

Connected Cooler

Engage nearby consumers, visually monitor stock levels, and optimize your assets

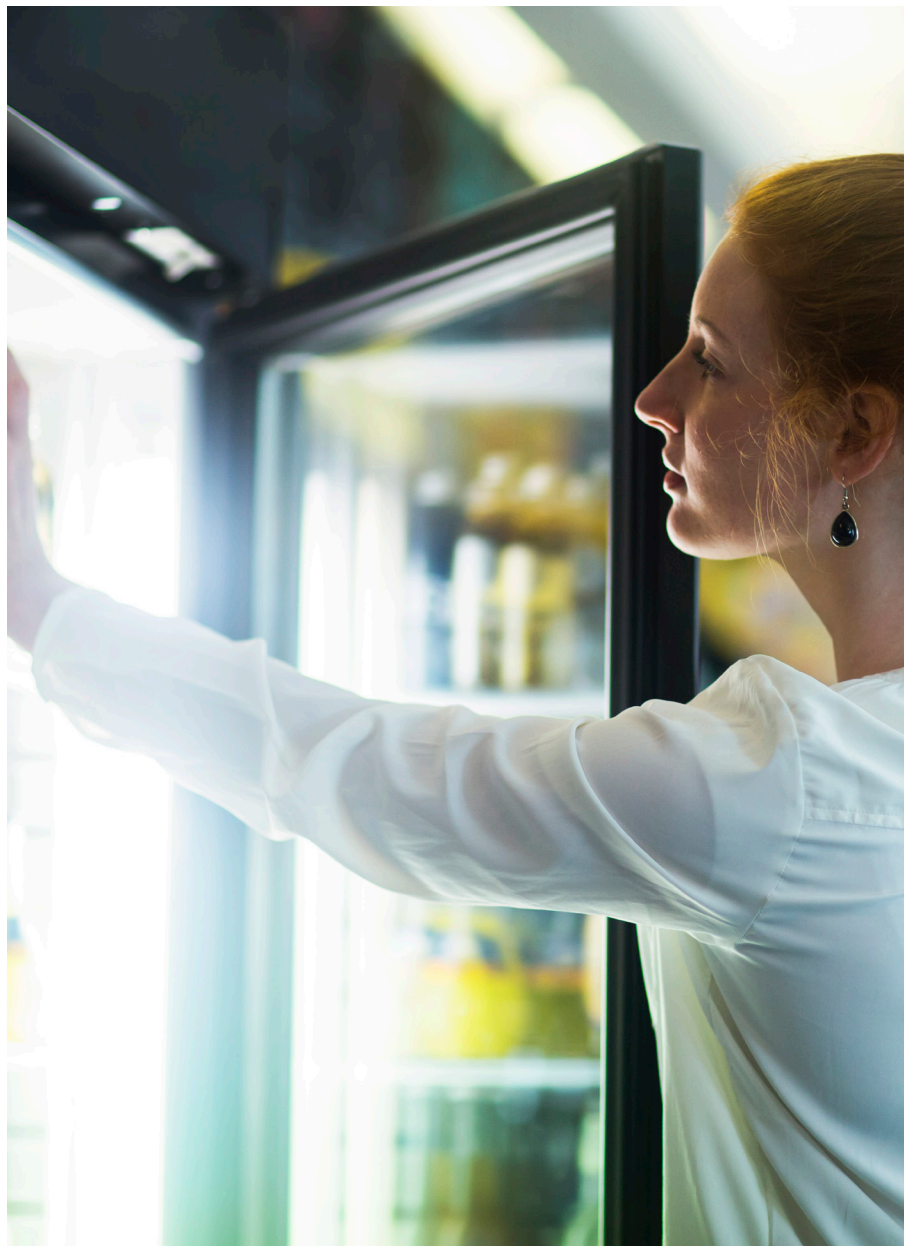
In this document, you can learn about the Atos approach to commercially engage with you while deploying the Connected Cooler solution.

Simple and transparent pricing

- To prove the value of the solution, we run a simple proof-of-concept (PoC), with a one-off setup fee for the duration of the PoC.
- Easy transition from PoC to Scale-out mode with no additional cost or effort easily incorporating any customization into the existing environment.
- Scale your solution to all areas of your business while simply paying for the resources and services that you need. This means you are charged based on actual usage, rather than a generic flat fee, ensuring your expenditure is optimized.

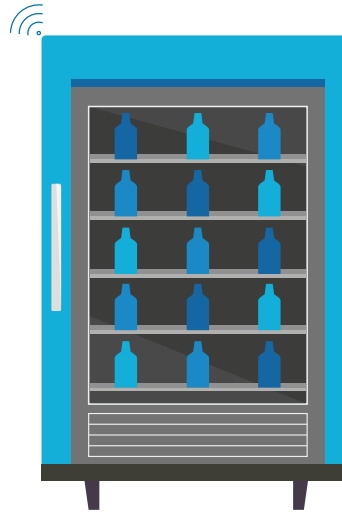
Pay-as-you-go model, based on actual usage

- One-time hardware fee, depending on your business needs.
- Managed platform service (incl. Cloud platform subscription), based on the client preferences:
 - Fee per device/month or Platform subscription per device + fixed service fee
 - Can be structured as operational or capital expenditure for the client
- Image Recognition:
 - Fee for number of photos/month
- Telco Services for always-on solutions (Optional):
 - Fee per device/month (based on actual usage)
- Optional Applications and External data access:
 - Fee per app/month



Turning cooler data into business insights

growing sales, improving operational efficiency and foster consumer experience (real implementation example):



PoC results: Up to 10% increase in sales plus efficiency savings

Results measured by:



Overall cooler performance

- Door openings
- Temperature
- Light status
- Power on/off
- Download status



Cooler productivity

- 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



Digital consumer engagement

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



Sales force productivity

- e.g. contactless detection and scanning
- **+4 days** per year
 - Verified **route compliance**

To learn more about the solution or contact an expert, visit atos.net/iot or email dialogue@atos.net

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