BEYOND THE BUZZWORD

How Artificial Intelligence can be applied to online brand protection?

Red Points

Who Am I

Danae Vara
Director of Product at Red Points

10+ years in the tech industry defining, developing and managing digital products and R&D solutions.

Currently I am in charge of **Red Point's IP monitoring and enforcement platform**, a cornerstone of the company's solution against brand abuse which **detects more than 200,000 IP infringements every month.**

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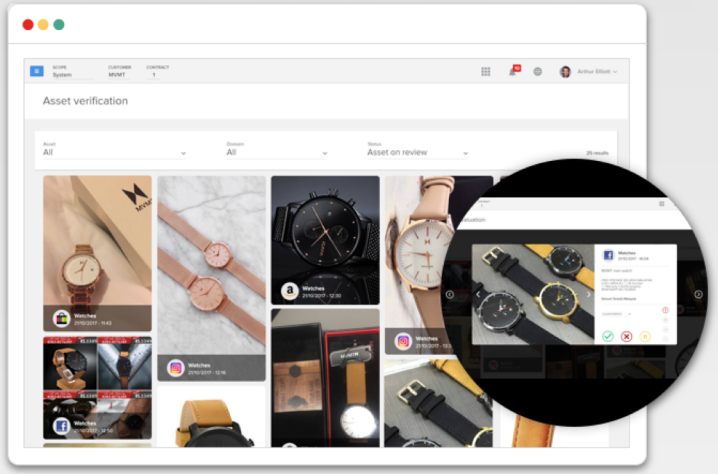
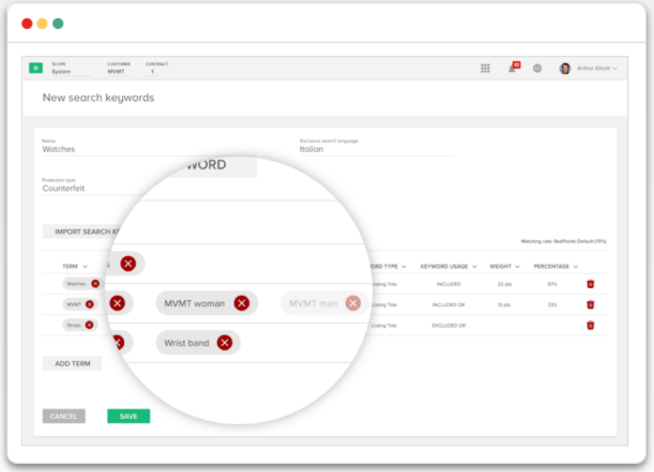
Brought by Red Points





Red Points is **the most rapidly growing company** offering game-changing cloud-based AI technology solution that **automates the task of online brand protection**.

Our software can protect brand assets on multiple platforms on a global scale. We offer **the fastest, most comprehensive, and cost-effective protection in the market**.

Red Points is **the smartest online brand protection solution**, and that's why **more than 20 new customers move to us every month**.

www.**redpoints**.com

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Tech **Buzzwords**

Artificial intelligence

Machine learning

Deep learning

Image recognition

Natural language processing

Neural networks

Data mining

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So tell me…
Poll on Machine learning

How many people have heard about Machine Learning?

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So tell me…
Poll on Machine learning

How many people are using Machine Learning?

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So tell me…
Poll on Machine learning

How many people know how Machine Learning works?

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Tech **Buzzwords**

So tell me…
Poll on Machine learning

How many of you have been pitched IP & Brand solutions full of buzzwords?

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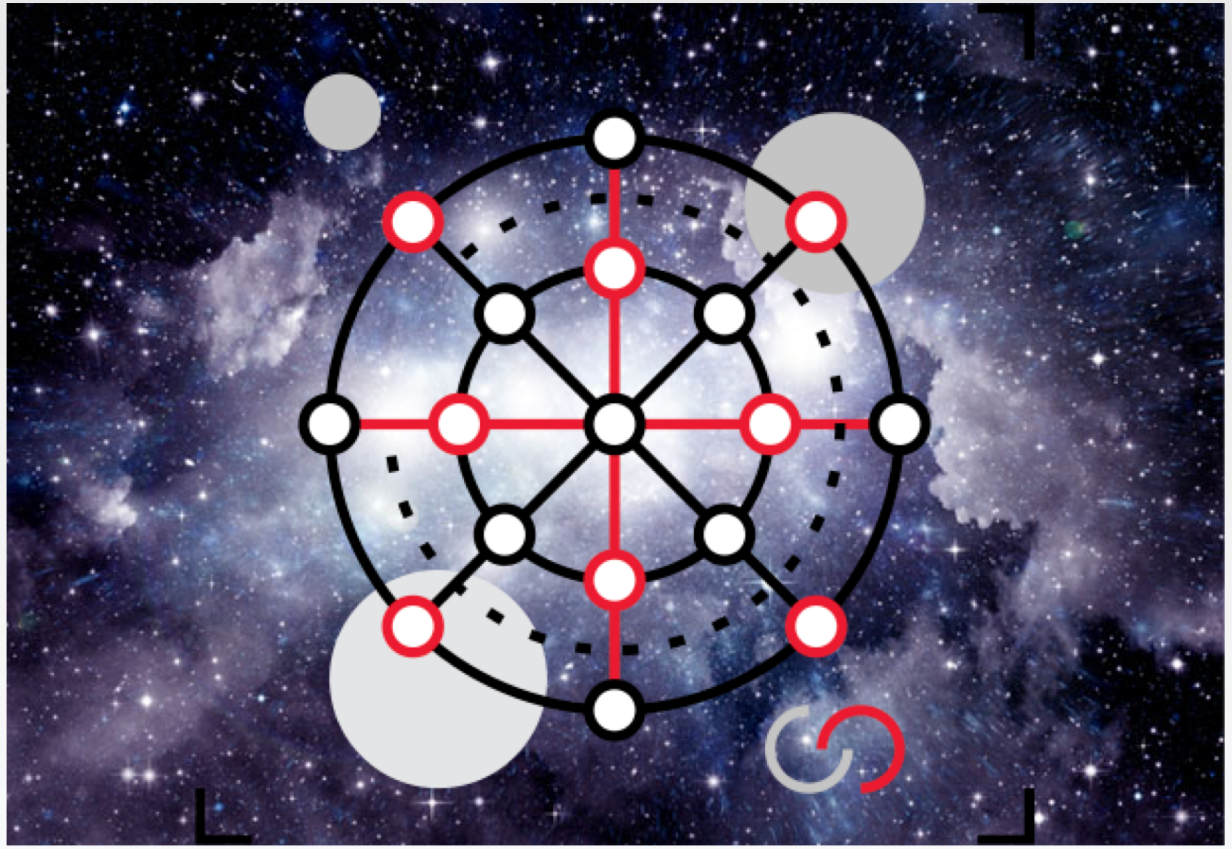
What is Machine Learning, and what is not?

Think about the cosmos

Artificial Intelligence is the **universe**, within it there are **galaxies**, one of them is Machine Learning , and within a galaxy there are **planets**, like Deep Learning, Image recognition, etc.



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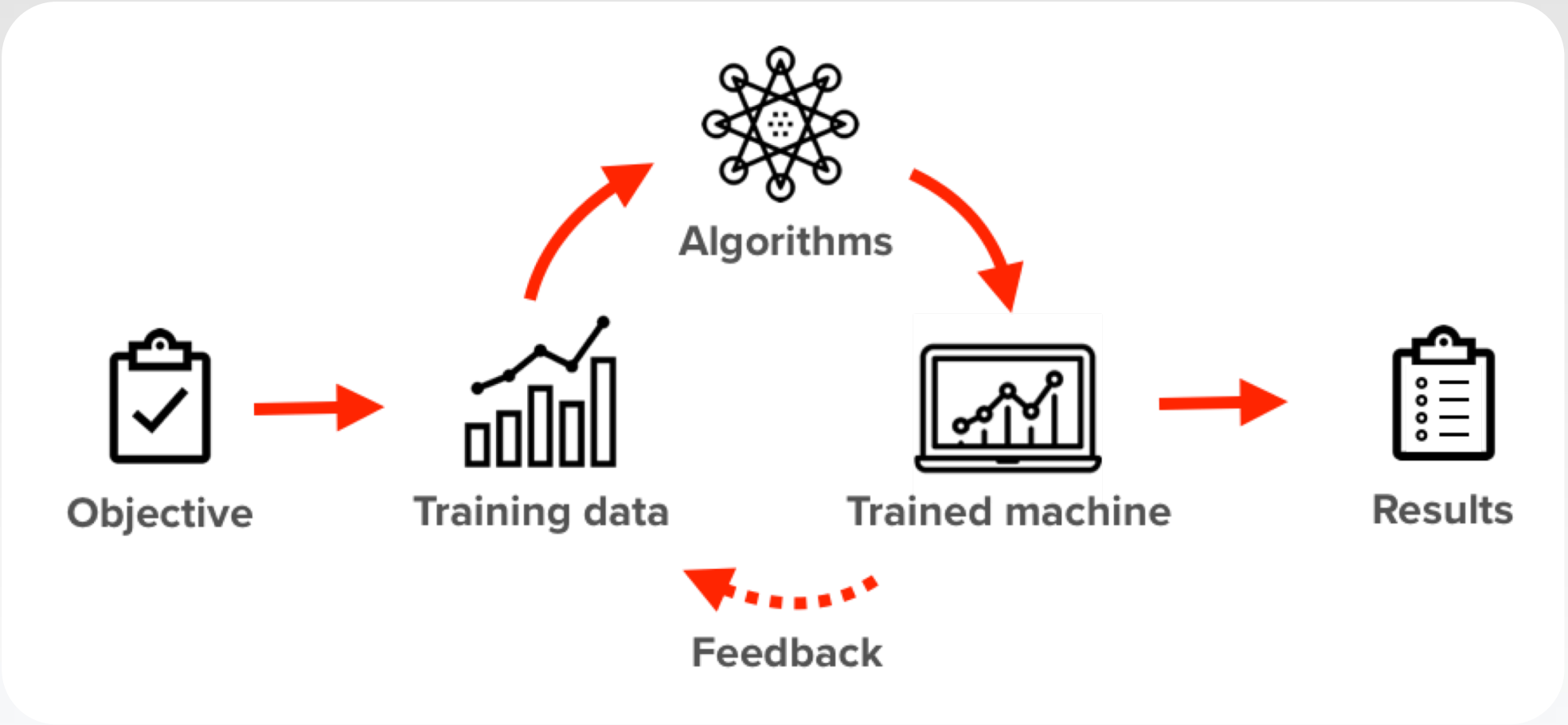
But, how can a machine learn?



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Why Machine Learning now?

It has been around for some time, so why the hype?

Data

Structured and unstructured data as well as it's storage has **grown exponentially in the last decade.** Data is also more accessible.

Algorithms

The algorithms and models **take advantage of both GPUs and Big Data** to train large deep neural networks with large data sets.

Computing

There are great **advancements in GPU compute capacity** along with the hardware becoming available at a cheaper cost.

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Successful ML applications in other industries

Spam filters

Self driving cars

Chatbots

Amazon recomendations

Credit Cards Fraud

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Successful ML applications in Brand Protection

There are many ways how ML can be applied to our industry

One example of how Red Points is applying AI to fight counterfeit is **using ML to fight circumvention techniques** such as listings evolution

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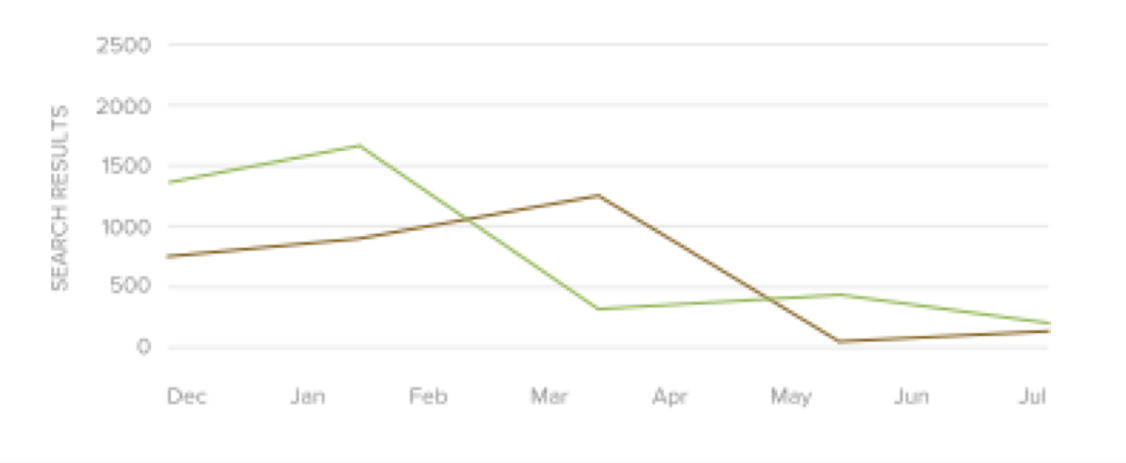
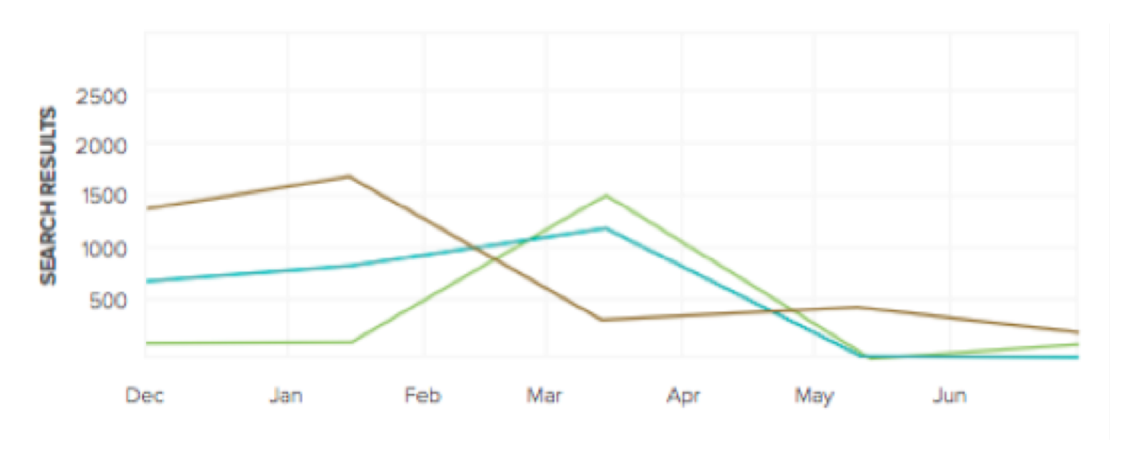
Successful ML applications at Red Points





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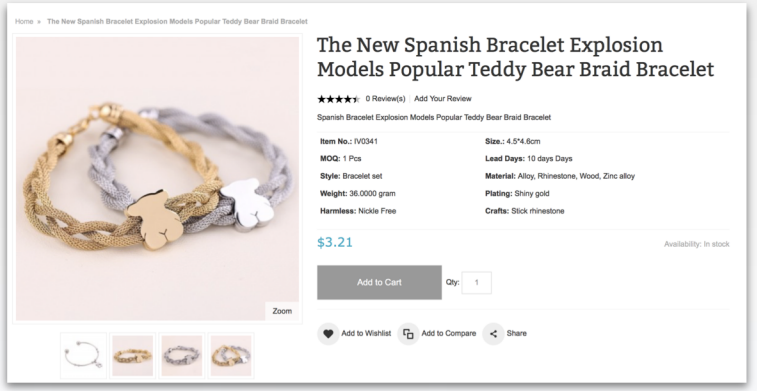
Example Tous

Panda Bear *vs.* Osos

At Red Points **we are already using AI in our product.**



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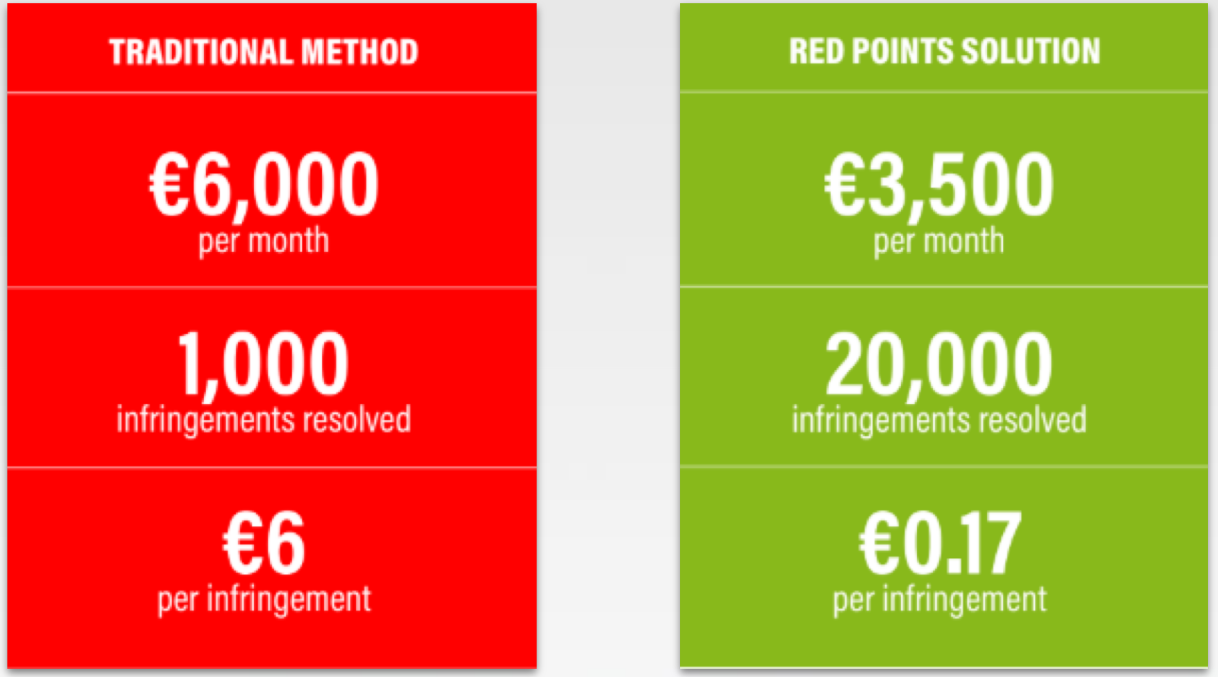
Traditional Brand Protection vs. Automated

Cost Analysis

Based on interviews with our clients, **we estimated the number of hours** spent in all steps of the brand protection service **with and without Machine Learning**.



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Thank you!

Visit us at our stand for a chat on how we are applying image recognition, natural language processing, big data, etc.

Contact us

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