



# IR Implementation Impact and Use Case Levels



# Retail Execution – A Hub of Activity

Below are the key use cases where IR technology can significantly enhance retail execution across the supply chain, from shelf management and pricing accuracy to promotional compliance and inventory control. Each use case demonstrates how IR can drive efficiency, accuracy, and actionable insights in retail environments.

## 8x faster in-store auditing:

Ensuring efficient and accurate retail execution.

## Higher promotional yield:

Provides insights into promotional effectiveness.

## Category growth:

Gain insights into competitor trends.

## Increase revenue & brand protection:

Ensures high brand visibility driving sales growth.

## Enhanced sales focus:

representatives can focus on selling rather than data collection.

## Faster onboarding:

ensure that products are always up to date on the shelves.

## 95%+ detection:

Guarantees precise monitoring of products.

## Market intelligence:

Offers insights into competitor trends and category growth.

## Reduced risk:

Accurate monitoring helps in maintaining compliance.

Our use cases are classified by level of complexity from Neurolabs Use Case Level 1 to Use Case Level 3. Each use case demonstrates how IR can drive efficiency, accuracy and actionable insights.