

# Vendor Comparison Review

Below is a comparative analysis of Neurolabs and other competitors, focusing on key business drivers and technology differentiators.

Feature	Neurolabs	Other Vendor
Speed of Expansion into New Markets		
Time to launch in new markets	20 days	6 months
Time to launch new product	24h	2-4 weeks
Integration complexity	Pre-built API integrations with CRM, SFA, and DMS tools	Requires custom integration and significant setup time
Flexibility in market-specific adaptations	Highly adaptable with configurable models	Limited adaptability due to rigid platform structure
Integration & Scalability		
Integration with existing BI tools	Fully integrates with existing BI infrastructure	Requires proprietary tools for reporting
Change control for reporting	No change control required	Strict change management processes
Platform lock-in	Open architecture, allowing full control over retail execution data	Locked into proprietary scales and reports
Global scalability	Supports rapid deployment across multiple regions	Expansion is slow and costly
Real-Time Insights & AI Capabilities		
Processing speed	Results delivered in under 30s	Slower response times
Synthetic Image Recognition	Uses synthetic twins to pre-train models and reduce SKU onboarding time	Requires real-world image data, increasing lead times
CPG-specific KPIs	Specific KPIs, e.g. product orientation, available out of the box or developed on-demand	Limited and slow in feature development
Real-time data accuracy	95%+ detection accuracy from day 1, increasing to 98%	Lower initial accuracy requiring longer optimisation

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Retail Execution & Visibility		
Single platform for data normalisation	Unify images & insights from warehouses, POS, backrooms, and shelves into one platform	Fragmented data streams
Shelf execution & compliance	Captures the entire category at SKU level with competitive assortment analysis	Limited SKU coverage
Planogram vs. Realogram compliance	Automatically generates realograms for validation against planograms	Requires manual validation
Actionable insights in field	Provides live feedback in partner applications	Delayed feedback loop
Customisation, Self-Service & Flexibility		
Self-service features	Full control over master data, KPI templates, and promotional tracking	Limited self-service features
Device agnostic	Works across all modern CRM/SFA/DMS-compatible devices	Requires specific hardware
Retailer & partner participation	Supports incentivised data sharing and third-party image collection	No external participation model
Promotional material management	Allows rapid onboarding of new promotional items in days	Longer turnaround for promotions
Program & Project Management		
Global program management	Vendor-led program & project management with market SPOC	Requires internal resources
Customisation speed	Quick turnaround on feature requests	Slow response to change requests
Support & service delivery	24/7 global support model	Regionally restricted support hours
Continuous improvement	AI-driven feedback loop for ongoing model refinement	Manual updates required

Neurolabs presents a future-ready, cost-effective, and highly scalable alternative for your retail execution needs. The ability to expand into new markets in just 20 days, full integration with existing technology stack, and the elimination of proprietary constraints make Neurolabs a superior choice.

Additionally, the advanced use of synthetic twins and real-time insights give our clients an edge in efficiency, cost savings, and overall execution excellence.