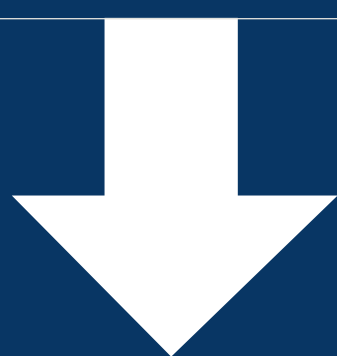
100%

Faster

Omnious has engineered an AI-driven, automated tagging engine that tags fashion images far faster than humans can.¹



AI Empowers Savvy Shopping



LOWEST PRICES

With AI optimizing suppliers, warehouses, and offers, Jet.com can fulfill orders at the best prices possible.



TRY BEFORE YOU BUY

Modiface combines AI and modeling technology to let makeup customers experiment virtually before buying.



INFORMED PURCHASE DECISIONS

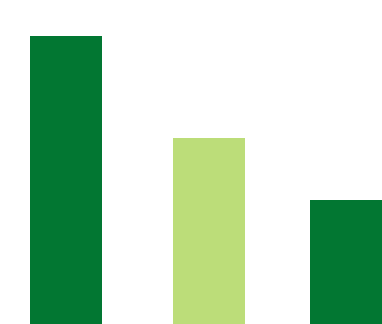
Olay has created an AI-powered tool to help customers find the perfect products for their skin types.

AI Generates Positive Shopping Experiences



\$550 BILLION

The sales produced by online ads that target shoppers with products they want using Criteo's AI-based predictive data analytics.²



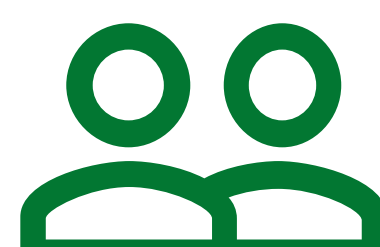
HAPPY CUSTOMERS

British grocery giant developed an AI-optimized warehouse that perfects and streamlines customer orders.



15K

The volume of weekly social media conversations KLM engages in with the help of DigitalGenius' AI technology.³



Data visionaries and online merchants are joining forces with NetApp and NVIDIA to apply AI and deep learning to overcome countless business-critical retail shopping challenges.



Together, they are disrupting their industry in progressive ways to transform shopping into a faster, smarter, and far more rewarding experience.

Discover how NetApp and NVIDIA can help you accelerate your journey into the world of artificial intelligence.

netapp.com/ai

¹ <https://www.slideshare.net/AlisonBLOWndes/deep-learning-customer-stories>

² <https://appliedai.com/vendor/criteo>

³ <https://appliedai.com/vendor/digitalgenius>