

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.

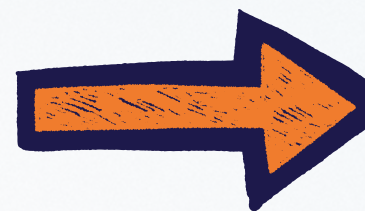


# The Turning Point

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.

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

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

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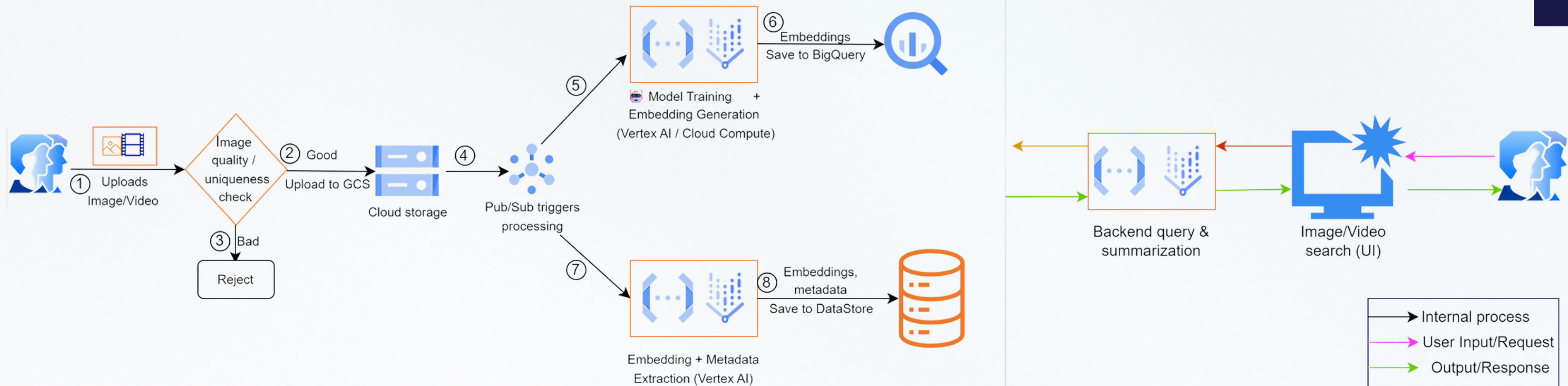


Enabled real-time upload, search, and download through a unified interface.



# Technical Framework Behind the Platform

The AI Stack Behind Their New Visual Memory





# The Impact

20 years of visual history finally became usable.

**85%**

Accuracy in relevant  
visual retrieval

**80%**

Reduction in manual  
work

**10k+**

Assets automatically  
indexed using AI.

**3Hr**

Saved per team per  
week through  
centralized access.

**30%**

Improvement in cross-  
team efficiency via  
unified workflows.

**20**

Second wait window  
for results to appear  
on UI

**Secure**

InfoSec-compliant, &  
access-driven platform