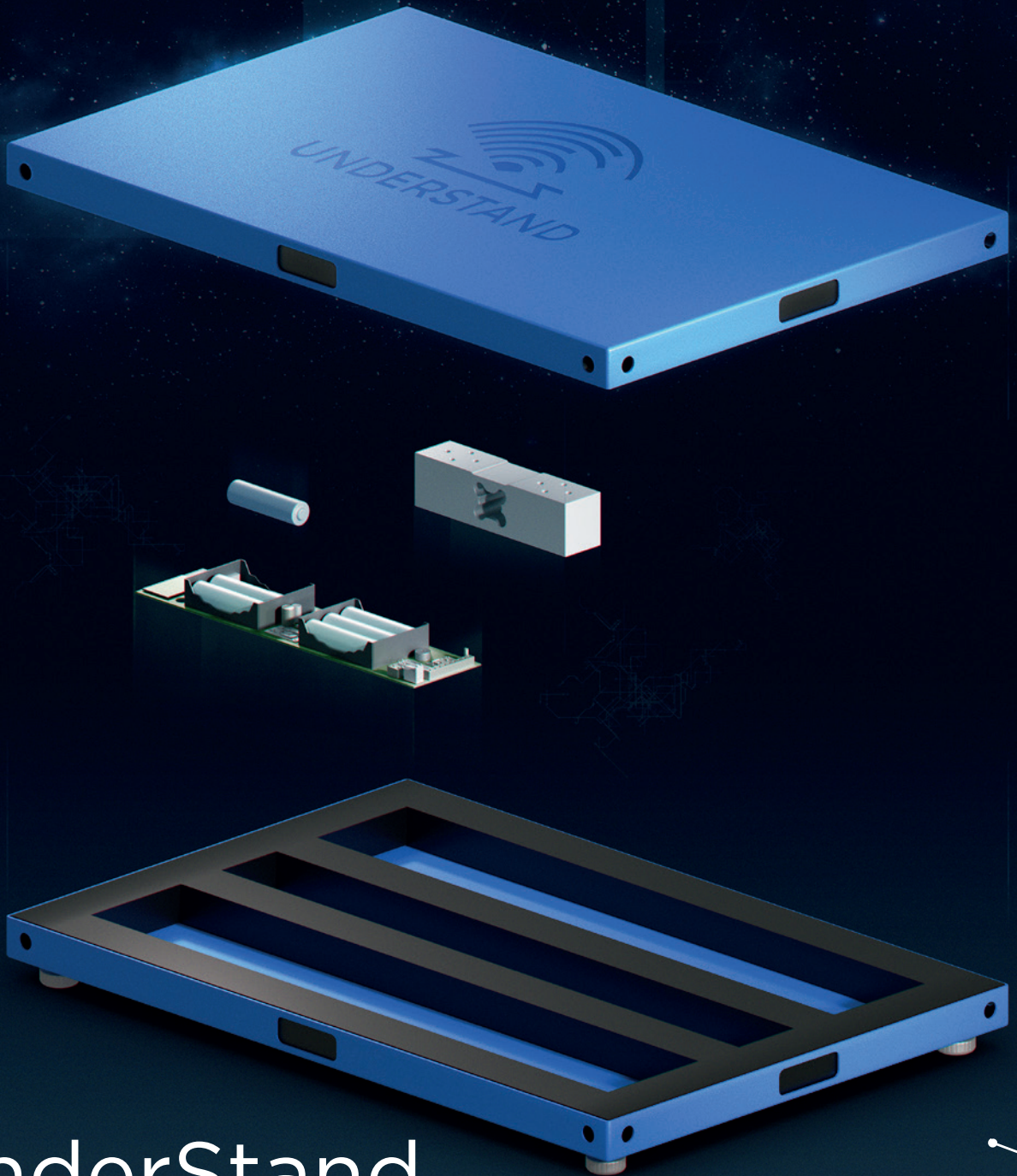




UNDERSTAND



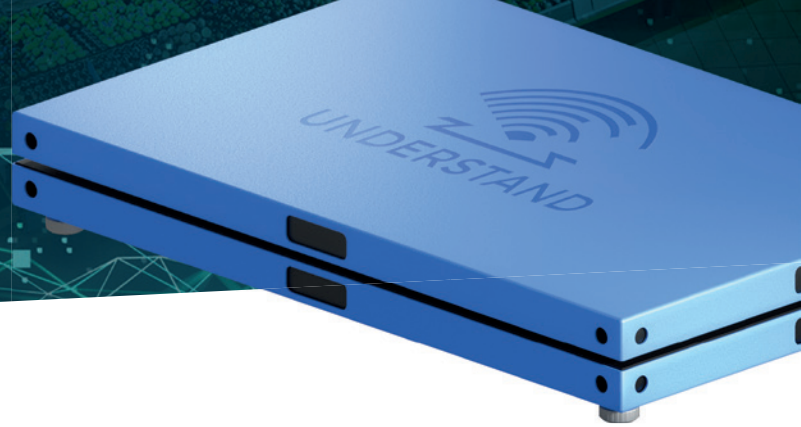
UnderStand

Real time telemetry for your products



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What is UnderStand?

Edge underStand is a device for anyone who needs to monitor the weight and location of assets. It is an intelligent self-sufficient remote telemetry device. It collects and processes weight, temperature, humidity, light intensity and location data in real time allowing you to easily track your assets. It has a form of a 600x400 display pallet and is equipped with its own power source but can be implemented into custom platform designs per customer request.

UnderStand is an Internet of Things hardware and software solution. It collects and processes data from POSs in real time allowing you to assess the results of promotions and pretest promotional activities. It measures KPIs, taking into account the entire purchasing funnel, including traffic, consumer interest, and product turnover. It also monitors operational elements related to sales (such as the distribution of secondary placements).

Business Purpose

UnderStand can measure parameters for your assets and can be used in multiple businesses:

Example uses for retail

- Measure the performance of your merchandisers and compare the results to the standard store shelf
- Improve the logistics behind your merchandisers, avoid out-of-stocks
- Monitor the geographic and in-store location of your merchandiser

Example uses for transportation

- Track your assets across the world
- Measure the temperature and humidity of your products in transit
- Locate your goods in your warehouse

Why?

Instant collection and reporting of data that constitutes a basis for detailed conclusions about the results of promotions

Pretests of promotional activities that let you determine the value of ROI and the investment's break-even point

The measurement of KPIs is linked to the entire purchasing funnel from traffic, through interest, to product turnover

You can set up communication and promotional mechanisms automatically

Define the success criteria for the efficiency of trade activities (benchmarking, targeting) to adapt your activities to individual stores

Monitor operational elements related to sales (secondary placement distribution, stocking up, products missing from the shelf)

How does it work

Edge UnderStand is a stand alone device equipped with high quality sensors that constantly monitor and measure multiple parameters. Those readings are then transmitted to cloud based server and are available immediately.

UnderStand has its own power source and can function up to one year depending on the needed frequency of reporting. Interchangeable batteries make it very easy to service the device.

With the use of our dedicated API it's very easy to integrate the device into your existing framework.

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UnderStand

Real time telemetry for your products



POS
driver



Rotation
data analyzed
in cloud



Customizable
Clients'
dashboard

UnderStand in a business process

1. Concept
Design

(what can we do?)



2. Demand
Planning

(where/when should
we do it?)



3. Execution

(how we can do it?)



4. Logistics +
Tracking

(let's do it!)



5. Feedback
& Reporting

(how we did it?)

measure sales from
merchandisers
in real time

control stocks on all
levels of supply chain

understand perfor-
mance of merchandis-
ers and posm materi-
als in a specific retail
environment

EdgeNPD clients examples



For whom?

- Retailers
- Manufacturers (FMCG, CPG, Customer Electronics)
- Service Providers
- Shopper Insights Managers
- Category Managers
- Trade Managers
- Revenue Management

The Edge NPD team has extensive expertise in building IoT solutions (hardware, software) and in analytics, which, together, makes it possible to collect precious data automatically and to analyse it. I confirm that Edge NPD has successfully implemented a technological solutions in the branches of mBank and I recommend working with Edge NPD on developing IoT technology.

See more at

edgenpd.com/iot-understand/

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