

Why IR-as-a-Service Wins for Mondelēz

Capability	Neurolabs (Option 3)	Trax/SFA (Options 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	Neurolabs	Trax	In-House
Planogram Compliance	✓	✓	⚠ Custom build
Promo Compliance	✓	✓	✗
Backroom Inventory	✓	✗	⚠ Custom
Real-Time Insights	✓ < 5 min	✗ 24–72h	⚠ Depends
Multi-input Support	✓ Field / Crowd / Retailer	✗	✓

Neurolabs offers a next-generation IR-as-a-Service platform purpose-built for the CPG industry, allowing Mondelēz to transition from static vendor dependency to modular, AI-native retail execution. **It's not just about better IR—it's about building the foundation for a future-proof, data-rich retail engine.**

CPGs are choosing modular IR because:

- **Control:** You're not beholden to a single vendor's ecosystem or limitations
- **Speed:** Evolve components independently without waiting on vendor release cycles
- **Flexibility:** Integrate IR where it makes sense, and build intelligence that fits your business rules
- **Future-Ready:** Easily plug in AI and LLMs as they mature, because you own the data and architecture