

## IoT / Cooling Equipment Use Case

### The Company

This company is a global manufacturer of industrial cooling equipment. It is rare for their products to experience unscheduled downtime, but when it happens it is very costly for their customers. Also, emergency repairs have a much lower margin than regular maintenance. The company is collecting performance data using an IoT network and they have a good idea about some of the triggers that lead to failure, but they need to know more.

### The Challenge

**Lots of Data, Even More Confusion** - Devices produce a large quantity of data, but making sense of that data and using it to drive action is difficult. Spreadsheets and traditional data management tools are not up to the task and basic analytics systems do not deliver the full suite of capabilities that make data work for business.

### The Solution

**Orchestrate, Predict, and Automate** - Actus Data provides a comprehensive analytics platform that includes advanced predictive analytics as well as automations and alerts. With Actus Data, the company has the capabilities necessary to uncover the full range of triggers that signal potential failure. Actus Data also provides predictive analytics that identify specific pieces of at risk equipment and automates the entire process to send out alerts that drive action.

The company gets all of this without buying new software, hiring a team of data scientists, or juggling a long list of systems and tools.

### The Result

**Improved Customer Satisfaction, Increased Profits** - The company used IoT network data and the Actus Data Smart Enterprise Engine to predict equipment problems. Based on these predictions, Actus Data automatically delivered alerts to the customer success and service teams. The company was able to eliminate most incidents requiring unscheduled equipment downtime and dramatically increased customer satisfaction. They also replaced low margin emergency repair work with more profitable scheduled maintenance to boost the bottom line.



## IoT / Consumer Electronics Use Case

### The Company

This consumer electronics manufacturer has regular upgrade and product launch cycles and they are collecting usage data from an IoT network. The data shows that their customers have a wide variety of usage patterns across all of their devices.

### The Challenge

**Linking Financial Data to Design Decisions** - Upgrade and new product design decisions are made using data from a wide range of sources within the company, but financial data often holds the key. It is practically impossible to link product decisions directly to financial data, so the company is struggling to come up with a better way to understand the financial implications of their design decisions.

### The Solution

**Joining Disparate Data Sources** - Quickly integrating data from a variety of sources is a basic requirement for advanced analytics. In this case, Actus Data made a slight modification to one of their pre-built data models to orchestrate usage and financial data so the company could see all of the relevant relationships together in one place. Actus Data also added the KPIs, metrics, and other calculations directly into the model to deliver the insights the company needed.



### The Result

**Understanding ROI** - Actus Data delivered product dashboards and visualizations that enabled the company to better understand the financial implications of design decisions. With usage and financial data combined in an easily accessible and interactive solution, the company learned that certain costly features were not driving the expected value while others were doing better. They were able to remove features making their current products more profitable while at the same time improving the user experience. All in, they improved the quality of their products and increased profits by better understanding the ROI of design decisions.

## IoT / Manufacturer Use Case

### The Company

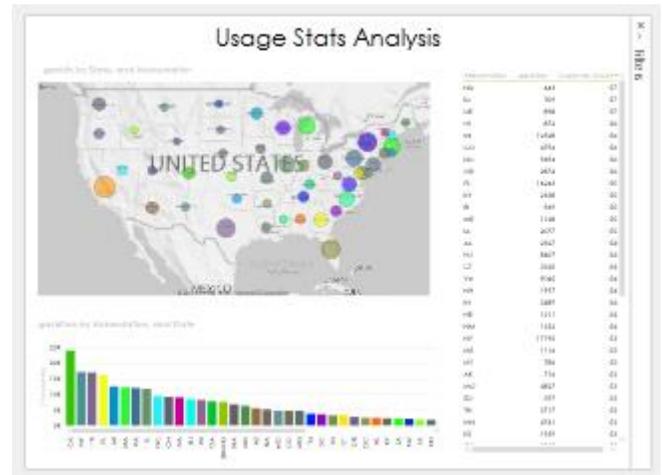
A large domestic consumer appliance manufacturer with a national footprint. They sell an appliance with a wide range of settings and are using an IoT network to collect data about how customers are using their machines.

### The Challenge

**An Incomplete Picture** - Connecting devices to the cloud produces great new data about customer behavior. The company is able to see usage trends and performance characteristics in a completely new way. They know when, where, and how their appliance is being used, but they can't take actions that are meaningful at the customer level using only the data they have.

### The Solution

**Data Analytics Fills the Gaps** - The Actus Data Smart Enterprise Engine enables the company to combine data from an IoT network with a wide range of other sources. Actus Data provides the advanced analytics necessary to find meaningful relationships in that data and delivers actionable insights that improve results. In this case, Actus Data integrated the company's usage data with attributes such as age, income, and political and religious preference from zip code level demographic data about their customers.



### The Result

**A 360 Degree View** - It was not surprising for the company to learn that customers in different parts of the country used different settings on their appliances. However, with Actus Data the company was able to identify features that are important to different market segments. They learned that usage patterns differed by income levels more than by region and that there were even differences in usage between various religious affiliations. Armed with this data, they were able to tailor marketing campaigns, adjust pricing, and start product development initiatives to better meet the needs of the newly identified customer segments.

Now the company not only has a much better understanding of their customers, they have been able to transform that data into action with the help of Actus Data.