

Title of the challenge:

Transforming real-time inventory logistics through the integration of Artificial Intelligence with image segmentation

The company:

With more than 22 years of experience, **Infotrack** has presence in Colombia, Panama, Mexico and Central America. Infotrack's goal as a technology provider for the supply chain is to support customers with software solutions for inventory traceability, field personnel, asset management and last mile; achieving increased profitability, streamlining warehouse processes and digitising data, allowing efficient management of the operation, making quick decisions and impacting end customer satisfaction.

See more at: <https://infotrack.com.co/>

Full description*

Infotrack has developed SMART STOCK, a Software as a Service (SaaS) based solution designed to revolutionize inventory management and logistics operations. Its focus is on providing an intuitive and powerful platform that allows for effective real-time warehouse and inventory management.

We face the strategic challenge of optimizing logistics operations by achieving accurate and efficient verification of products in transit. The current process involves considerable resource usage and can be prone to human error. With the constant growth in demand for more accurate and agile logistics operations, overcoming this challenge is crucial to remain competitive in the market.

The market demands a solution that streamlines the verification of products in transit, minimizing disruptions and errors in the supply chain. Conventional solutions fall short in meeting this growing demand for efficiency and accuracy. This is where a significant business opportunity lies. We propose implementing disruptive innovation through image segmentation with artificial intelligence. This advanced technology will provide a highly reliable and consistent solution, allowing for real-time product verification.

To successfully implement this innovation, on one hand, we are looking to collaborate with experts in artificial intelligence and image segmentation. By partnering with professionals who have extensive experience in AI, we can leverage their knowledge to accelerate implementation and ensure the adoption of the best practices and technologies available in the market.

On the other hand, the new technology incorporated will require specific hardware for image capture and subsequent processing. Therefore, we need to work with a partner who is capable of developing such devices so that they can be implemented in the end customer's logistics chain as part of the SMART STOCK solution.

The successful implementation of this technology in SMART STOCK will have a transformative impact on our clients' logistics operations; by improving accuracy and speed in the verification of products in transit, we aim to reduce errors and optimize efficiency across the entire supply chain.

What are we looking for?

In search of a strategic collaboration to carry out this innovative implementation, we are focused on partners who bring valuable experience in hardware development and in the use of AI tools for computer vision.

We are specifically looking for device manufacturing companies that share our enthusiasm for cutting-edge technology and are willing to create the necessary hardware to support the image segmentation required by our solution. Additionally, we will need to collaborate with experts in the

field of computer vision and AI, who can help us implement new image segmentation functionalities for product verification in transit within our SMART STOCK software:

- **Hardware Development:** We value a solid track record in the design and production of specialized devices capable of supporting image processing and artificial intelligence technologies.
- **AI Tools Applied to Computer Vision:** We appreciate experience in fine-tuning pre-trained AI models, especially those related to computer vision or image segmentation.
- **Collaborative Work:** We are committed to a collaborative and shared approach in which both parties contribute their expertise and knowledge to achieve project success.
- **Creativity and Experience:** We recognize the importance of creativity and the ability to think outside the box to overcome technical challenges and achieve innovative solutions.
- **Open Mindset:** We value adaptability and the willingness to explore new approaches based on the changing needs of the project and the market.

What are we offering?

One of the most prominent benefits of this collaboration for our hardware development partner is the ability to take their product to a global scale. Given that Infotrack has over 20 years of experience and presence in Colombia, Panama, Mexico, and Central America, joining forces with us on this disruptive project will make their product a vital component of a leading solution in the logistics industry. This will not only increase their visibility in international markets but also facilitate entry into new customer segments and the identification of strategic partners worldwide.

Additionally, the collaboration will grant them access to a previously established customer base. Our network of relationships in the logistics industry will serve as a channel to bring the joint solution to clients seeking improvements in their operations. This partnership will not only expand their reach but also establish their company as a reliable and technologically advanced provider in the market.

As for our software development partners, they will have access to data and images from pilot projects with major companies in the sector.

In summary, the collaboration offers tangible benefits, such as global commercialization and the generation of new strategic partners, along with comprehensive support to address technical and operational challenges. Together, we will leverage our combined strengths to drive innovation and transform the logistics industry.

Opportunity area

Smart production.

Looking for partners from the following regions

Europe.

Specific areas

Logistics.

Technologies

Big Data Analytics; IoT; Cloud services; Artificial Intelligence.