

Executive Summary

Why we do it

We want to transform how CPG brands drive revenue through execution by allowing them to immediately go from field insights to capturing opportunities in the market, as well as influence the commercial strategy by providing smarter, data-driven insights at scale.

By offering technology that connects field insights to execution, we enable brands to build a future-proof, scalable execution strategy that enhances their ability to act, optimise, and grow their business.

How we do it

We enable companies to quickly onboard products, provide real-time results, and have full control over their product catalogue and data. This allows for:

- Product onboarding and catalogue digitisation in days, not months
- Accurate product recognition in the field, across all use cases
- Lightning-fast store audits on your products including competitor intel
- Providing full ownership & transparency – your data, your way

What we do

We offer a scalable, API-native Image Recognition infrastructure that integrates seamlessly into any retail execution ecosystem.

ZIA, our enterprise-grade IR platform, delivers real-time field visibility across critical retail touch-points – backrooms, shelves, coolers, promotional areas and backbars – unifying sales, marketing, and logistics teams.

Designed to scale across regions, catalogues and use cases, it enables brands to move beyond fragmented solutions into a connected, insight-driven execution model.