

# How a US CPG manufacturer reduced product onboarding time by 93%

**Who:** A leading beverage manufacturer, servicing both off-trade and on-trade channels, needed a robust solution to streamline and enhance their retail execution processes.

**Why:** The distributor's previous vendor, a limited point solution, struggled with scalability and failed to meet the performance standards required for a complex, high-volume operation. With the rapid turnover of products and evolving promotional activities, the existing solution couldn't keep up with their growing SKU catalog or handle multiple use cases effectively.

**What:** Neurolabs' unified IR platform was implemented to support a comprehensive range of retail execution tasks, including Promotional Activity Tracking, Shelf Execution, and Catalog Management. This all-in-one solution allowed the distributor to cover off-trade scenarios, such as cooler doors, display pallets, and pricing on shelves, as well as on-trade needs like tap handles and menu scanning.

## The results

- Increased catalog coverage to over 90% across an 8,000 SKU category
- 94% accuracy in product and price recognition
- Reduced the onboarding time from 4 weeks to days

