# ZIA Catalogue

Overview

A central source of truth, the ZIA Catalogue contains 'digital twins' for each product, providing a reliable database for efficient SKU management. It serves as a comprehensive, up-to-date product repository, acting as both the Master Product Database and a reference for recognition technology.

The ZIA Capture App

Neurolabs is redefining how SKUs are digitised, making it faster and easier than ever.

Designed for rapid product onboarding, our ZIA Capture mobile app enables users to create 'digital twins' for SKUs in minutes.

And with its two-way sync to ZIA Catalogue, catalogue managers can assign specific SKU missions and maintain control over the digital catalogue, while also keeping an eye on competitors.
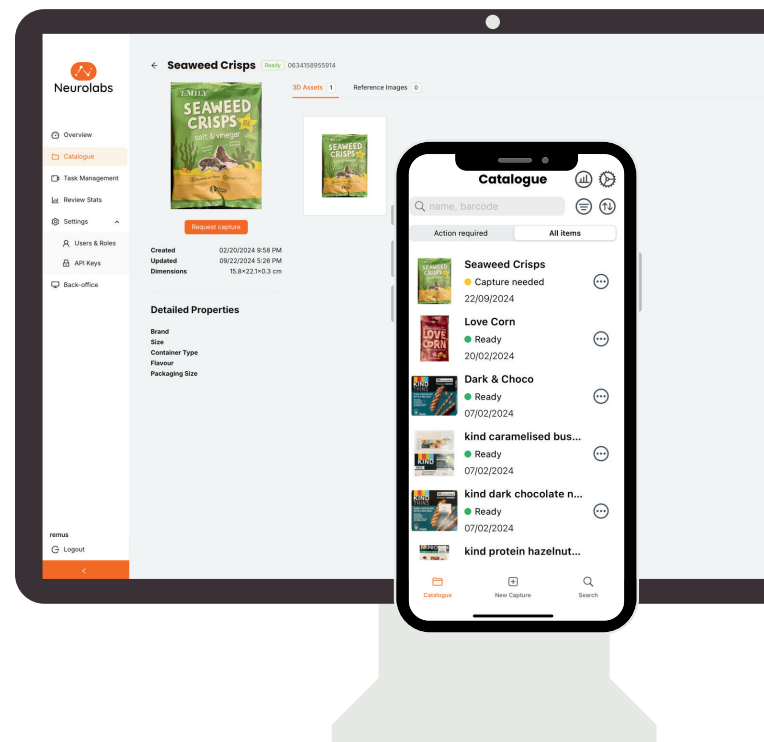
Key Benefits of the ZIA Capture Mobile App

- Use IR to identify and onboard new SKUs in less than a minute.
- Extract <20 SKU attributes automatically to enhance insights.
- Create a source of truth for your products — and your competitors.
- Become self-sufficient in managing your product catalogues digitally.

ZIA Catalogue

Enhanced Catalogue Management for Actionable Insights

Our catalogue capabilities go beyond standard onboarding. Neurolabs empowers businesses to unlock deeper value from their data by enabling:

1. Custom Data Enrichment

Add custom attributes to each SKU based on the unique requirements of your project. This ensures the catalogue reflects the precise data points needed for meaningful analysis and actionable insights.

2. Comprehensive Master Data Integration

Build and maintain a unified Master Database that connects retail outlets, personnel, and SKUs. By integrating our Product Catalogues into your Master Data structure, we help solve the most complex of the three verticals while ensuring consistency across all layers.

3. Actionable Insights Through Richer Data

The more data points you have, the greater your ability to uncover correlations, identify sales drivers, and make informed decisions. Our approach enables you to slice and dice through enriched datasets, turning raw information into a strategic advantage.

This comprehensive approach to catalogue management ensures scalability, consistency, and the ability to extract deeper insights, paving the way for smarter retail execution strategies and revenue growth.