# How Neurolabs fit into your existing tech stack

Our enterprise platform's architecture meets the demands of global Consumer Packaged Goods (CPG) companies that want to stay in complete control over their retail execution processes and data.

Unlike alternative solutions, which often lock customers into predefined workflows and reports, Neurolabs offers unmatched flexibility and autonomy.

Our modular, API-first design can integrate into any ecosystem and fits equally well with proprietary and third-party retail execution (REX) applications.
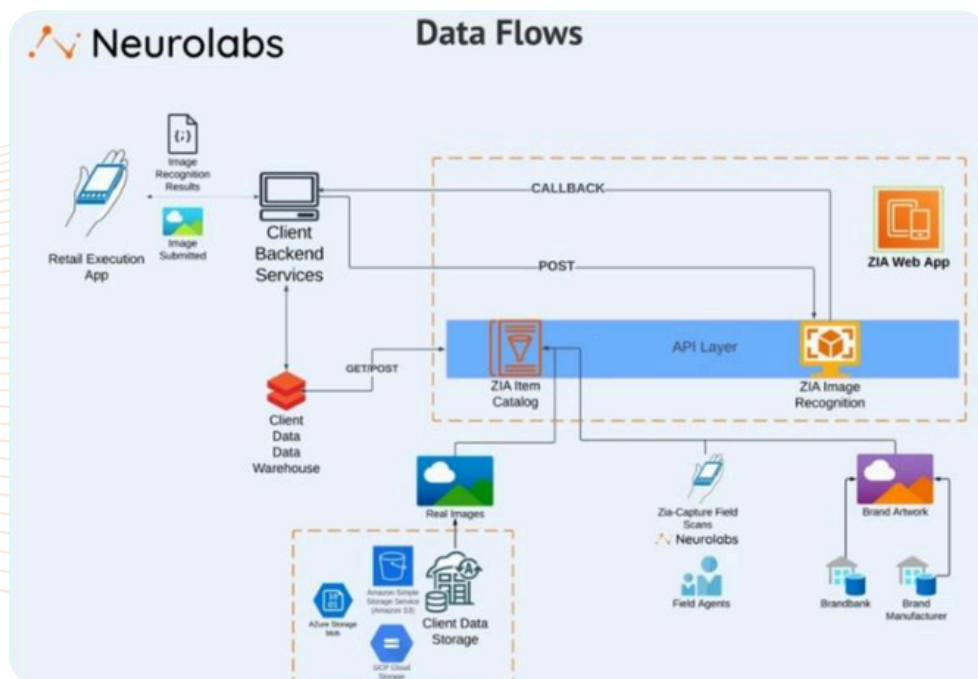
As a result, CPGs can often leverage their existing business intelligence (BI) tools, reporting systems, and data pipelines without unnecessary disruptions and risks.

In addition to the benefits of using image recognition at scale, our customers gain full visibility over the entire process - from raw data captured in stores and catalogue digitisation (onboarding products) to accuracy performance validation.

This ensures that CPGs can optimise retail execution globally while maintaining compliance, data sovereignty, and the ability to tailor insights to their specific strategic goals.