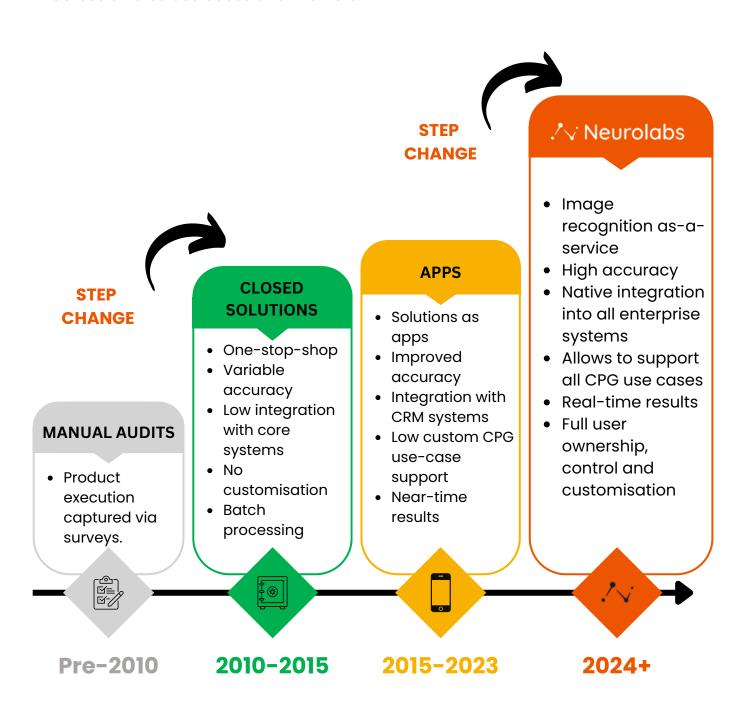
## New Major Paradigm Shift in the IR Space

For 15 years, image recognition technology has evolved with key drivers such as time to value, speed to value, and scalability. Today, the focus has shifted from the technology itself to CPG customers seeking ownership, control, and seamless integration into their ecosystems to quickly extract value and scale across diverse use cases and markets.



## New Major Paradigm Shift in the IR Space



The industry relied on manual audits, which were time-consuming, provided low scalability, and involved significant delays in capturing value.

This era introduced closed solutions, automated but limited systems with variable accuracy, low integration with core systems, and minimal customisation. While these solutions provided some automation, they were often siloed and inflexible, leading to slow adoption and limited impact.





The introduction of use-case specific apps marked the next step change. These apps offered improved accuracy, better integration with CRM systems, and near-real-time results. However, they still lacked the full customisation and scalability that large CPG companies needed.

Image Recognition as a Service marks a major shift, offering high accuracy, real-time results, and a seamless, scalable enterprise integration. CPG companies gain full control and customisation, ensuring a perfect fit within their ecosystems.

