

# 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 handle 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, and on-trade needs like tap handles and menu scanning.

## Results

**Increased catalogue coverage to over 90%** across an 8,000 SKU category.

**94% accuracy in price and product recognition.**

**Reduced onboarding time** for new SKUs from 4 weeks to few days.

