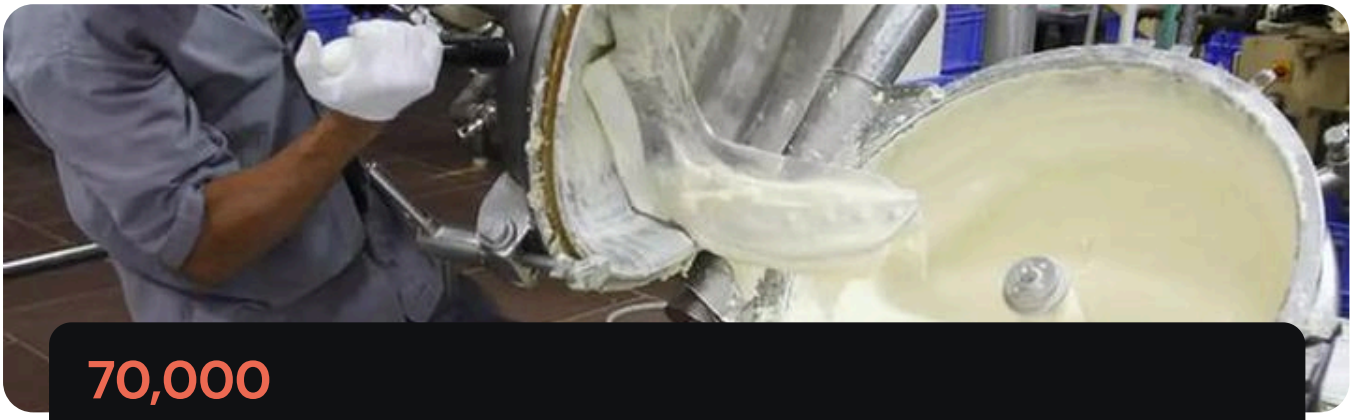
FMCG & Food · India

An ice cream brand tagged and now tracks 70,000 assets, including freezers at retailers

A national ice cream brand tagged every deep freezer and freezer on wheels, moved repairs onto tickets, and tracks which retailer holds each freezer against its security deposit.



70,000
assets tagged and tracked

AT A GLANCE

INDUSTRY
Dairy · ice cream

REGION
India

ASSETS
Around 70,000

PREVIOUSLY
Manual tracking and spreadsheets

FEATURES USED
Assets · Work · Platform

01 The client

The client is one of India's large ice cream brands, supplying dairy products across the country.

It manages around 70,000 assets in many locations, including deep freezers and freezers on wheels placed with retailers. Those freezers were not used efficiently and went missing too often, and management wanted the problem fixed for good.

02 The challenge

Freezers were tracked by hand and their data kept in spreadsheets everyone could edit. Records were wrong or incomplete, repairs were managed manually, and vendor and deposit records were hard to keep.

- Manual tracking left asset information inaccurate, raising the risk of theft and misplacement.
- Shared spreadsheets were changed unintentionally and had missing details.
- Cooling, gas leak and compressor faults were handled manually.
- Poor asset performance raised total cost of ownership.
- Vendor records and retailers' security deposits were hard to manage.

03 What they set up in Asset Infinity

The brand tagged every asset and moved its tracking, repairs and retailer allocations into Asset Infinity.

Assets

Every freezer tagged

Each deep freezer and freezer on wheels carries a QR label and has one accurate record, updated only by authorized users.

Work

Tickets for every fault

Each cooling, gas or compressor issue becomes a ticket whose status is visible online, and technicians mark when they start and finish work.

Assets

Freezers allotted against deposits

Freezers are checked out to retailers, with the security deposit recorded on the allocation so each retailer gets equipment matching its deposit.

Platform

Vendor details from another system

Vendor details are fetched from another application through the API, giving one place to manage vendors.

04 How it works day to day

This is how a freezer is managed now, from allocation to repair.

SALES TEAM

Allots a freezer

A freezer matching the retailer's security deposit is checked out to that retailer, with the deposit recorded on the allocation.

FIELD STAFF

Scans the label

The freezer's QR label links it to its record, so its location and holder are confirmed on site.

RETAILER OR FIELD STAFF

Report a fault

A cooling issue, gas leak or compressor problem is raised as a ticket against the freezer, by scanning its label or from the app.

SERVICE MANAGER

Assigns a technician

The ticket becomes a work order assigned to a technician, who is notified on the mobile app.

TECHNICIAN

Checks in and fixes it

The technician marks the job started on arrival, repairs the freezer and closes the work order when done.

SYSTEM

Builds the history

Each repair is added to the freezer's record, and the ticket's status is visible online throughout.

MANAGEMENT

Reviews the fleet

Reports show freezers by retailer and location, open tickets and repair history across the country.

05 Before and after

	BEFORE	WITH ASSET INFINITY
Tracking	Manual, inaccurate	Every asset tagged with a QR label
Asset data	Shared spreadsheets, changed by mistake	One record per asset, edited by authorized users
Repairs	Managed manually	Tickets with status visible online
Technician work	Not recorded	Start and finish marked on each job
Vendor records	Hard to keep across locations	Fetched from another system through the API
Security deposits	Hard to manage	Recorded on each retailer's allocation

06 How it rolled out

1

Every asset tagged. Tagging all 70,000 assets came first, as the basis for accurate tracking.

2

Configured for deposits. Allocation records were configured to capture each retailer's security deposit.

3

Vendor data connected. Vendor details were brought in from the brand's other application through the API.

07 The results

- Fewer thefts and misplaced assets, reducing losses.
- Clear accountability for each asset, with less mismanagement.
- Breakdowns and performance issues are ticketed and resolved quickly.
- Maintenance can be scheduled whenever an asset needs it.
- Data synchronized across the organization, saving time and effort.

08 Why it worked

Tagging first
Tagging every asset gave accurate data to build everything else on, from tracking to repairs.

Configured to their process
Deposit-based allocation to retailers was configured to fit how the brand already worked.

Works with other systems
The API let vendor data flow in from the application the brand already used.

09 Looking ahead

By tagging every freezer and moving repairs and allocations into one system, the brand knows where its 70,000 assets are, who holds them and what condition they are in.

The repair history now building on each freezer shows which units cost the most to keep running, a basis for maintenance and replacement decisions.

See it on your own assets

A 30-minute demo, set up for a food or beverage brand with freezers or coolers at retailers.

The client's name is withheld for confidentiality. Results are as reported by the client.

Book a demo

Start a 14-day free trial