

you don't just service it — now you look after their cold chain, 24/7.

With AstreaIoT, the same maintenance contract you already have watches **every cold room and compressor**, warns your client **before product is lost** and keeps their **NOM-251** log ready — and leaves you a recurring relationship, month after month.

WE DON'T JUST MEASURE We read the **product temperature** (glycol probe, not the air) and the **compressor's current signature**: we tell your client which cold room to address and when, **weeks before** failure. You repair and maintain.

- the same platform already operating in cold chains, supermarkets and pharmacies across Mexico

WHAT YOU GAIN

01 • FROM VISITS TO SUBSCRIPTION

your maintenance, now recurring

Stop charging per visit. Charge a **monthly monitoring** fee on the contract you already have.

02 • BEFORE THE FAILURE

you sell the planned repair

The compressor warns **2–4 weeks ahead** by current signature. You arrive with the part — not to the 3am emergency.

03 • ONE RELATIONSHIP, MANY SITES

their whole fleet in one panel

You monitor **all their stores or all their cold rooms** from one panel. One account, dozens of sites.

04 • NO NEW TEAM

you maintain, we sense

The platform, the **product probes** and the evidence are on us.

you start with the cold chain. you grow into the whole operation.

Sensing mounts on the same equipment you already maintain. The cold chain is your core —what you already touch—; from there, the same client opens every adjacent layer.



● **cold chain** – your core (what you already maintain)

○ **expansion** – the layer you add to the contract

YOUR CORE: COLD CHAIN

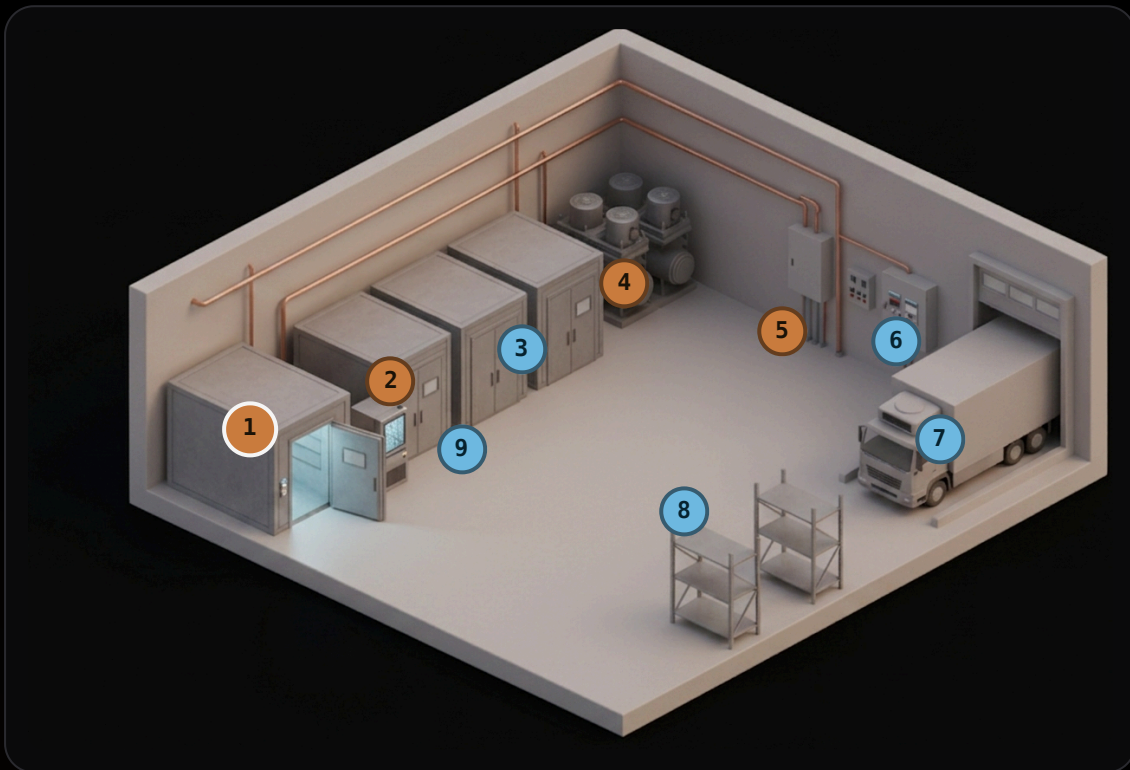
Product temperature in every cold room (glycol probe, not the air) · compressor prediction by **current signature** · doors and defrost · refrigerated dock. We don't measure the air: we measure **what spoils**.

COMPLIANCE · NOM-251 And the continuous temperature log is the **evidence COFEPRIS requires** (NOM-251) — ready for the inspector, in your client's name. We don't certify or audit: we generate the proof.

every cold room is product your client can't afford to **lose**.

Example: a cold-chain warehouse. The same principle in a distribution center or a store — each point mounts on the equipment you already maintain. **You add only the ones that apply.** The color says whether it's your core or an expansion:

● **core** – cold chain (what you already maintain) ● **expansion** – the layer you add



- 1 **freezer room** ★
product temperature with glycol probe — not the air
- 2 **cold room**
sensitive product watched 24/7
- 3 **NOM-251 log**
the continuous evidence COFEPRIS requires
- 4 **antechamber · refrigerated dock**
the chain doesn't break while loading
- 5 **compressor · rack**
predicted by current signature, weeks ahead
- 6 **condenser · machine room**
overheating before the shutdown
- 7 **refrigeration panel**
CFE energy and power factor
- 8 **cross dock**
product temperature in internal transit
- 9 **warehouse climate**
aisle conditions

★ WE MEASURE WHAT SPOILS

The glycol probe reads the **product** temperature, not the air; the compressor warns **2–4 weeks ahead** by its current signature. One cold room you don't lose pays for the year — and you arrive to fix it on **schedule**, not in the emergency.

one store in one panel. **their whole chain**, in the same one.

Example: one store. But the contractor servicing a chain monitors **the whole fleet** from one panel — every case, cold room and climate, store by store. The color says whether it's your core or an expansion:

● **core** – cold chain ● **expansion** – the layer you add



- 1 refrigerated case
dairy and meat display
- 2 store climate
comfort and consumption
- 3 ice-cream freezer
the most sensitive product
- 4 receiving dock
the chain doesn't break while unloading
- 5 cold room
back room
- 6 NOM-251 log
evidence for COFEPRIS
- 7 compressor · rack
predicted by current signature
- 8 main walk-in ★
the store's main back-room cold room
- 9 refrigeration panel
CFE energy
- 10 aisle climate
floor temperature

★ ONE RELATIONSHIP, THEIR WHOLE FLEET

What you see in one store, you replicate across the **dozens you service**: one panel with the whole chain, which stores lose the most cold, and WhatsApp alerts. **One account** — and twice the reasons not to let you go.

TWO WAYS TO OFFER IT

MONITORING ON YOUR CONTRACT ·
RECURRING

from maintenance to subscription

Sensing lives on the platform and the client pays a **monthly monitoring** fee on top of your service contract. This is where your recurrence, the prediction and the NOM-251 log live.

→ monthly rev-share on your contract

PROJECT · ONE-TIME

turnkey

For the client who wants to own the sensing and the panel: you **install** it, they operate it. One-time sale — you charge for equipment and labor.

→ equipment margin + installation

Recurring is where your monthly income is; the one-time project is for those who want to own it — and you can always move them up to monitoring later.

THE MODEL · THE LADDER

ENTRY

authorized

Base margin, standard support.
You start with a pilot site.

SCALE

certified

Higher margin, priority SLA,
certified recipes.

STRATEGIC

premier

Premium margin, dedicated
support, possible regional
exclusivity.

you maintain (L1), we're L2.

You install and repair; we provide the platform,
the homologated probes and the
recommendation engine.

co-brand: "powered by AstreaIoT".

Your brand up front; white-label reports as a
premium option.

your next contract, with the cold chain under control.

Let's design the **first pilot** together with one of your clients — one cold room they don't lose **pays for the year**, and you arrive to the repair on schedule. You see the recurrence in your own book before scaling.

getting started is easy: no inventory, no joining fee · we train you · start with one pilot site

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