

# Instrumenting coolers with IoT devices to remotely monitor asset health and sales for large soft drink CPG company

## CHALLENGES

A large soft drink PG manufacturer was facing challenges with underperforming sales of coolers. They wanted to know the reason behind some detrimental things often done by shopkeepers like unplugging coolers overnight to "save" power, moving coolers to non-optimal, low traffic positions, or removing lightbulb from the cooler. However, this degree of asset health management and sales monitoring would require a larger workforce. The customer needed a way to do this efficiently and remotely.

Internet of things

# IOT



## SOLUTIONS

Neal Analytics worked with the customer to implement a solution leveraging IoT devices. The team instrumented coolers with IoT devices helped in remote monitoring and allowing asset health data to transmit from the cooler to the company.

During significant events like shutting down or moving coolers, a trigger would alert the sales representatives. The response data helped correlate sales with key aspects of coolers and store management.

## RESULTS

The solution from Neal Analytics resulted in increased sales for the customer by ensuring coolers positioned in high-traffic areas.

Sales representatives can demonstrate the benefits of the correct operation of coolers to customers. It helped maintain product quality by monitoring the temperature compliance of coolers with timely maintenance.