



Real-time cooler data and analytics without an actual visit to the store



As a manufacturer that owns & maintains branded coolers, monitoring and optimizing these premium in-store assets is a challenge as they are widely distributed and the audits are manual and untimely.

CPGs need to:

- Manage assets operationally to optimize stocking cycles, assortment ranges, planograms and pricing strategies
- Track new products, pricing, promotions and packaging
- Provide telesales reps with in-store realities

As a retailer, your highest priority is to make sure that your customers' favourite products are always in stock to ensure the best in-store experience.

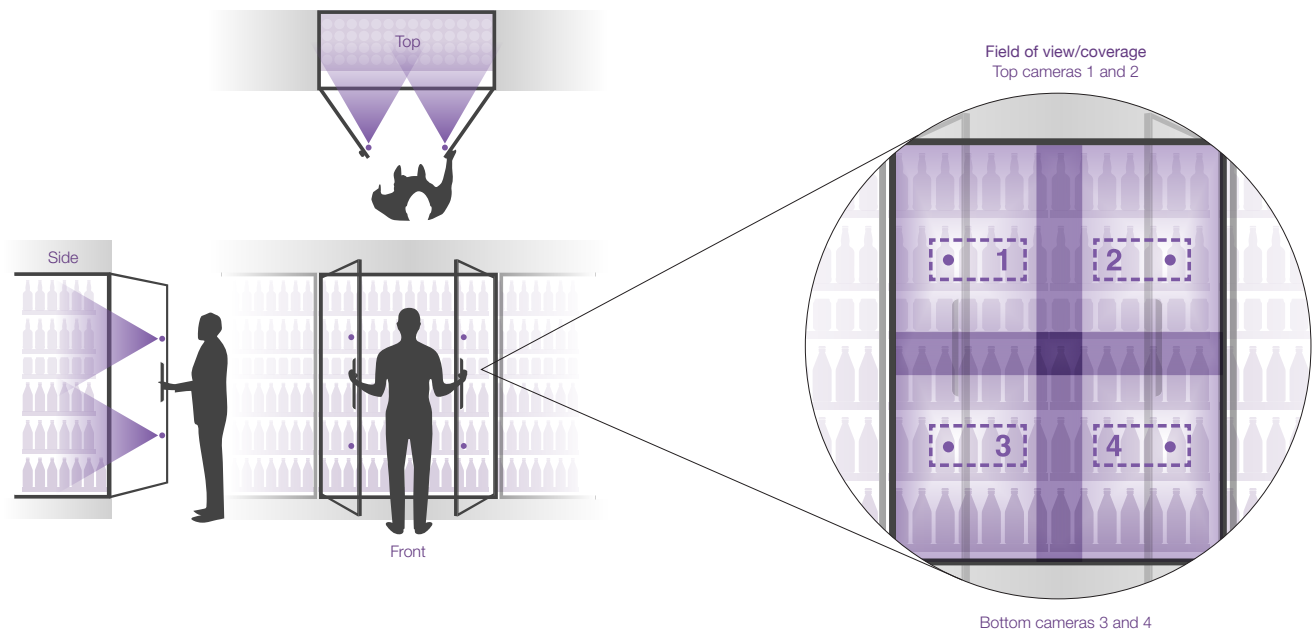
Retailers need to:

- Manage and prevent OOS issues
- Track and optimize price changes and in-store promotions (price and promotional compliance)
- Manage the power consumption of these large in-store assets

Real-time intelligence from any cooler, anywhere

Trax Smart Cooler is a real-time visibility and control solution that continuously measures cooler stock and compliance levels from 2 mounted digital cameras within the cooler and an in-store 3G or Wi-Fi enabled Trax terminal. Powered by Trax's gold-standard, proprietary image recognition technology, Trax Smart Cooler gives you a real-time understanding of your performance in the market every time the cooler door is opened.

Providing you with intraday, real-time intelligence and insights, from any cooler, anywhere, you can monitor cooler out-of-stock (OOS) levels, planogram compliance and have full asset management. Receive the most robust set of cooler analytics available – knowing what your consumers are buying and when. Understanding their reactions to promotions, pricing and new products – both yours and your competitors, has never been easier.



Solution Highlights:

- Door activated cameras means you see what every shopper sees in real-time
- 3G tracking of cooler location
- Cooler temperature monitoring

- Bluetooth connectivity enables customer interaction at the point of sale
- Cooler power management provides the ability to automatically initiate a power saving mode when the cooler is idle

Solution Highlights:

Automatic

Image capturing is triggered by the consumer

Simple

Easy installation & support

Scalable

System supports millions of images each month

Connected

3G / Wifi connectivity. Bluetooth support

Actionable

Real-time insights, with robust management dashboard & integration

Product versions: 1. Retrofit (Add-on): is a Smart Cooler kit that can be added to any existing cooler. 2. Embedded: is a Smart Cooler kit that is factory-assembled as part of the cooler.

How it works



The cooler-mounted cameras are activated by the opening and closing of the cooler door. The cameras stop recording as the door closes.

Once the motion has been detected, the cameras begin to capture images at pre-set intervals and a series of images.

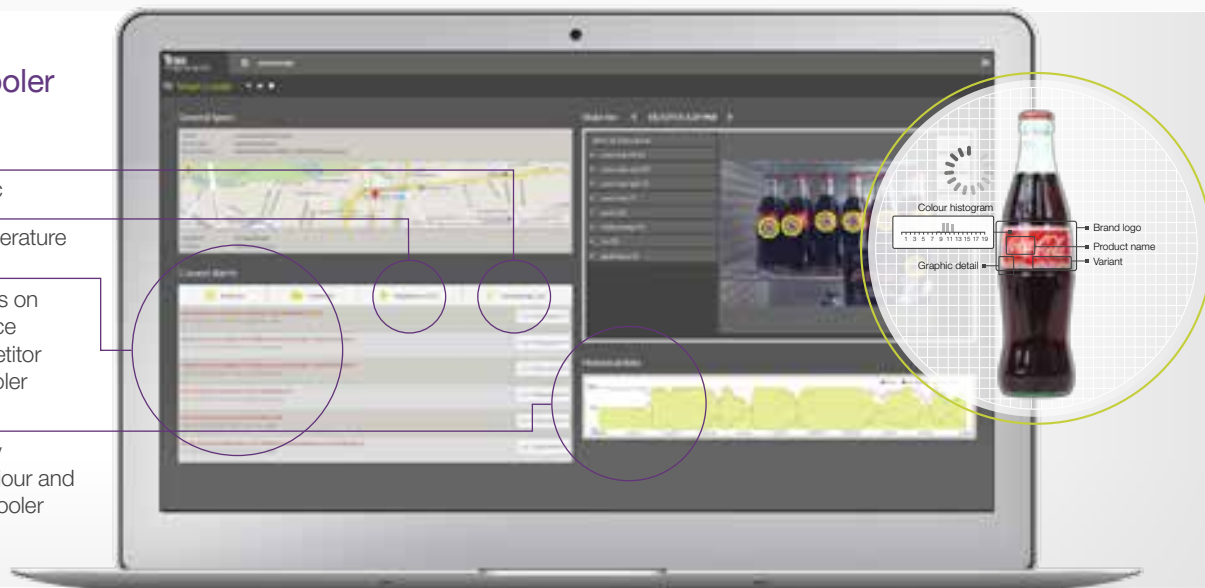
The images are screened for obstructions, such as a person's hand reaching into the cooler and the best images are selected.

The best images are uploaded to the Trax Cloud for analysis via an in-store 3G or Wi-Fi enabled Trax terminal.

Insights and reports are accessible online to business teams, call centers and can be integrated into any CRM, ERP or custom databases.

Trax Smart Cooler Dashboard

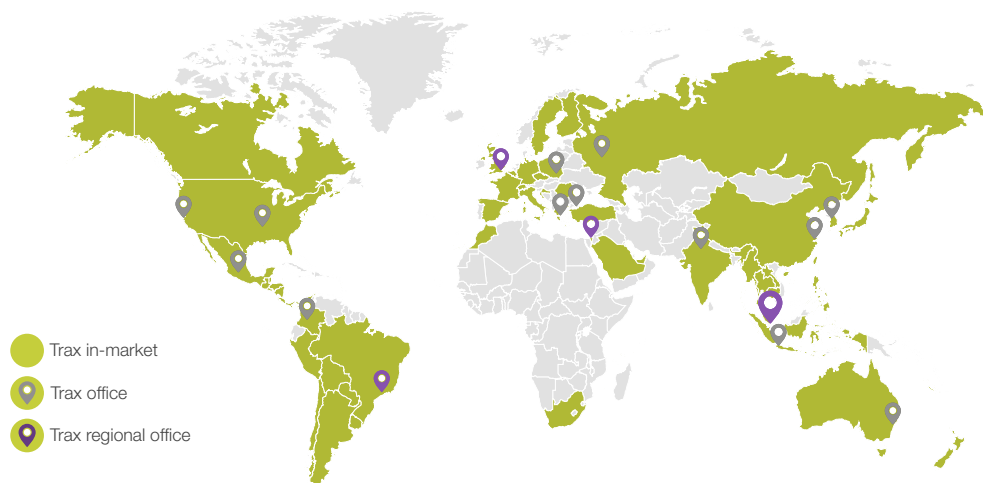
- Monitor cooler traffic
- Monitor cooler temperature
- See immediate alerts on low stock, OOS, price changes and competitor products in your cooler
- Understand intraday consumption behaviour and OOS trends in the cooler



Trax around the world

Every day we help some of the world's largest household brands in over 40 countries, identify performance gaps and increase revenue opportunities at all points of sale, in all retail channels.

Headquartered in Singapore, with offices across APAC, Europe, Middle East, North America and South America, top brands such as Coca-Cola, AB InBev, Heineken, Nestle and Henkel leverage Trax globally to grow their businesses.



We capture retail today, so you can see the opportunity of tomorrow.

Trax
image recognition

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