

Red Bull's Intelligent Asset Management Transformation



Exploring Red Bull's strategic partnership
with Assets Maestro

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Red Bull & Assets Maestro

Revolutionizing
Cooler Deployment

Executive Summary







Red Bull, a global leader in the energy drinks market, has embarked on a strategic partnership with Assets Maestro to revolutionize its cooler deployment and asset management processes. Leveraging Assets Maestro's full lifecycle intelligent asset management solution, Red Bull aims to enhance operational efficiency, improve asset tracking accuracy, and streamline cooler deployment workflows. This case study explores the current challenges, proposed solutions, and the collaborative roadmap designed to optimize Red Bull's asset lifecycle management.



Background








Red Bull's cooler deployment involves complex workflows spanning outlet identification, requisition approvals, cooler dispatch, and on-ground deployment verification. Their system relies heavily on manual processes within the Red Bull in-house developed platform (Bullseye) and various disconnected systems such as DPS Bolt Tracker and SAP. This fragmentation results in limited visibility, occasional data inconsistencies, and operational inefficiencies. Integrating Assets Maestro's solution stems from the need to digitize and automate the entire asset lifecycle, from warehouse registration to retailer deployment and post-deployment servicing.

Challenges in the Current Cooler Deployment Process

-  **Lack of System Integration:** No existing synchronization with SAP limits real-time inventory and asset data flow.
-  **Compliance and Verification Gaps:** Strikers sometimes skip critical scanning steps, reducing verification accuracy.
-  **Asset Tracking Gaps:** Current asset management system lacks a bar-code technology, resulting in difficulties in precise identification and verification of assets.
-  **Manual and Fragmented Workflow:** Multiple systems and manual steps across teams lead to delays and potential errors.
-  **Serial Number Accessibility:** Due to packaging constraints, serial numbers are often inaccessible at the warehouse stage.
-  **Unclear Maintenance & Repair Strategy:** Ambiguous ownership responsibilities and undefined procedures for cooler servicing and parts replacement.

Proposed Solution by Assets Maestro

Key Enhancements

-  **Task Automation:** Post-approval, two tasks auto-generate for dispatch and installation, streamlining responsibilities.
-  **Bar-code Standardization:** Implement unique bar-codes linked to serial numbers validated against back-end databases to prevent duplicates and errors.
-  **Contract & Asset Linkage:** Automated contract generation linked with asset registration for compliance and audit trails.
-  **Asset Registration Digitization:** Coolers are registered in the warehouse by scanning serial numbers, make, and model, either via a mobile app.
-  **Deployment Workflow Integration:** The entire deployment process will transition from Striker-led to being managed within the Asset Portal, ensuring seamless data integration with Red Bull systems.
-  **IoT Device Installation at Dispatch:** Integrate coolers with IoT devices with batteries to monitor the assets' operational parameters and geolocation from dispatch, ensuring device longevity and data reliability.
-  **Service Module Introduction:** Incorporates maintenance, repair workflows, real-time parts availability, and warehouse identification to improve after-sales service.

Benefits Realized



Operational Efficiency

Manual hand-offs and errors are reduced through automated workflows and integrated systems.



Enhanced Asset Visibility

Real-time tracking from warehouse to retailer, with barcode and IoT-enabled asset monitoring.



Improved Compliance

OTP verification and digital contract generation securely capture retailer agreements.



Data Integrity

Unified data flow eliminates discrepancies between Assets Maestro, SAP, and DMS systems.



Maintenance Clarity

Future-proofing repair and maintenance processes with clearly defined ownership and workflows.



Scalable Deployment

Flexible delivery models supporting both distributor and direct retailer deliveries.



Improved efficiency, visibility, compliance, and scalability through automation and integration.

Conclusion

The collaboration between Red Bull and Assets Maestro marks a significant step towards digitizing and optimizing asset management across the cooler deployment lifecycle. By addressing current system gaps and introducing intelligent automation, Red Bull is positioned to achieve superior operational control, enhanced asset visibility, and improved service delivery. This partnership exemplifies a forward-thinking approach to asset management in the fast-moving consumer goods (FMCG) sector.

About Assets Maestro

Assets Maestro is a comprehensive asset management solution designed to streamline the entire asset lifecycle through intelligent automation, IoT integration, and seamless system connectivity. It empowers businesses to reduce operational friction, ensure regulatory compliance, and maximize asset utilization.

For more information on how Assets Maestro can transform your operations, visit

www.assetsmaestro.com



To schedule a demo,
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