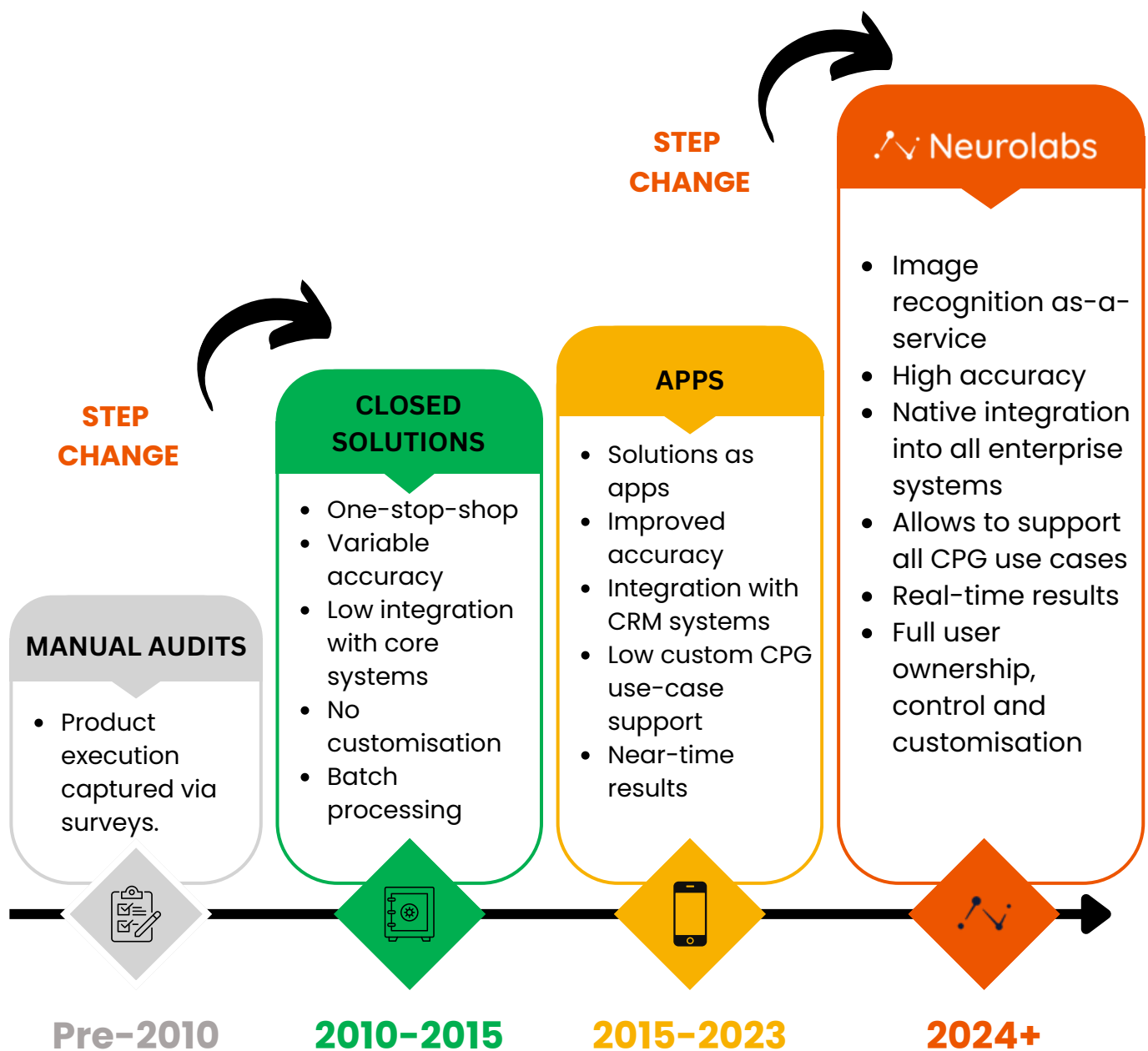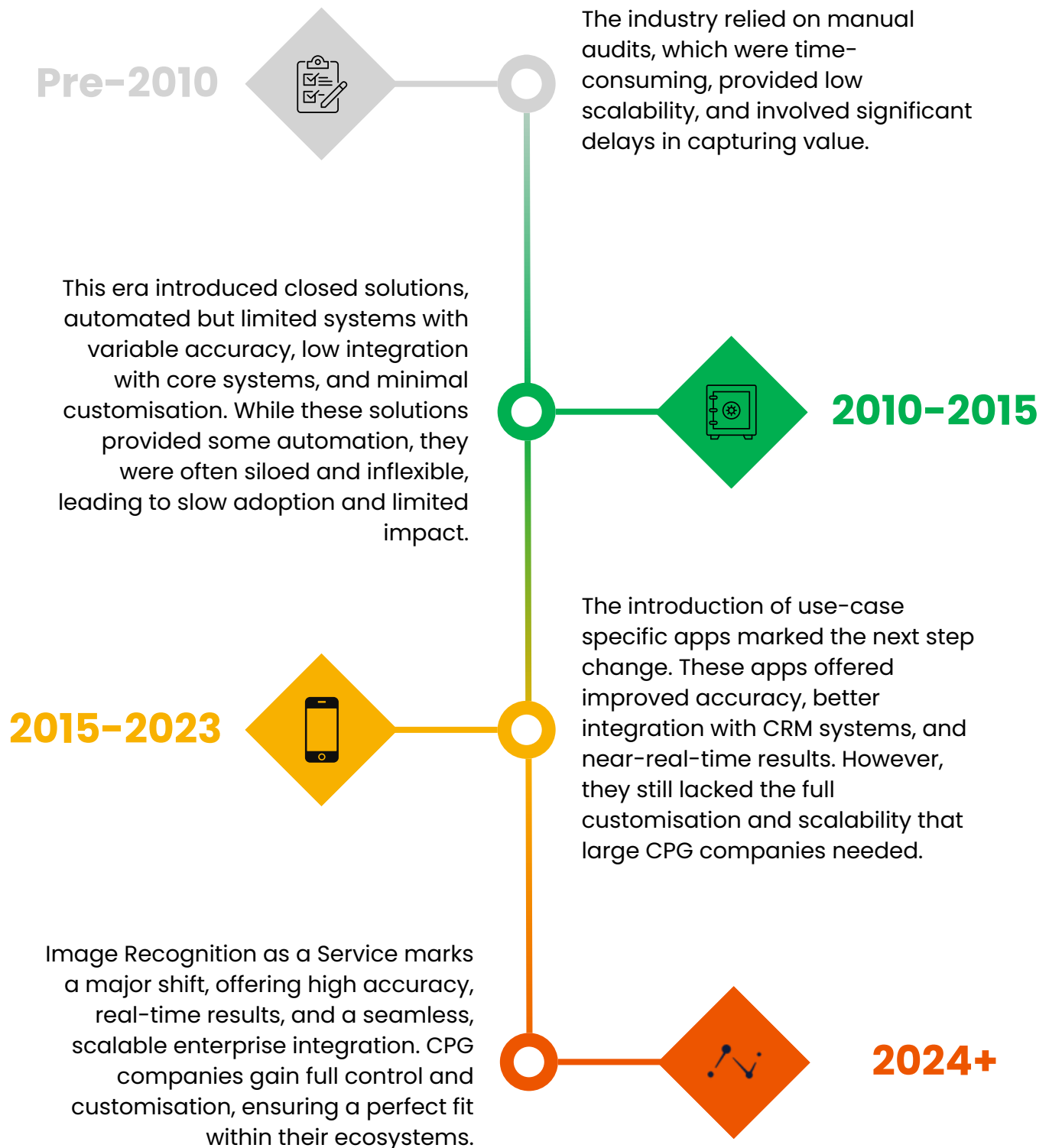# New Major Paradigm Shift in the IR Space

For 15 years, image recognition technology has evolved with key drivers such as time to value, speed to value, and scalability. Today, the focus has shifted from the technology itself to CPG customers seeking ownership, control, and seamless integration into their ecosystems to quickly extract value and scale across diverse use cases and markets.

STEP CHANGE

STEP CHANGE

Neurolabs

- Image recognition as-a-service
- High accuracy
- Native integration into all enterprise systems
- Allows to support all CPG use cases
- Real-time results
- Full user ownership, control and customisation

APPS

- Solutions as apps
- Improved accuracy
- Integration with CRM systems
- Low custom CPG use-case support
- Near-time results

CLOSED SOLUTIONS

- One-stop-shop
- Variable accuracy
- Low integration with core systems
- No customisation
- Batch processing

MANUAL AUDITS

- Product execution captured via surveys.

Pre-2010 **2010-2015** **2015-2023** **2024+**

New Major Paradigm Shift in the IR Space

Pre-2010

The industry relied on manual audits, which were time-consuming, provided low scalability, and involved significant delays in capturing value.

This era introduced closed solutions, automated but limited systems with variable accuracy, low integration with core systems, and minimal customisation. While these solutions provided some automation, they were often siloed and inflexible, leading to slow adoption and limited impact.

2010-2015

2015-2023

The introduction of use-case specific apps marked the next step change. These apps offered improved accuracy, better integration with CRM systems, and near-real-time results. However, they still lacked the full customisation and scalability that large CPG companies needed.

Image Recognition as a Service marks a major shift, offering high accuracy, real-time results, and a seamless, scalable enterprise integration. CPG companies gain full control and customisation, ensuring a perfect fit within their ecosystems.

2024+

New Major Paradigm Shift in the IR Space

Neurolabs has emerged as a leader in this new era of image recognition, offering an enterprise platform that leverages the power of synthetic data and AI to deliver unparalleled accuracy, scalability, and efficiency.

Neurolabs' platform integrates and analyses data from various points in the retail execution, including shelves, coolers, POS displays, and backrooms, providing a holistic view of retail execution that enhances decision-making and operational efficiency.

"ZIA's synthetic data approach to IR as well as the way of model creation and new SKUs onboarding has revolutionised our operations!"

SAGRA TECHNOLOGY

By consolidating data from all critical touchpoints in the retail execution chain, Neurolabs' platform eliminates data silos and provides real-time insights into inventory levels, marketing campaigns, and sales performance. This comprehensive integration allows CPG companies to react swiftly to market changes, optimise stock levels, and improve customer satisfaction through better product availability.

Moreover, Neurolabs' platform is designed to scale with the needs of large enterprises, providing the flexibility and configurability needed to support a wide range of use cases across the retail value chain. With its commitment to continuous innovation, Neurolabs is well-positioned to lead the way in the future of image recognition, helping CPG companies navigate the complexities of retail execution with confidence and ease.

Conclusion

The history of image recognition in the CPG industry is a testament to the transformative power of technology. From the manual audits of the pre-2010 era to the advanced enterprise platforms of today, the industry has come a long way in its ability to collect and analyse in-store data. Neurolabs stands at the forefront of this transformation, offering a state-of-the-art platform that leverages synthetic image recognition to deliver unprecedented accuracy, scalability, and efficiency.