Why IR-as-a-Service Wins for Orkla

Capability	IRaaS (Option 3/5)	Trax/SFA (Option 1/2)	In-House (Option 4)
Speed to Deploy	✅ 20 days	❌ 6+ months	❌ 12–18 months
Catalog Management	✅ 100K SKUs preloaded, 1-day onboarding	❌ Manual, slow	❌ Needs custom development
Custom KPIs	✅ Build your own metrics, use existing BI	❌ Vendor defined	✅ With effort
Ownership of Data	✅ Full access, raw outputs	❌ Proprietary	✅ Full access
Scalability	✅ Add modules, markets, use cases flexibly	❌ Fixed, locked roadmap	❌ Slower to evolve
TCO	✅ Predictable, enterprise-ready	❌ High, usage-based	❌ Staff + infra intensive
Future-Ready	✅ Synthetic data, flexible input, AI stack	❌ Static roadmap	🟠 Depends on team capability

Use Case Compatibility Snapshot			
Use Case	IRaaS (Option 3/5)	Trax/SFA (Option 1/2)	In-House (Option 4)
Planogram Compliance	✅	✅	Custom build
Promo Compliance	✅	✅	❌
Backroom Inventory	✅	❌	🟠 Custom
Real-Time Insights	✅ < 5 min	❌ 24–72h	🟠 Depends
Multi-input Support	✅ Field / Crowd / Retailer	❌	✅