Atos Codex for Retail
Connected Cooler Services

Engage nearby customers, visually monitor stock levels, and optimize your assets.

Trusted partner for your Digital Journey Codex
Engage your customer at the point of sale

Retailers and consumer-packaged-goods companies have a unique opportunity to utilize technologies such as the Internet of Things, analytics, and artificial intelligence to enhance customer experience, increase the value generated from store equipment, and reduce total cost of ownership: Atos Codex Connected Cooler Services.

The core of the services is the connected cooler by exploiting data created by sensors such as Smart Beacon, Smart Tag or Smart Vision, Atos Codex Connected Cooler Services connect and interact with nearby mobile apps and engages with customers in real-time. This is the foundation for providing value-added services such as customized offers and near-me driven promotions and for turning digital engagement into sales. The solution monitors cooler images to optimize stock replenishment and on-shelf sales space as well as metrics such as temperature, humidity, power consumption, and overall cooler health to enable prescriptive maintenance and reduce costs and downtime.

Intelligent engagement to strengthen customer relationship

Visually monitors and maintains stock levels to ensure products are always available

Detects and alerts on product placement and pricing inconsistencies

Add intelligence to any of your existing coolers

Recommends the optimal placement within store to increase sales

Automatically detects and alerts if moved or mishandled through locational awareness

Self diagnosis through continuous monitoring of vital statistics such as temperature, humidity and power consumption

Atos is your one-stop-shop for implementation, support and pricing

Connected coolers for your business

The connected coolers utilize sensor data and combine it with advanced analytics and artificial intelligence to add intelligence to your existing coolers. New data is created through a series of easily attached, on-cooler sensors that can sense and interact with their surroundings. This data can be combined with other data sets such as weather, special offers, demographics, seasonal holidays, or events and further combined with your organizations' internal data sets such as CRM and financial systems. Intelligent algorithms that can see, sense, understand, and act based on this data means the connected cooler goes beyond simply connecting and monitoring equipment. Atos, in partnership with Microsoft and a portfolio of partners, has created an end-to-end service to achieve the benefits associated with cutting-edge technologies. Atos' global scale and experience ensures a robust and fully managed service with a simple pricing model and single point of contact for support and maintenance.

Value-added services

Connected Cooler Services answer the following questions:

- Is the cooler situated at the desired location?
- Is the cooler plugged in and working?
- Is the temperature correct?
- Is the cooler sufficiently stocked?
- Is the cooler stocked according to the desired product placement?
- How frequently and when is the cooler being used?
- Who is the customer and how can the customer be engaged?

Leveraging our global scale as a consultant and systems integrator, Atos can also work with you to explore new insights and generate new business models. Aligned with your ideas and vision, Atos can design, build, and operate new features tailored to your individual needs.
Atos Codex Connected Cooler is a secure cloud-based service, delivered and managed by Atos on Microsoft Azure.

The delivery and management of a combined IoT, analytics and artificial intelligence service is a complex undertaking requiring multiple technologies and commercial contracts to be managed. Atos has simplified this into a single off-the-shelf service allowing you to get up and running quickly and with minimal risk. The service can typically be implemented within two to three months.

Here is what you can expect from Connected Cooler Services.

- **End-to-end service provider**
- **Excellent integration capabilities**
- **Proven industry expertise**
- **Strong partner network**
- **Compelling IoT references**

Coolers are first enabled with awareness. Here, easy-to-attach sensors are installed on any cooler regardless of manufacturer.

Once coolers are enabled with awareness, they will connect to the cloud based solution architecture to constantly scan, gather and analyze data, providing automated and hands-off operation.

Advanced analytics and artificial intelligence techniques provide visibility into the data as well as automated processes and actions based on your specific business scenarios.

The solution architecture provides the platform for your cooler data to be combined with data from other sources to generate new value. For example, data from proximity sensors, financial and marketing systems, and third-party sources such as social/event data are combined to create dynamic pricing delivered via targeted, near-me offers in real time.

Connected Cooler Services can be customized to meet specific customer needs, supplemented by a specialized global Competence & Operation Center.

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### Business Benefits*

- **Cooler productivity & performance**, e.g. efficient in-shop placing
  - 20% coolers identified for efficiency improvement
  - + 3.2% transactions per cooler

- **On-shelf availability** by real-time image recognition alerts
  - 2% - 7% opportunity for volume increase through optimized cooler stocking and placements

- **Sales force productivity**, e.g. contactless detection and scanning
  - + 4 days per year

- **Digital consumer engagement**, e.g. push to promo
  - 40% of app users reached by push notifications
  - 1 of 4 messages led to a transaction

- **ROI** in many cases below 12 months

*Pilot outcomes*
About Atos

Atos is a global leader in digital transformation with approximately 100,000 employees in 72 countries and annual revenue of around €12 billion. European number one in Big Data, Cybersecurity, High Performance Computing and Digital Workplace, the Group provides Cloud services, Infrastructure & Data Management, Business & Platform solutions, as well as transactional services through Worldline, the European leader in the payment industry. With its cutting-edge technologies, digital expertise and industry knowledge, Atos supports the digital transformation of its clients across various business sectors: Defense, Financial Services, Health, Manufacturing, Media, Energy & Utilities, Public sector, Retail, Telecommunications and Transportation. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline. Atos SE (Societas Europaea) is listed on the CAC40 Paris stock index.

About Atos Codex

Atos Codex is the Atos brand for advanced analytics, Internet of Things and cognitive solutions consisting of methodology, design labs, an open industrial platform factory as well as high-performance data analytics. It provides clients a complete set of solutions and capabilities to design, build and run digital business platforms. Atos Codex is a key pillar of Atos’ Digital Transformation Factory covering the complete data value chain and taking a strong business-driven approach rather than focusing just on technology.

Find out more about us
atos.net

Let’s start a discussion together

For more information: atos.net/en/contact-us

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