Intelligence on Tap

SteadyServ iKeg* Uses Intel® Technology to Give Retailers Easy, Mobile Access to Cloud-Based Inventory and Predictive Analytics

intel®
Look Inside.™

OPPORTUNITY IN A THIRSTY WORLD

The retail **beer market segment is enormous**.

But bars, restaurants, and other establishments **lose millions** to inefficiency.

The **Internet of Things** can help.

$ 20 BILLION
Annual Beer Sales

10-15%
Amount of Beer Per Keg That is Wasted

20%
Typical Inventory and Order Error Rate

1/3 LESS
Amount Customers Drink When Their Favorite Beer Runs Out

FINE-TUNING THE FLOW OF BEER

Questions from Bar and Restaurant Owners

Which beers are most popular?

When should I reorder?

How can I reduce waste?

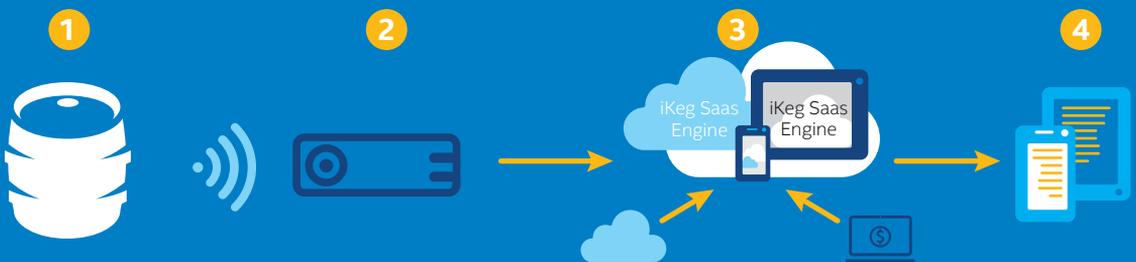How can I maximize profit?

Answers from SteadyServ iKeg*

| Recommends **What to Order** Automatically | Delivers **Real-Time Status** Updates | **Tracks Kegs** Throughout the Supply Chain | Fine-Tunes Choices of **What's on Tap** |

TASTY BEVERAGES IN THE INTERNET OF THINGS

1   2   3   4

iKeg Saas Engine

1. An iKeg* sensor monitors the level of beer and type of beer in each individual keg.
2. Monitoring data is aggregated by an Intel® technology-based gateway.
3. Encrypted data is transmitted from the gateway, POS terminals, and external big data feeds to a cloud-based tracking and analysis engine.
4. Status and reports are available for secured viewing on a phone, tablet, or PC.

The SteadyServ iKeg* solution harnesses the power of the Internet of Things using Intel® Gateway solutions.

Read the Solution Brief ▶

Learn More

about Intel's Retail Solutions for the Internet of Things

intel.com/retailsolutions