



# Real-time intelligence from any cooler, anywhere



From beer to bottled water, and bars to convenience stores, customers are willing to pay a premium for chilled products, especially for immediate consumption. Coolers play a critical role in generating margins for manufacturers and retailers. However, widespread distribution and inefficient audit mechanisms are common roadblocks to monitoring and managing

these premium in-store assets. Trax Smart Cooler is an innovative Internet of Things (IoT) solution that continuously monitors cooler execution from two door-mounted digital cameras 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

in-store conditions every time the cooler door is opened. With intraday, real-time intelligence, you can monitor out-of-stock levels, purity and merchandizing compliance anytime anywhere, including premium venues or game days and special events. By knowing what shoppers are buying and when, you can gauge their reactions to promotions, pricing and new products.

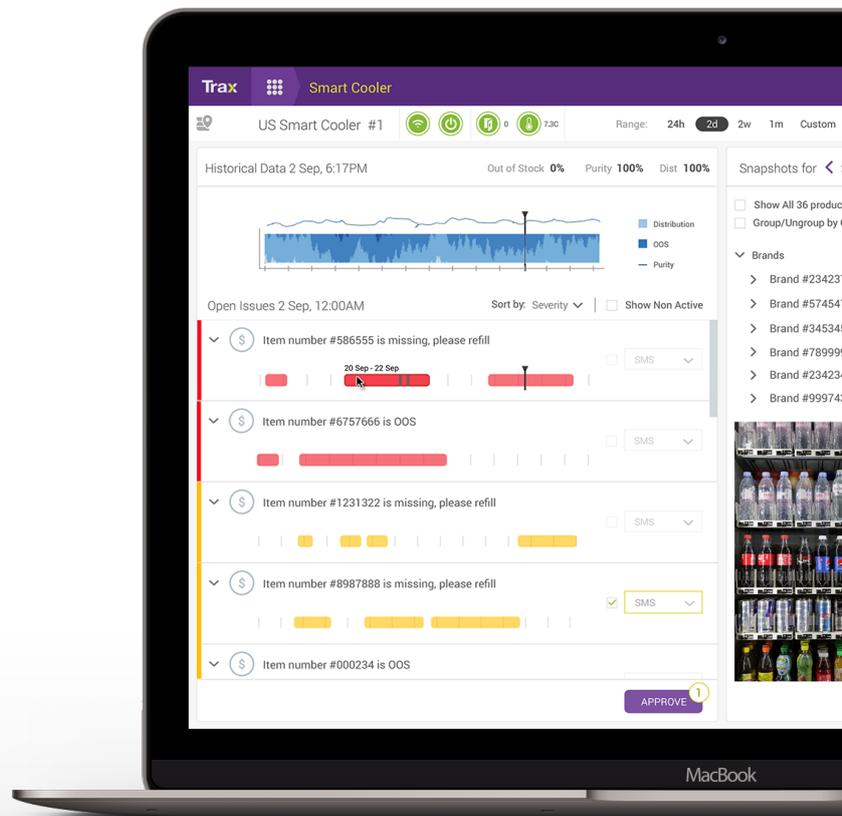
## Real-time data and analytics every time the cooler door is opened, without an actual visit to the store

### In-Store Execution:

- Maximise sales by leveraging real-time automated alerts on in-store issues sent to sales reps, merchandisers, telesales reps and store owners
- Ensure full utilization of shelf space with custom dashboards to monitor cooler location effectiveness, planogram compliance, purity and shelf share
- Accelerate brand activation by tracking display execution, price compliance and new products launches
- Uplift asset management efficiency by tracking asset location, temperature and power consumption

### Market Research:

- Increase distribution effectiveness with robust cooler analytics on OOS trends and peak periods, down to specific intra-day time intervals
- Optimize pricing and promotional strategies through new shopper insights on cooler usage, impulse purchases, seasonality effects and more
- Understand execution performance with aggregated data for comparative analysis across stores, chains, regions, states and countries



## How we are different:



### Leaders in computer vision for retail

Our breakthrough image recognition algorithms and deep learning platform is purpose-built for retail



### Real-time and scalable

Our reporting platform sends alerts and dashboards on cooler issues in real-time to key people in your retail ecosystem



### Low TCO and ease of use

Simpler to install and maintain than other internet-enabled coolers, and available in retro-fit and factory-assembled variants

Trax global clients



## How it works:



Cooler-mounted cameras are activated by the opening and closing of the cooler door, and capture images at preset intervals



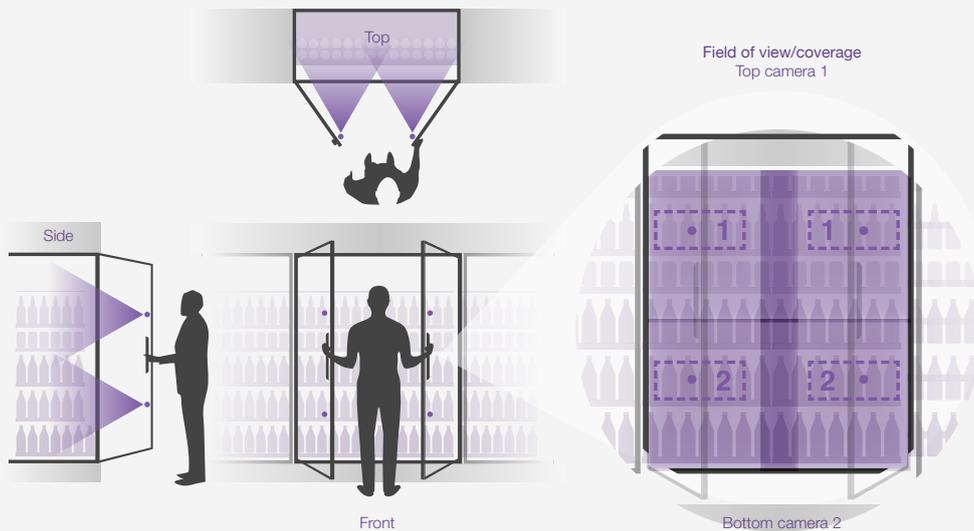
The images are screened for obstructions, such as a person's hand reaching into the cooler and the best images are selected



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



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



### Cooler Highlights:

- Door activated cameras means you see what every shopper sees in real-time
- 3G GPS cooler tracking
- Cooler temperature monitoring
- Bluetooth connectivity to enable customer interaction at the point of sale
- Cooler power management to schedule power saving mode when the cooler is idle

### Product versions:

- Retrofit (Add-on) – is a Smart Cooler kit that can be added to any existing cooler
- Embedded – is a Smart Cooler kit that is factory-assembled as part of the cooler

## Breakthrough innovation, proven results

### Client Goals

As one of the largest beer companies in the world, this brewer needed to understand the availability patterns of its most popular beer brands and SKUs within coolers at its retail customer outlets.

But with its conventional store audit methods, getting an aggregated view of cooler traffic across stores was almost impossible.

### Client Benefits

- Identify and plug availability gaps in real-time
- Track and optimise non-performing coolers
- Leverage data insights to increase cooler profits

### Trax Smart Cooler Insights

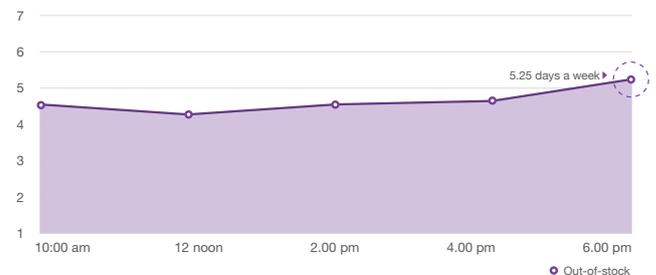
The brewer implemented Trax Smart Cooler to observe the availability patterns across a key store segment over three months.

- Identified a specific SKU that was most frequently out of shelf, in some weeks as high as 86% of the time.
- Determined that in one store, this product was missing from the cooler by 6pm on more than 5 days a week.

Out-of-Stock Variation of 2 Power SKUs



Number of days in a week when SKU 4 was out-of-stock at store 1



**Trax**  
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