

Case Study

Implementation of the Connect Track SDKs increased Bluetooth IoT data acquisition by 371%

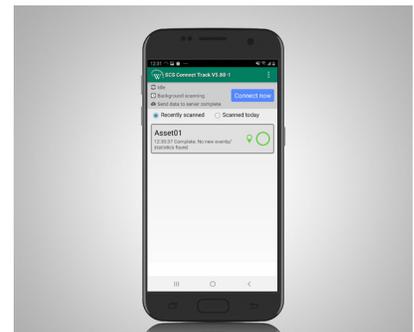
Executive summary

A large beverage customer looking to improve the collection of IoT data from their fleet of connected coolers turned to Wellington for help. Adding Wellington's Connect™ Track SDK into a custom application deployed to their sales field staff, led to a 371% increase in the data acquired from coolers. This increase in data flow using the existing mobile fleet and Bluetooth was virtually cost-free, but drove new fleet insights, productivity, and efficiency, allowing better investment and service decisions for their clients.

Uncomplicating data collection

We strive to make connectivity work for you, which means we must meet different data collection requirements at a broad range of price points. These requirements are driven by technical performance, product type, customer relationships, company policies, business models, and much more. Data collection is the single biggest component in designing and choosing a connectivity solution.

This is why Wellington offers the industry's largest range of options for the acquisition of data from connected equipment.



Option	Application
<p>Connect™ Track app: A Bluetooth-based data collection application that, once installed and activated, requires no user interaction to collect data from all your Wellington equipment fleet.</p>	<p>Zero cost, simplest deployment, requires user to download and activate app. Great for trials and startup, with limited reach due to Bluetooth range and hard to control user settings.</p>
<p>Connect Track SDKs: A range of SDK options that enable Bluetooth-based data collection with different levels of user feedback and control. Designed to allow customers to incorporate data collection from the field into their custom apps. Available for integration into customer's sales staff, or retail customers apps.</p>	<p>Zero ongoing costs, but some implementation costs due to integration into a mobile app (new or existing). Perfect for customers in a more mature state of deployment who want to achieve high data collection rates without ongoing costs.</p>
<p>Connect™ Network: A hardware solution that enables customers to achieve always-on connectivity via cellular in a wide variety of field locations. Provided with configurable data collection and alerts and designed to work as a hub so that only one device is required to connect all equipment in the same point-of-sale*.</p>	<p>Some ongoing costs due to cellular connectivity and service management. Ideal for customers, locations, and products that need real time data and alerts. Applicable for customers collecting significant levels of data using Connect Track app and Bluetooth or where Bluetooth acquisition may not be frequent enough. Works well for those who operate an indirect business model, or who see proximity connectivity as an insurmountable challenge.</p>

* number of connected units dependent on point-of-sale size and layout due to Bluetooth range

The Wellington take on connectivity is to design an ecosystem of options that enable every one of our customers to find the one that is right for their problems. We have customer success managers that guide you through the selection of these options to make sure your goals are met, and that connectivity has an ongoing positive return-on-investment (ROI).

The **Wellington Connect™ ecosystem** always continues to grow and innovate, in both technology and execution.

Customer challenge

A large beverage manufacturing and distribution customer has been extending their range of connected coolers by incorporating Wellington's **Connect™ SCS controllers** into their newly built coolers. The coolers were recording valuable equipment and sales performance data, but frequent and reliable collection of the information using only **Wellington's Connect Track app** was proving to be a challenge.



In this case, the customer's workforce was facing barriers with the consistent adoption of mobile apps. The lack of a mobile device management (MDM) tool created challenges for the IT team to manage apps installed on the company-owned mobile devices. It was difficult to deploy and update apps and control the device's settings. In some cases, users inadvertently turned off GPS and Bluetooth, effectively stopping the acquisition of connected cooler data. For the customer's IT team, the manual administration of devices became too demanding.

Solution

Wellington learned that the customer had successfully rolled out a customized ordering mobile app to their sales team. The users recognized this app as being critical to their jobs since it enabled placing product orders for their customers. At this point, it became clear that using one app to order product, and another to collect field data was suboptimal, so we suggested simplifying things by incorporating Wellington's Track SDK within the customer's app.

The SDK was adapted to the bottler's exact needs, and the code and documentation were delivered to their IT team, who added it to the mobile app. The implementation time was short and with a minimal financial investment, while ensuring cooler data could be readily acquired.

The IT team now had a single app to maintain, and the sales team had only one app to use.

The SDK allows the team member's smartphone to connect via Bluetooth each time they are in range of a connected cooler. This process is entirely automated and requires no action from the user, with the added benefit of having full offline capability. A small data file from each cooler is automatically uploaded to the **Connect™ Cloud** when the mobile phone next has an internet connection.



Results and plans

The client previously tracked 29,317 coolers weekly. Once the SDK was added to their ordering app, they managed to track 108,872 coolers in the same period, an increase of 371%.

One of the downsides of using location-enabled apps is that the phone's operating system (OS) shows continuous notifications even when the app is running in the background, which can be frustrating and confusing to the user. If the app is not regularly used, the OS may change the permissions settings, adding another layer of complexity. The use of the SDK in an app that is frequently used in the foreground as the salesperson enters orders, seamlessly resolves these issues.

With only one action, this bottler managed to gain insights into their asset's performance through regular monitoring. These numbers translate into more than 70% of the customer's entire equipment fleet being tracked in a week! This gave rise to the collection of information to increase the efficiency and productivity of their coolers, leading to better investment and service decisions for their clients.

Learn how another customer **recovered over 40% of their missing and stolen coolers** using a similar strategy.

This will lead to increased sales, generated via reduced equipment downtime through service and maintenance, for the bottler's customers. Other benefits include the ability to control product temperature to maximize sales, and the assurance that the cooler is correctly sized, which can also maximize sales at each location.