

# Atos connected coolers

Know where your coolers are, how they are utilized and perform. Digitally engage with consumers and provide value add for customers and partners

# Increase the return of invest for your field assets

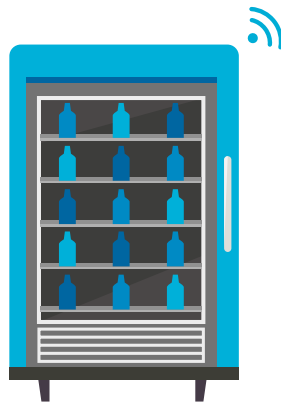
Food & Beverage companies have a unique opportunity to utilize technologies such as the Internet of Things, analytics, and artificial intelligence to enhance consumer experience, increase the value generated from field assets, and reduce total cost of ownership:

## Increase your sales while reducing costs

Field assets, such as coolers, are a crucial touchpoint in the consumer journey. They fulfil a branding role and ensure that the products sold meet the consumer expectations. In the case of the cooler: To get chilled drinks or healthy food for refreshment. Therefore, Food & Beverage (F&B) companies do invest significantly into their fleet of coolers. Those coolers get distributed across their operation territory, in supermarkets, kiosks, bars, hotels, restaurants and so on, depending on what their consumers and sales channels are. Hence, those coolers are out of direct control of the F&B company. This is where the Atos Connected Cooler Solution comes in and provides remote visibility, actionable alerts and a foundation for providing value-added services such as customized offers and near-me promotions.

## Business use cases that the Connected Cooler solution can address

- Capture cooler operational data such as temperature, humidity, power consumption, and overall cooler health to enable predictive maintenance and reduce costs and downtime
- Analyze cooler usage data like door openings to ensure the necessary ROI of the assets, adjust capacities were required and optimize cooler placements
- Minimize cooler misplacement through asset tracking



- Drive consumer engagement - utilizing proximity
- Maximize the sales force productivity - utilizing contactless asset detection, route compliance verification and automated survey taking
- Drive correct market execution - monitoring the cooler purity and planogram compliance
- Ensure on-shelf availability - the solution monitors cooler images to optimize replenishments and on-shelf sales space

# The Atos Connected Cooler Solution

Atos, in partnership with Microsoft, eBest IoT and a portfolio of partners has created The Atos Connected Cooler Solution, a vendor agnostic, modular offering, covering:

- A cloud-based web portal with preconfigured dashboards and standard reports to present the data
- Several connectivity options to make that data available for further usage
- Means for data collection leveraging build-in controllers complemented by retrofitting options

## Data collection:

Many F&B companies have already smart controllers installed in some of their newer coolers. Atos is working with all major controller manufacturers to ensure interoperability to the Atos Connected Cooler Solution, providing F&B companies a single solution even for heterogeneous environments without any vendor lock-in. For any new purchased coolers, Atos can work with the cooler manufacturers to allow connectivity directly from the factory. Still, in many cases F&B companies have a large installed base of coolers that does not yet support connectivity. For those, Atos offers own and supports 3rd party sensors for retrofitting - ranging from simple beacons up to advanced sensors with embedded cameras.

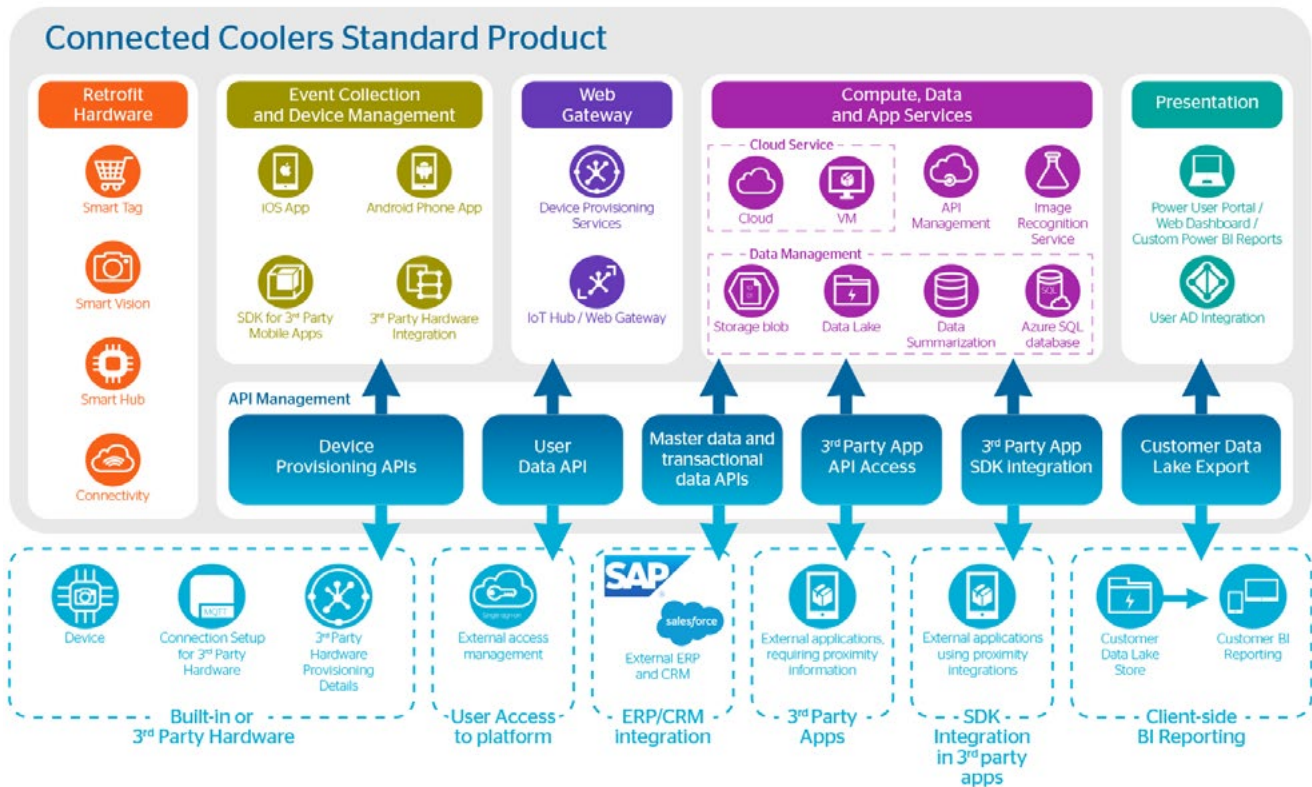
## Data connectivity:

Depending on the use cases to be addressed, established routines and processes as well as the operating environment, several connectivity options can be exploited. For basic use cases a proximity solution might be enough. For such cases a mobile app is provided to act as virtual gateway and download the data locally before uploading it later to the cloud-based solution. Where real-time information is required, mobile, LoRa or NB IoT networks can be used. For such cases a physical gateway is available.

## Data presentation:

All data collected is property of the F&B company and available through a cloud-based web portal with much granularity. In addition, the solution comes with preconfigured dashboards to get a quick high-level visual overview of the installation and contains a series of standard reports for operational usage. The solution works standalone, however an integration into the existing IT landscape makes much sense when scaling to ensure data consistency and benefit from automated data flows. This can easily be achieved through a set of available APIs as well as an SDK.

# Atos Connected Cooler is a secure, cloud-based solution, managed by Atos on Microsoft Azure



Connecting coolers to gather additional information from the point of sales and make it actionable is a perfect starting point or accelerator on the journey towards a more connected and digitized go-to-market for F&B companies:

Using beacon technology, the connected network of coolers can be turned into an interactive point of sale, engaging with consumers in proximity. That way F&B companies can develop a completely new direct-to-consumer digital sales and marketing channel. In addition, this infrastructure can be shared and create additional value for their customers and business partners.

Further, Connected Cooler data can be augmented with other data sets such as weather, special offers, demographics, seasonal holidays, or events and be further combined with internal data sets coming from the CRM and financial systems. Intelligent algorithms can be used to see, sense, understand, and act based on this data.

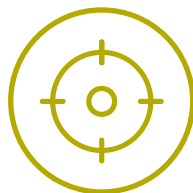
That's how the Atos Connected Cooler Solution creates real business value for F&B companies and goes far beyond simply connecting and monitoring field assets.

## Going far beyond what other solutions in the market offer:



### Vendor Agnostic

The solution supports connectivity to any retrofit smart devices as well as to the build-in controllers. There is no vendor lock and the existing and future assets can be integrated, regardless of their manufacturer or age.



### Utilization & asset performance

The solution provides a unified view of the coolers' location, on-shelf availability and planogram compliance together with the health and maintenance measurements



### Matching IoT and sales data

The solution can aggregate sales and IoT data to provide recommendations for capacity adjustments and relocation



### Consumer Engagement

Easy access for external applications to gain locational awareness, enabling precise mobile consumer interaction; for use by the Food & Beverage company itself or as value added service for its customers and partners

# Get started

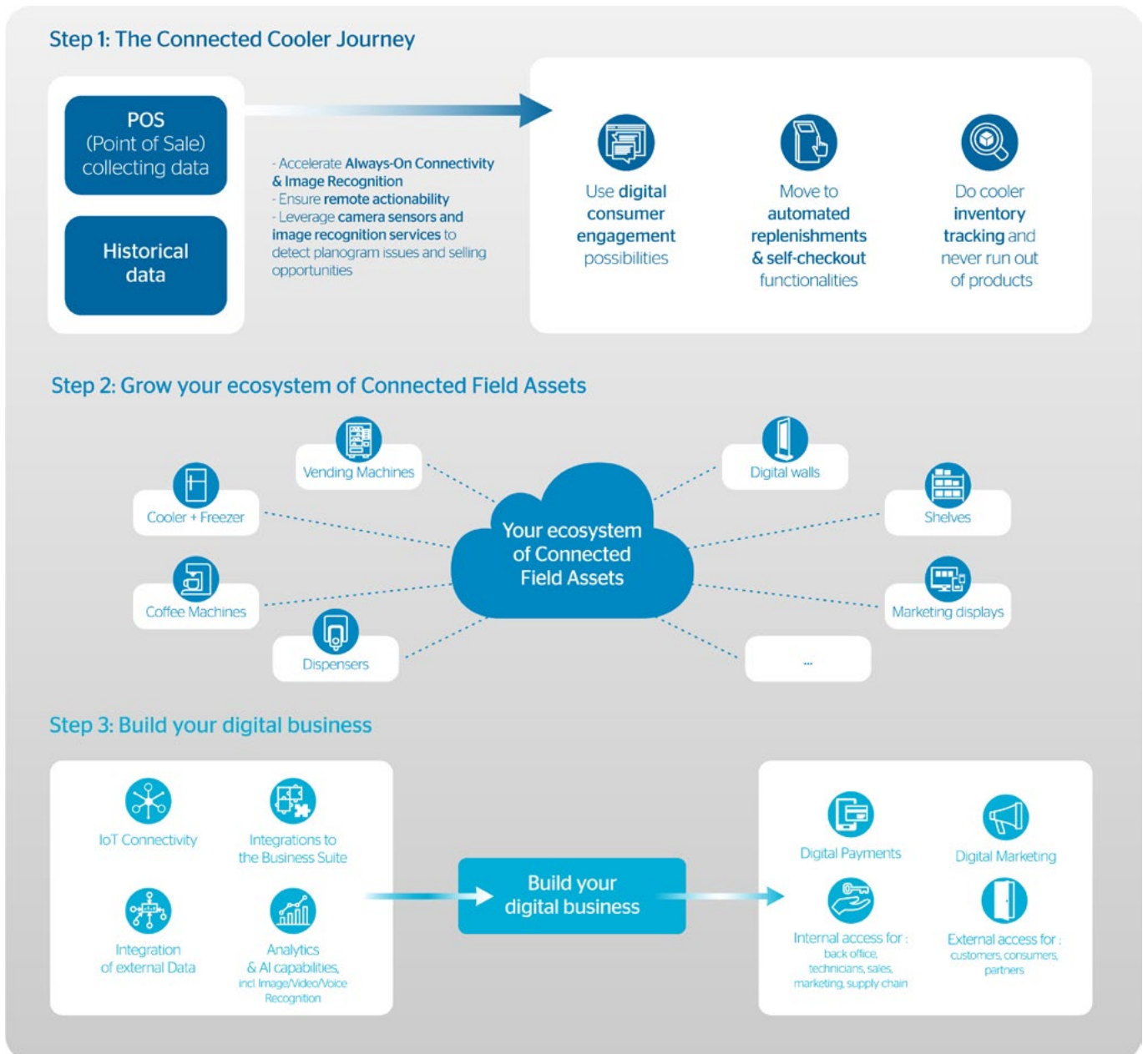
The deployment and management of a combined IoT, analytics and artificial intelligence solution is a complex undertaking, requiring multiple technologies and parties to be managed. Atos has simplified this into a single of-the-shelf offering allowing you to get up and running quickly and with minimal risk.

The solution can typically be implemented within two to three months, while a small pilot can start within two weeks.

Commercially, Atos is offering Connected Cooler in a pay-as-you-go model. This allows F&B companies to start small with minimal investment and scale up quickly, seeing the business benefits outweighing by far the cost of the solution.

With already more than a million coolers connected across the globe and many years of experience in successful deployments of IoT & Analytics projects, Atos can guide F&B companies in rolling out Atos Connected Cooler Solution, and more generically in building and delivering a digital roadmap. Leveraging its global scale and expertise in consultancy and business integrations, Atos helps F&B companies to explore new insights and design new business models.

## The future is bright - from Connected Cooler to Digital Business



# Connected Coolers in Action: The Coca-Cola HBC Success Story

Connecting assets, such as coolers in the field, are a cornerstone in The Coca-Cola System's (TCCS) digital business enablement strategy, and Coca-Cola Hellenic Bottling Company (CCHBC) with approximately 1.6 million coolers in operation is leading the way. In November 2017 CCHBC and Atos reached an agreement to rollout the Atos Connected Cooler Solution to connect the first 300,000 coolers within one year. Beginning of 2020 the company has connected over half a million coolers and includes connectivity in every new or replaced cooler on the market.

This solution enables CCHBC to access huge amounts of point-of-sale data, such as cooler placement in the store, availability, temperature, product placement, and consumer behavior and trends. This end-to-end solution enables the company to easily connect, collect, aggregate and manage the data from the connected coolers across its operations in 28 countries on three continents.



## Why Atos?



Proven industry expertise in Manufacturing and specifically in Food & Beverage



Expertise in consultancy and business integrations



End-to-end managed services provider



Strong IT and business partner network with major players and startups



Compelling reference project with Coca-Cola Hellenic Bottling Company

# About Atos

Atos is a global leader in digital transformation with over 110,000 employees in 73 countries and annual revenue of over € 11 billion. European number one in Cloud, Cybersecurity and High-Performance Computing, the Group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions. The group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Syntel, and Unify. Atos is a SE (Societas Europaea), listed on the CAC40 Paris stock index.

The purpose of Atos is to help design the future of the information technology space. Its expertise and services support the development of knowledge, education as well as multicultural and pluralistic approaches to research that contribute to scientific and technological excellence. Across the world, the group enables its customers, employees and collaborators, and members of societies at large to live, work and develop sustainably and confidently in the information technology space.

To learn more about the solution or contact an expert, visit:

<https://atos.net/en/solutions/atos-codex-connected-intelligence/connected-cooler>



Let's start a discussion together



For more information: [atos.net/en/contact-us](https://atos.net/en/contact-us)

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