Vendor Comparison Review

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

1 = Packaged IR Solutions (e.g. Trax)
2 = IR Integrated within SFA Providers (e.g. Argus)
3 = IR-as-a-Service (Neurolabs)
4 = Custom IR Built In-House
5 = Hybrid Distributed IR Capture with Central Brain (Emerging)

Speed & Time-to-Value			
Option	Deployment Speed	Time to Update SKUs	Iteration Speed
1	3-6 months per market	Weeks	Slow, tied to vendor cycle
2	2-4 months	Weeks	Limited by SFA partner updates
3	<20 days	1 day (1000 SKUs/week)	Independent, modular iteration
4	12-18 months	2 - 6 weeks	Slow, dev resource-dependent
5	TBD (still in concept)	TBD	Dependent on capture/brain integration

Flexibility & Integration			
Option	SFA/CRM Compatibility	Data Ownership	Component Modularity
1	Limited (proprietary apps)	Vendor-owned	None
2	Locked into SFA vendor	SFA-owned	Minimal
3	Universal compatibility	Client-owned	Yes (Lego architecture)
4	Yes (but requires custom development)	Internal	Partial
5	Yes (in theory)	Shared or owned	Depends on build

Accuracy & Capability

Option	Detection Accuracy	Retail Use Case Coverage	CPG-Specific Features
1	90-93%	Planogram, SoS	Medium
2	90%	Planogram, pricing	Low to medium
3	95-98%	All (POSM, OOS, Pricing, Display, Shelf)	High (100k+ SKUs, CPG KPIs)
4	80-90%	Custom-built	Requires significant dev effort
5	TBD	Ambitious scope	Requires definition

Scalability & Support

Option	Global Deployment Readiness	Catalogue Management	Technical Support Model
1	Slow, per-market onboarding	Manual	Vendor-defined, slow SLA
2	Regional variations	Manual or semi-automated	Tied to SFA support
3	Instant catalogue sync	Synthetic + real-time	Priority support, partner-led or direct
4	Depends on in-house team	Manual or AI-supported	Internal resource-based
5	Conceptual	TBD	Not defined yet

Cost & Ownership

Option	TCO Transparency	Internal Resources Needed	Pricing Model
1	Opaque (licensing + service)	Low	High per image + SLA + services
2	Bundled into SFA	Low	Dependent on SFA partner
3	Predictable, capped	Minimal	Enterprise fixed-fee or volume tiering
4	High, difficult to forecast	High (dev, ops, data science)	Variable, resourcing dependent
5	TBD	Medium to high	TBD