Orkla: Comparative Analysis of Image Recognition (IR) Approaches

As Orkla continues to advance its global digital transformation strategy, the selection of the right image recognition (IR) approach will play a pivotal role in enabling scalable, accurate, and efficient retail execution.

This report provides a structured, objective comparison of the five primary IR models under consideration—ranging from packaged solutions and SFA-integrated systems to modular IR-as-a-Service platforms and fully custom in-house builds. The objective is to equip Orkla's executive, commercial, IT, and procurement stakeholders with the clarity needed to make informed, forward-looking decisions.

Unlike IR evaluations that prioritized proof of technology, this guide is structured to align with strategic business outcomes—speed to market, cost transparency, flexibility, and future-proof architecture. Each option is assessed not only for its functional capabilities, but also for its implications on long-term agility, data ownership, integration readiness, and total cost of ownership (TCO).

While all five models present different strengths, the analysis shows that IR-as-a-Service (Option 3)—the model underpinning Neurolabs' enterprise solution—offers the strongest combination of speed, control, modularity, and strategic value to Orkla at a global scale.

The following pages explore:
- A concise breakdown of each IR option
- A side-by-side comparison across key strategic dimensions
- Executive takeaways for commercial, IT, and procurement teams
- Why IR-as-a-Service represents not just a better tool—but a more modern operating model for CPG execution