

CASE STUDY

Rebuilding a 20-Year Visual Legacy with AI

How a Two-Wheeler Leader unlocked hidden insights
from 8TB of unstructured media



The Challenges

A 20-Year Visual Goldmine... Locked Away

-  8TB of visual data spread across drives, devices, and departments
-  Teams spending hours searching for one image
-  No way to trace old SMT footage or engineering visuals
-  Delays in marketing, PR, training, and compliance
-  Lost institutional memory → repeated work, inconsistent brand output

The Need

What the Brand Truly Needed:
Intelligence, Not Storage

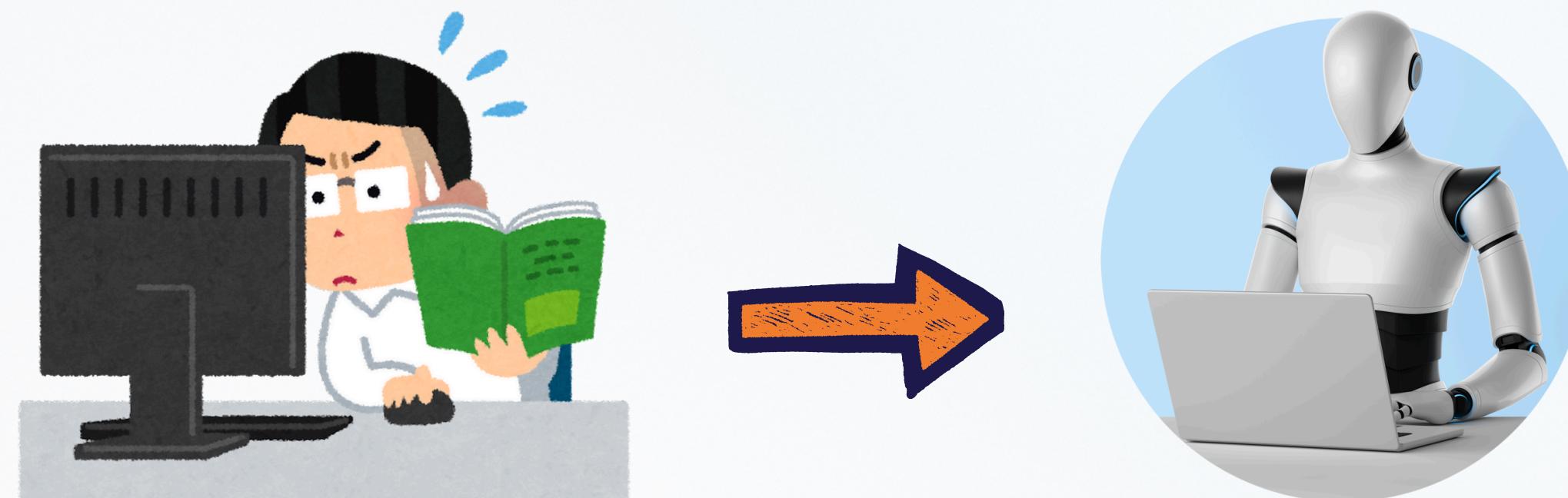
- ◆ → A way to automatically organize all their visuals
So teams aren't wasting hours manually tagging or sorting old footage.
- ◆ → A search system that understands context, not file names
So anyone can quickly find the right clip, even if they don't know when or where it was saved.
- ◆ → Secure access controls
So only the right teams can view, edit, or download sensitive engineering and SMT footage.
- ◆ → A future-ready platform
Something scalable enough to support new use cases, more data, and upcoming AI capabilities.

The Turning Point

The Breakthrough: Let AI Do the Heavy Lifting

We proposed a shift:

From manual processes to an AI-powered visual intelligence engine.
This wasn't just a tech upgrade; it was an organizational unlock.



The Solution In Action

The AI Platform That Became Their Visual Memory



Built a scalable AI platform for storing, querying, & retrieving visual data.

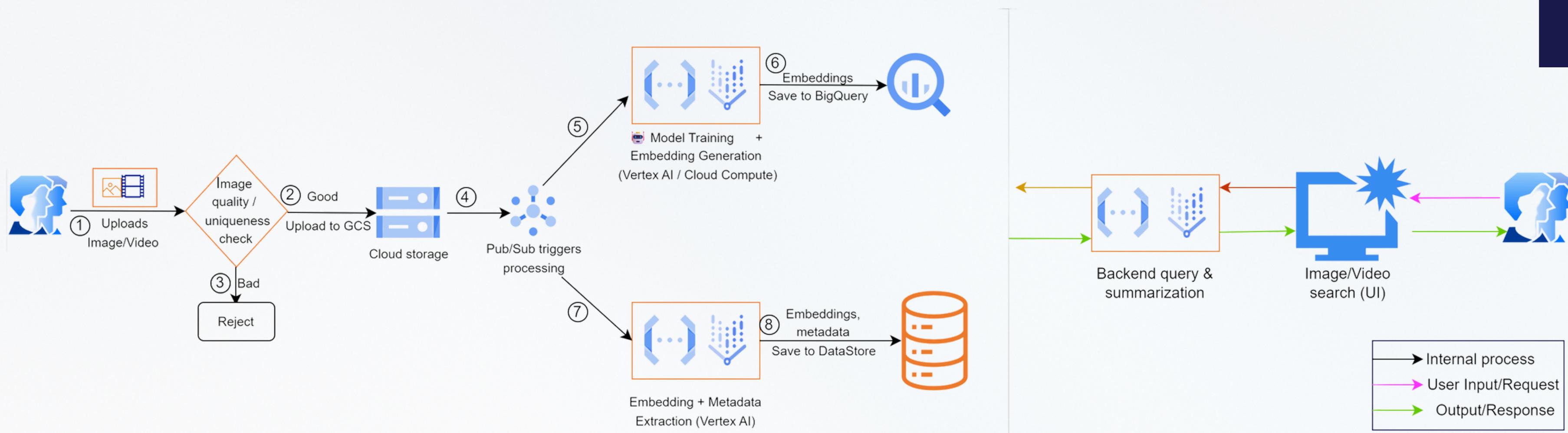
Implemented vector-based search for contextual & metadata-driven results.

Leveraged Vertex AI Video API, Gemini Pro 2.5, Firebase, BigQuery, API Gateways.

Enabled real-time upload, search, and download through a unified interface.

Technical Framework Behind the Platform

The AI Stack Behind Their New Visual Memory



The Impact

20 years of visual history finally became usable.



Accuracy in relevant
visual retrieval



Reduction in manual
work



Assets automatically
indexed using AI.



Saved per team per
week through
centralized access.



Improvement in cross-
team efficiency via
unified workflows.



Second wait window
for results to appear
on UI



InfoSec-compliant, &
access-driven platform