

# Maicotech IoT Controllers

Here is where your  
Analytics begins



# Our Client base and fleet consist of 35,000 devices



## Beer AI

Special AI to help you with sales



## Up to 8 beer lines

Tracking of 8 beer lines and 4 other inputs



## Our Clients

Heineken, Carlsberg, Molson Coors, Micro Matic, Ugur...



## Fast Setup

Very fast and easy setup on the spot



## Retrofit

Can be placed in any existing beer installation



## Predictive Maintenance

Real Time telemetry tracking for cooling equipment and installation

# What does it take to establish the largest IoT network in the region?



1

**35 000+ devices sold**

Over 35,000 GSM-Enabled devices sold in EU&USA

2

**Expirience**

17 years of expirience in cooling equipment expertise

3

**Trust**

We have gained the trust of the world's largest breweries

4

**Inovations**

We utilise cutting-edge tech in our operations

5

**R&D for hardware and software**

Complete in-house manufacturing capabilities

# Draft Beer Control

This product is designed to bring convenience, accuracy, predictive maintenance and sustainability to pubs, breweries, and similar establishments.



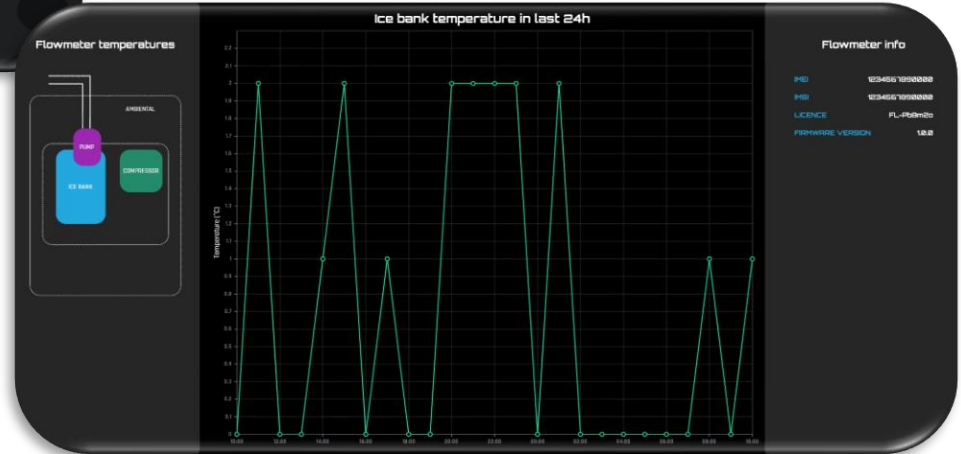
- Equipped with 4-8 turbines and 4 temperature sensors, enabling simultaneous monitoring of multiple points in the beer system.
  - Flexible mounting options: Can be installed internally or externally on the beer cooler, according to the user's preference.
  - Always connected: Offers consistent 4G and 2G connectivity, with data charges included in the service. WiFi is a backup.
  - Features an ultra-precise indoor location system using Wireless Positioning System (WPS).
  - Real-time tracking: Allows owners to monitor selling volume in real-time through a user-friendly Web App and Mobile App.
  - Proactive service: Provides preventive maintenance and remote diagnostics for beer system faults, ensuring smooth operations.
- Comprehensive monitoring: Capable of real-time tracking of 4 or 8 beer line volumes, with four temperature sensors for the Compressor, Ice Bank, Water Pump, and Ambient conditions.
  - Environmentally friendly: Reduces CO and CO2 emissions by allowing technicians and the service team to perform check-ups remotely, eliminating the need for on-site visits

# Maicotech Dashboard and mobile app



- Real-time beer volume monitoring
- "Happy Hours" statistics tracking
- Comparative analysis with previous periods
- Proactive sales suggestions and scenario planning
- Instant beer temperature monitoring
- Seamless addition of new pubs
- Efficient bulk upload via Excel files

- Real-time equipment temperature monitoring
- Supervision of Ice Bank, Compressor, Pump, and Ambient temperatures
- AI-powered preventive service alerts for potential malfunctions



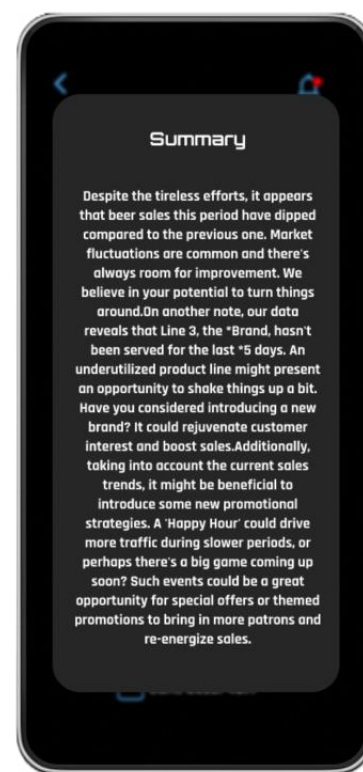
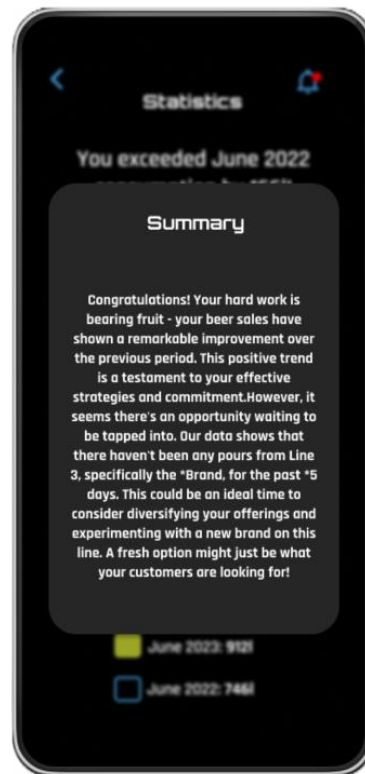
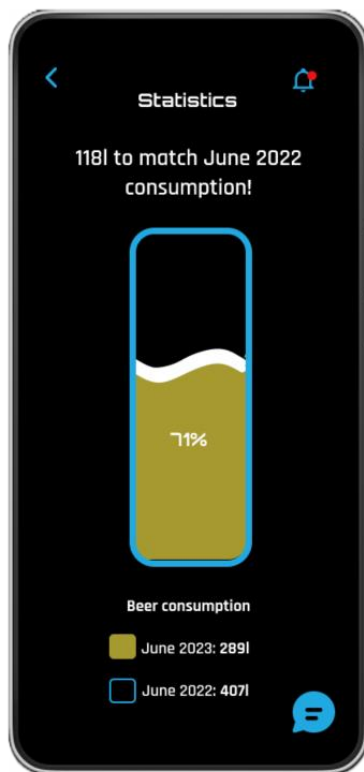
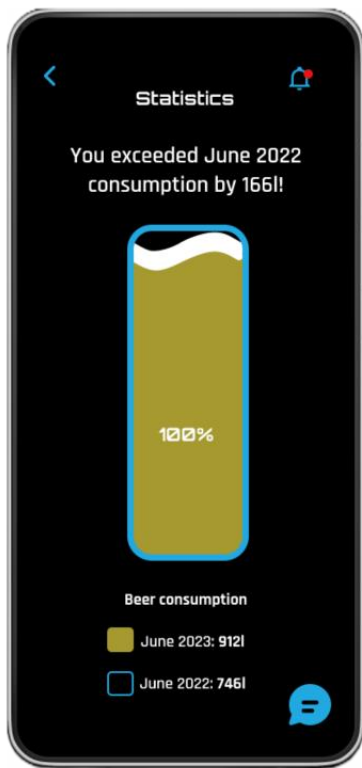
# Maicatec AI Draft Beer Advisor

**There are multiple aspects of the beer selling process where you could use AI, depending on the data available. Here are a few ways you might consider:**

1. **Inventory Management:** The AI can analyze sales data and predict which beers are likely to sell out soon. This can help owners order more stock before they run out, or advise them to scale down orders for beers that aren't selling as quickly.
2. **Sales Forecasting:** The model can use historical data to predict future sales trends. For example, it could recognize that certain types of beer sell better at different times of year, or on different days of the week, and advise bar owners accordingly.
3. **Customer Preferences:** By tracking which beers are most popular, the AI can suggest that bar owners offer special deals or promotions on those beers to drive sales.
4. **Pricing Advice:** Analyzing sales data, AI can recommend optimal pricing strategies, like dynamic pricing based on demand, to maximize profits.
5. **Promotion Timing:** By correlating sales data with the timing of promotional events or happy hours, the AI can suggest the best times to run these events.

# Maicatec AI Draft Beer Advisor

App will try to give the user quick advice based on current volume comparison and consumption analysis.



# Maicatec AI Draft Beer Advisor

We are training the „BeerBot“ which will be able to talk to bar owner and give advice to sales rep or owner itself. Owner can ask the BeerBot what he could do to help his sales, and Bot will advise to try several strategies and similar:

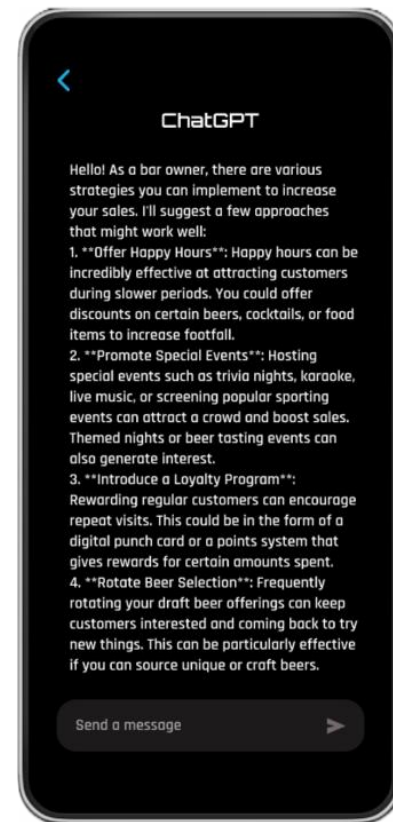
In example, if you ask the BeerBot what should you do in this particular case, you would get this answers:

Hello! As a bar owner, there are various strategies you can implement to increase your sales. I'll suggest a few approaches that might work well:

1. **Offer Happy Hours**: Happy hours can be incredibly effective at attracting customers during slower periods. You could offer discounts on certain beers, cocktails, or food items to increase footfall.
2. **Promote Special Events**: Hosting special events such as trivia nights, karaoke, live music, or screening popular sporting events can attract a crowd and boost sales. Themed nights or beer tasting events can also generate interest.
3. **Introduce a Loyalty Program**: Rewarding regular customers can encourage repeat visits. This could be in the form of a digital punch card or a points system that gives rewards for certain amounts spent.

And so on...

Remember, every bar is unique and these strategies should be tailored to suit your specific establishment and customer base. Always keep track of what works and what doesn't, and adjust your strategies accordingly.





# Maicotech AI Insights

These insights, generated by the Maicotech app, could help you optimize your sales strategy and keep your pub thriving. App will serve them in few categories and always upgrading:



- **Peak Performance:** Identify your peak hours and promote "Happy Hours" to maximize revenue during these periods.
- **Taste the Trend:** Analyze sales trends to identify popular beer brands and promote them more.
- **Customer Knows Best:** Collect customer feedback on beer preferences and adjust your stock accordingly.
- **Seasonal Stars:** Recommend seasonal beers or „limited edition“ brews to attract customers and increase sales.
- **Less is More:** Decrease the variety of less popular brands to reduce stock holding costs.
- **Brews & Bites:** Suggest pairing popular beers with complementary food items to boost overall sales.
- **Last Call Deals:** Offer special discounts on slow-moving beers near closing time to clear stock.
- **AI Forecasting:** Utilize AI insights to predict future sales trends and make informed purchasing decisions.
- **Sustainable Savings:** Reduce your carbon footprint by eliminating poorly selling brands and promoting eco-friendly practices.
- **Profit Protection:** Monitor real-time sales data to identify underperforming beers and make swift decisions to cut losses.

**THANK YOU**  
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