



Digital Twin's Connected Cold & Hot Chain Assets

Real-time tracking, performance monitoring, and optimisation of cold and hot chain assets.

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A comprehensive solution designed to enhance cold and hot chain management through real-time data capture at the edge, advanced analytics, and performance optimisation. By enabling asset visibility and management, organisations are empowered to make faster, data-driven business decisions that reduce costs, increase optimisation, and enhance customer engagement.

Core Capabilities



**Asset Tracking
& Management**



**Total Cost of
Ownership**



Trade Insights



Art of the Possible

Asset Tracking & Management

Accurately monitor and manage your cooler assets across the entire value chain.

- Accurate balance sheet with field validation of asset base.
- Real-time notification of any non-contracted movement.
- Factory to distribution to trade path and timelines to optimise distribution.
- Natural attrition VS theft VS damage analysis.
 - Loss %
 - Natural aging %
 - Theft %
- Age and location of asset.
- Accumulation of assets (over served Vs under-served) by demographic area.





Total Cost of Ownership

Predict, plan, and extend the life of your asset while optimising capital investment.



Asset Condition

Monitor and track the health and operational status of each asset in real time.



Asset Performance Trending

Track asset performance to identify patterns, predict issues, and optimize maintenance.



Predictive Assessments

Predictive assessments of the asset performance and forecasted replacement or service timelines.



Asset Benchmarking

Benchmarking of assets between areas (coastal, inland, high LSM, Low LSM, etc.)



Capital Expenditure Planning

Use data-driven insights to plan replacements, upgrades, and budget allocation more effectively.



Asset Leaderboard

Rank assets by performance to highlight high-value units and identify poor performing units.

Trade Insights

Connect operational data to real-world trade and sales performance.



Thermal Load Activity

Thermal load activity and analysis relates back to stock levels within the asset.



Asset Analytics

Analytics linked to asset usage such as door contact activity.



Repacking of Assets

Repacking of assets due to demand or lack thereof relating back to sales.

Art of the Possible

Digital Twin's solution enables asset owners to think beyond the norm.

- The asset becomes a network access point, acts as an APN in the location such as a cooler in a bar allowing loyal customers to access the internet.
- The asset can act as a distributed client engagement point for the asset owner to improve consumer insight.

Example: Fridges in a QSR to offer free wifi and data access to loyalty customers with a common login across the portfolio to improve engagement. Trigger specials and dynamic behaviour of the header panel to reflect a marketing programme.



Key Features



Asset Tracking & Management

Track asset location, movement, and usage in real-time.



Reduce Cost of Ownership

Optimise maintenance and asset lifespan to lower long-term costs.



Condition & Performance Monitoring

Continuously assess asset health and performance.



Trade Insights

Link usage data to sales and market activity for smarter decisions.



Network Access Point

Turn assets into digital hubs for connectivity and data flow.



Remote Monitoring & Optimisation

Manage and optimise asset performance from anywhere.



Digital Twin (Pty) Ltd is proudly South African.



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