



# Beverage Company Protects Assets with Wiser



IN-STORE EXECUTION  
**Retail Intelligence**

## About

One of the largest regional non-alcoholic ready-to-drink beverage players prevented thousands of dollars in financial loss leveraging the power of Wiser. The brand experienced severely limited visibility on their branded fridges in the convenience channel, unaware of the asset placements, in-store location, and any equipment maintenance issues.

## Challenges

It's a common practice in the fast-moving consumer goods industry (FMCG) to offer fridges to retailers and ask for the exclusivity of use (or a higher share of shelf) in return. This is a strategy leveraged to secure space in the stores and increase brand awareness, given the fridges are usually merchandised and help drive impulse purchase.

The challenge with this practice is keeping track of all the assets that are physically in the retailers' stores. Managing fixed assets in the system is one thing, but knowing exactly what's happening in the field is completely different.

If brands don't physically audit their fixed assets, they are likely to have to dispose of the 'ghost asset,' resulting in a direct (negative) effect on the company's bottom line. A myriad of availability, maintenance, or placement issues could occur with the assets in store, reducing return further. However, auditing the field can be expensive and time consuming if done with the internal teams.

## Benefits



### Full Geographical Coverage

Shoppers visited convenience stores across the country, reporting on 400+ branded fridges in record time.



### Real-time, Automated Intelligence

Shoppers identified assets and gathered data & photos at a speed that wouldn't be possible with the internal teams.



### Opportunities Beyond Identification

Issues with availability, visibility or maintenance were flagged so the team could contact their retail partners.

## Results



### Cost-Effective Visibility

By leveraging the power of crowdsourcing, asset mapping is performed in a much quicker and cost-effective way.



### Protected Financial Spend

With branded assets valued at \$2,500 before amortization, the company was able to prevent a huge negative impact on financial results.



### Actionable Data Insights

Customer documented fridges, avoiding writing off over 400 assets from its balance sheet, and reacted quickly to assets needing attention.



For most businesses, fixed assets represent a significant capital investment and it is extremely critical that the accounting be applied correctly.

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