

# Connected Cooler

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

In this document, you can learn about the building blocks of the Connected Cooler solution, offering you the first steps into a digital business model.

## A highly customizable solution for the digital enablement of your cooler fleet

Atos, in partnership with Microsoft, eBest and a portfolio of partners has created Connected Coolers, a vendor agnostic, modular offering:

- Works with both new and existing coolers thanks to data collection technology that can be built-in or retrofitted.
- Several connectivity options to make that data available for further usage.
- A cloud-based web portal with preconfigured dashboards and standard reports to present the data.

### It will allow you to

Empower	<ul style="list-style-type: none"> <li>• Drive correct market execution - monitoring the cooler purity and planogram compliance</li> <li>• Maximize the sales force productivity - utilizing contactless asset detection, route compliance verification and survey taking automation</li> </ul>
Manage	<ul style="list-style-type: none"> <li>• Minimize cooler misplacement through asset tracking</li> <li>• Ensure cooler health and the necessary ROI of the assets through metrics such as temperature, humidity, power consumption, and overall cooler health to enable predictive maintenance and reduce costs and downtime.</li> </ul>
Engage	<ul style="list-style-type: none"> <li>• Drive consumer engagement - utilizing proximity marketing</li> <li>• Ensure on-shelf availability - the solution monitors cooler images to optimize stock replenishment and on-shelf sales space</li> </ul>

## Make your fleet ready for data collection:

A large base of already deployed coolers is the reality in most of the F&B companies. Smart controllers and connectivity are only installed partially. A complete change of the fleet would result in huge investment and potential frictions in the business procedures.

The Connected Cooler solution offers you a single approach even for the most heterogeneous environments:

- ensuring interoperability in alignment with all major controller manufactures
- considering the integration of new coolers to the fleet with smart controllers installed off the shelf
- building the complete interoperability without any vendor lock-in
- equipping parts of the fleet with 3rd party sensors for retrofitting - ranging from simple beacons up to advanced sensors with embedded cameras.

## Different data connectivity options to enable to enable various use cases:

Depending on the use cases to be addressed, established routines and processes as well as the operating environment, several connectivity options can be exploited.

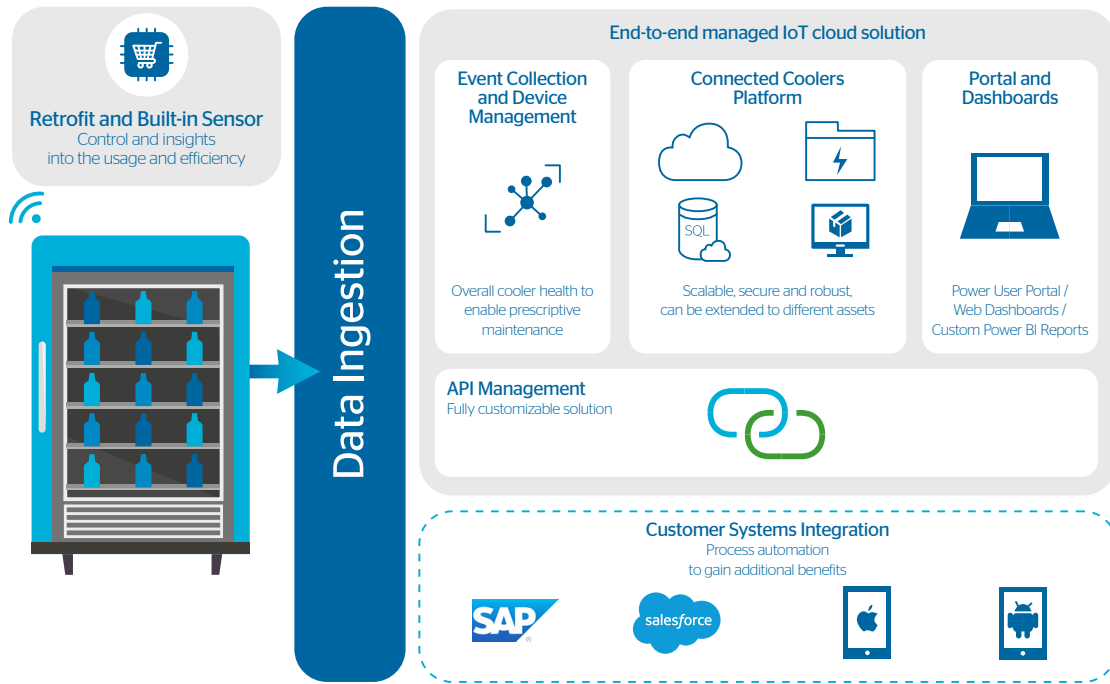
For basic use cases a proximity solution might be enough. For such cases a mobile app is provided to act as virtual gateway and download the data locally before uploading it later to the cloud-based solution.

Where real-time information is required, mobile, LoRa or NB IoT networks can be used. For such cases a physical gateway is available.

## Easily deployed data representation in portal and apps:

All data collected is your property 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 a Software Deployment Kit (SDK).

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



- delivers control of and insights into the usage and efficiency of coolers through a **secure end-to-end managed IoT cloud solution**
- enables simple and secure **integration to Enterprise systems** for process automation to gain additional benefits
- is **scalable, secure and robust**, running on Microsoft Azure technology and can be extended to different assets - shelves, vending or coffee machines and others

**Our solution blueprint features a whole range retrofit or embedded IoT devices/sensors by the major controller manufacturers:**

Business use case	Smart Beacon	Smart Tag Proximity	Smart Tag Always-on	Smart Vision
Consumer engagement: Proximity marketing; Real time Promotions and Offers; Social Media Interaction; Collect Voice of Customer	✓	✓	✓	✓
Contactless Scanning; BD Route Compliance	✓	✓	✓	✓
Operational Efficiency: Cooler Utilization; Reporting Automation; Proactive execution improvement (relocations)		✓	✓	✓
Real-time Reporting			✓	✓
Preventative Maintenance			✓	✓
Cooler Location Compliance and Loss Prevention			✓	✓
Planogram compliance; Purity; OSA; Responsive Order management				✓
Required devices:	Smart Beacon	Smart Tag	Smart Tag + Smart Hub	Smart Vision + Smart Hub

**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.
- **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.

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