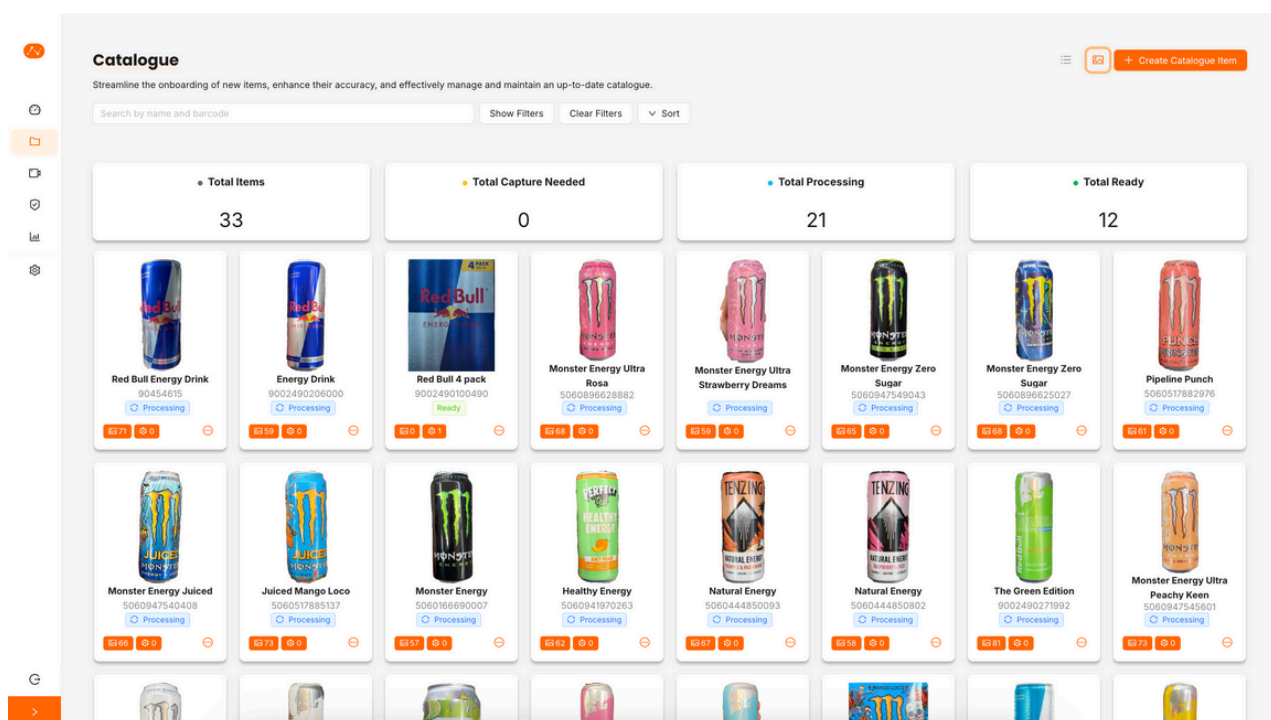# ZIA Catalogue & Capture

Traditional product onboarding is slow, error-prone, and resource-heavy. ZIA Capture eliminates these inefficiencies, enabling brands to:

- Onboard and manage SKUs independently—no third-party reliance.
- Maintain an always-accurate database of both their own and competitor products.
- Use image recognition to identify and onboard new SKUs in under a minute.
- Automatically extract up to 20 SKU attributes for better reporting and insights.

Using our 2 solutions - ZIA Catalogue & Capture, CPG brands gain faster, more accurate product tracking, reducing operational delays and improving market responsiveness.

The ZIA Catalogue is a product database, ensuring accurate SKU management. Each product has a 'digital twin,' providing a reliable reference for image recognition and seamless inventory tracking.

ZIA Capture is a mobile app designed to create 'digital twins' in minutes, making product onboarding fast and effortless. It connects directly to the ZIA Catalogue, allowing Catalogue Managers to assign SKU missions and maintain control over product data.

ZIA Catalogue & Capture

Our catalog capabilities go beyond standard onboarding. Neurolabs empowers businesses to unlock deeper value from their data by enabling:

- **Custom Data Enrichment**: Add custom attributes to each SKU based on the unique requirements of your project. This ensures the catalog reflects the precise data points needed for meaningful analysis and actionable insights.

- **Comprehensive Master Data Integration**: Build and maintain a unified Master Database that connects retail outlets, personnel, and SKUs. By integrating our Product Catalogues into your Master Data structure, we help solve the most complex of the three verticals, while ensuring consistency across all data layers.

- **Actionable Insights through Richer Data:** The more data points you have, the greater your ability to uncover correlations, identify sales drivers, and make informed decisions. Our approach enables you to slice and dice through enriched datasets, turning raw information into a strategic advantage.

This comprehensive approach to catalog management ensures scalability, consistency, and the ability to extract deeper insights, paving the way for smarter retail execution strategies.