



ThermoKare 24/7 Fleet Monitoring Sales Playbook



monitoring, responding and resolving

Every time a temperature sensitive load is transported, there are inherent risks. A transportation refrigeration unit breakdown that goes undetected can mean delays, damage or even loss.

For total cargo protection in the event of a breakdown, two things need to happen: first, immediate detection and second, prompt and expert remedial action.

What is ThermoKare 24/7 Fleet Monitoring

- Thermo King's ThermoKare 24/7 Fleet Monitoring is a service that Thermo King experts perform 24/7 monitoring on Thermo King TRU and provide the remote analysis as well as required interventions to secure uptime and cargo for the customer.
- 24/7 Fleet Monitoring can be offered with a ThermoKare Service Agreement, such as ComfortPlus, as well as TrackKing Connect&SET subscription. In this way, it creates the best value for the customer to maximise uptime, cargo protection and peace of mind.

24/7 Fleet Monitoring is a premium service for customers transporting temperature sensitive load, requiring a continuous monitoring on their Thermo King units for premium quality of temperature-controlled transportation.

Customers who would be interested in this service are (not limited to),

- **Long haul / Cross-border**
 - Customers relying on service from multiple dealers.
- **Transport Logistics 3PL**
 - Logistical providers without a control tower, transporting high cost / profile products, with limited knowledge about temperature-controlled transport.
- **Pharma (product owner)**
 - Companies without a control tower, requiring GAMP-5 / GDP (PharmaAssist) compliance.
- **Intermodal**
 - International coverage without a driver, without a control tower.
- **Rental**
 - Opportunity to sell an additional service to their rental customers.
- **Aging fleet owner**
 - Customers transporting high cost / profile products with aged units.

24/7 Fleet Monitoring delivers maximum uptime and cargo protection with real-time monitoring performed by true experts

- **24/7 Fleet Monitoring**

- Real-time monitoring, remote diagnosis & expert support.
- Remote problem resolution via TrackKing two-way communication.
- Arrange support in case technical intervention is required.
- Monthly fleet report.

- **Extensive Service Coverage**

- 24/7/365 coverage at over 500 authorized service points with over 1 400 skilled technicians.
- ThermoAssistance Call Service with local language support.
- For urgent intervention, a dealer visit to the unit arranged or the driver guided to the nearest Thermo King dealer.

- **TrackKing**

- Thermo King Trailer units standard equipped with TK Blue Box (optional for Truck ranges).
- Full access to TrackKing system, with real-time temperature, location, and alarms information alongside dashboards and an extensive set of reports on laptop or tablet or smartphone.
- Two-way communication, giving full control over the unit remotely.

Combined with ComfortPlus / PharmaAssist, 24/7 Fleet Monitoring delivers the total peace of mind to the customer

- **Full Maintenance & Repair coverage**
 - Scheduled inspections & maintenance.
 - Full breakdown repairs covered.
 - Call-out & overtime for urgent repair covered.
 - Travel for urgent repair included (Travel for maintenance as an option).
 - Centralized billing and administration plus all-in-one invoicing.
- **Customer Portal**
 - Access to iKare customer portal to keep track of all maintenance & repair history, invoices and reports.
 - Service notification on overdue services.

Thermo King can take the burden off customer's shoulder with 24/7 Fleet Monitoring

- **Loss of cargo prevented**
 - 24/7 monitored, responded and resolved to keep your cargo and your business protected.
- **Cargo integrity protected**
 - All data records available from TrackKing and tracked.
- **Uptime maximized**
 - Prompt and expert remedial action, by true experts.
- **Extensive 24/7 Coverage**
 - With over 500 authorized service points and over 1 400 skilled technicians in 75 countries for any required intervention.
- **Total peace of mind**
 - Combined with ComfortPlus or PharmaAssist, 24/7 Fleet Monitoring delivers total peace of mind.
 - By eliminating unexpected costs, customer budgeting is made simple and dependable.

**NOW CUSTOMERS CAN BE FREE TO FOCUS ON
RUNNING THEIR BUSINESS**

Dealers can benefit from promoting and selling 24/7 Fleet Monitoring service

- The dealer can build-in additional service profit,
 - By setting price to the customer with a profit as a reseller of the service (bundling with other dealer service, such as annual leak check or TrackKing Connect&CONTROL), or
 - By informing ThermoKare team for desired retail price of the service including dealer profit (e.g. 39 EUR + 5 EUR dealer profit = 44 EUR per unit per month). The dealer will need to sign ThermoKare 24/7 Fleet Monitoring Marketing Program.
- The dealer will retain a close contact with the customer as well as their operations via TrackKing which can bring potential business opportunities such as service jobs associated with the unit.
 - For the covered maintenance or repair jobs from the associated ThermoKare Contract, the dealer will benefit from the agreed reimbursement level for included parts and labour.
 - Delivery of improved uptime and cargo protection over the lifecycle of TRU enhances the customer satisfaction and relationship which can lead to continuous business opportunity with the customer including potential new unit sales.

**CONTACT tktksupport@tranetechnologies.com
FOR ANY QUESTIONS**

With 24/7 Fleet Monitoring, Thermo King takes responsibilities as described below:

- Provide service contract including relevant documents related to the service.
- Perform 24/7 monitoring on the units under the service (List of alarms specified in the service contract document).
- Perform analysis & diagnosis when the listed alarms raised.
- Take relevant actions based on the result of the analysis.
 - Perform Remote Command to resolve the problem remotely.
 - Contact customer or dealer contact person if an immediate intervention is required.
 - Once an immediate intervention is confirmed by the customer, raise a case via ThermoAssistance Call Service to arrange relevant remedial actions.
- Provide a monthly report.
- Provide access to TrackKing website.

For 24/7 Fleet Monitoring, customer will be responsible to assign the contact person and to carry out relevant operations before unit is leaving for any trip:

- Specify the units to be monitored (included in the service contract document).
- Appoint a contact person and a back-up who are authorized to take relevant action when an intervention is required.
- Ensure the appointed contact person is available when the monitoring team reaches out for any necessary action.
- Maintenance by Thermo King dealers.
- Service with original genuine spare parts is done and not overdue.
- Training for operator has been given and is in place for loading, operating of the unit and operating Tracking system.
- Run necessary pre-trip inspections.
- Make sure fuel tank is fully refilled as per need.
- Make sure no wrong loading happened, that coils are not obstructed and that there are no air restrictions inside of the unit.
- Take necessary action if advised by the monitoring team (e.g. on-time decision for immediate intervention, providing driver contact details, instruct the driver to follow the instructions given by Thermo King).

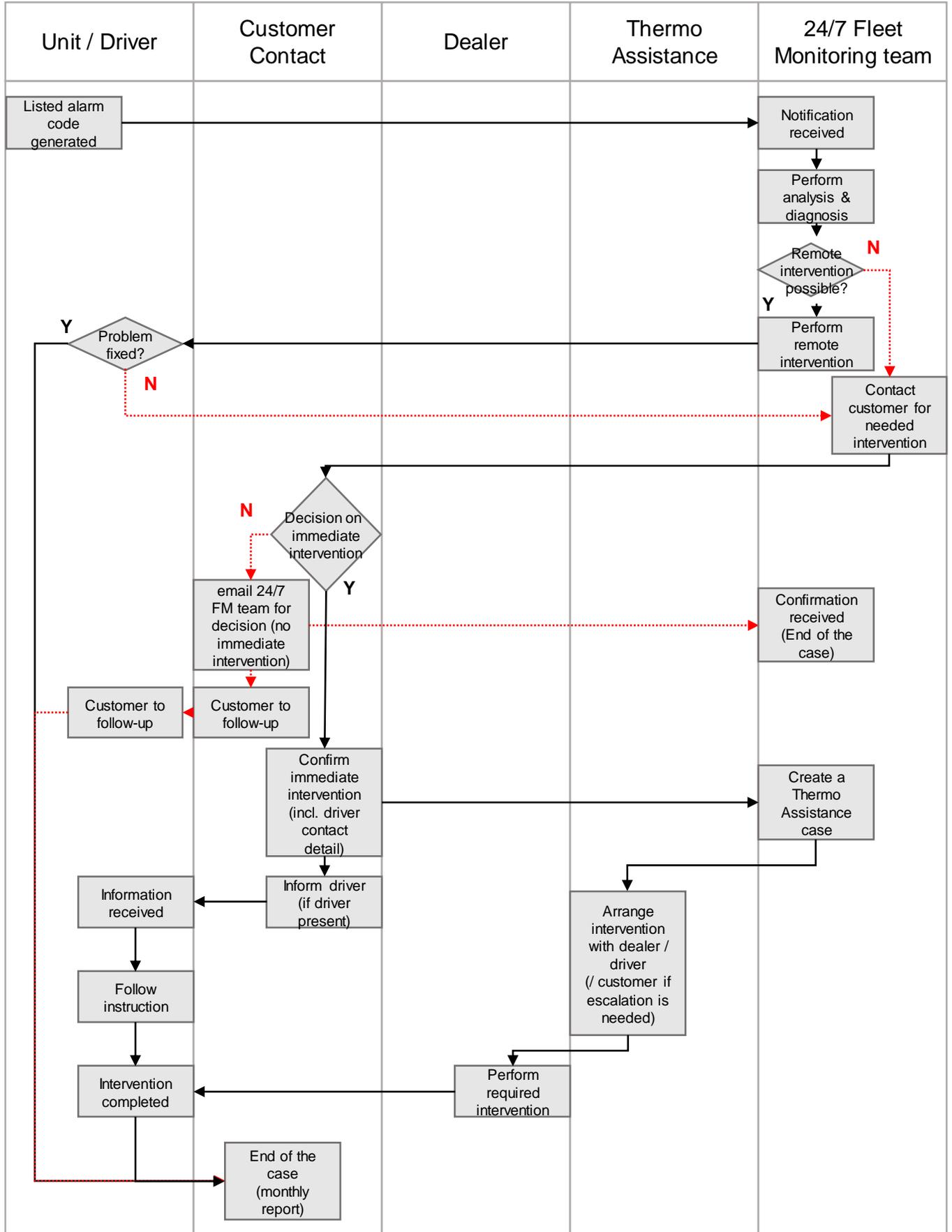
Disclaimer of warranty for services

- Customer acknowledges and agrees that Thermo King shall not be liable for losses that may occur in cases of malfunction or nonfunctioning of Equipment or Service, the transportation refrigeration units, failure to identify Equipment, TRU performance issues, failure to recommend corrective action, or otherwise related to the monitoring.

Thermo King is not liable to the customer for

- Any cost due to failure, delay or disruption of Service
- Loss of profits
- Loss of sales or business
- Loss of agreements or contacts
- Loss of anticipated savings
- Loss of use or corruption of software, data or information
- Loss of or damage to goodwill
- Cargo loss
- Any indirect or consequential loss

How it works



Retail Price (RP) of 24/7 Fleet Monitoring is EUR 39* per unit per month, including TrackKing Connect&SET subscription and administration & centralized invoicing service (AdminPlus) to the customer

- Online WinDeal tool can be used when 24/7 Fleet Monitoring is bundled with ComfortPlus or PharmaAssist (<https://thermokare.aptarus.com/>)
- Connect&SET included. Can be upgraded to Connect&CONTROL with **EUR 2*** per unit per month top-up
- If any TrackKing subscription is already included in the unit (e.g. Advancer or TrackKing subscription included at the point of sales), a reduced price will be applied.
- Contact tktksupport@tranetechnologies.com for the quotation

Dealer Net Price (DNP) is EUR 20* per unit per month, invoiced to the dealer

- The dealer needs to ensure the unit is subscribed to Connect&SET or Connect&CONTROL: TrackKing subscription will be invoiced separately
- Administration & centralized invoicing service can be included with **EUR 4*** per unit per month top-up

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Sales scenarios - comparison

FEATURES	The dealer bundles w/ other dealer local services	Bundled w/ ThermoKare services (e.g. AdminPlus/ ComfortPlus)
Price per unit per month	20 EUR* (Dealer net price, TK to dealer)	39 EUR* (Retail price, TK to customer)
TrackKing subscription	Invoiced separately (Connect&SET or Connect&CONTROL)	Connect&SET included. Can be upgraded to Connect&CONTROL with 2 EUR top-up
24/7 monitoring by Thermo King experts	Included	Included
Remote intervention by Thermo King experts	Included	Included
Technician intervention arrangement	via dealer	via ThermoAssistance platform
Monitored alarms	All red alarms and selected yellow alarms	All red alarms and selected yellow alarms
Monthly report	Included	Included
Centralised invoicing by Thermo King	Not included. Can be included with 4 EUR top-up	Included
Dealer profit	Dealer sets price to customer (i.e., retail price) as a reseller of the service. Dealer profit is the difference between the dealer net and retail Price set by the dealer	Dealer needs to inform ThermoKare team for desired retail price (e.g. 39 EUR + 5 EUR dealer profit = 44 EUR)
Program customization (e.g. monitored alarms / intervention process)	Contact ThermoKare team	Contact ThermoKare team

ThermoKare Service Agreements

Combined with ThermoKare Service Agreements, 24/7 Fleet Monitoring delivers the total peace of mind to the customer

- A flexible range of services, it provides everything from basic maintenance to a full-on package of support, completely adjustable to customer's needs.
- If customer does not require repair & maintenance service agreement, 24/7 Fleet Monitoring can be offered with AdminPlus providing administration & centralized invoicing service to the customer.

YOUR VALUE	YOUR BENEFITS	THERMOKARE SERVICE AGREEMENTS		
		ComfortPlus	MaintenancePlus	PharmaAssist
Uptime & Peace of Mind	Scheduled Inspections & Maintenance	●	●	●
	Full Breakdown Repairs	●		●
	International Breakdown Coverage	●		●
	Annual Leak Test	○	○	○
	Annual Sensor Calibration	○	○	3-point
	Thermo King Genuine Parts	●	●	●
	Software Updates	●		●
	Travel for Maintenance	○	○	○
	Call-Out and Overtime	●		●
	Travel for Repairs	●		●
	Upgrade Cover*	○		○
	ThermoAssistance Call Service (24/7/365)	●		●
	24/7 Fleet Monitoring**	○	○	○
Fleet Management & Administration	Tracking Subscription**	○	○	○
	Service Notification (Ikare)	●	●	●
	Access to Online Asset Management System (iKare)	●	●	●
	Administration & Centralised Invoicing	●	●	●
	Periodic Invoice Options	●	●	●
	Hourly Billing	○	○	○
Pharma Solutions	GDP Renewal Validation (Each 3 Years)			●
	Pharma Prioritised Assistance and Notification			●

24/7 Fleet Monitoring includes access to full features of TrackKing Connect&SET:

- TrackKing website access
- Reporting
- Temperature information
- Position information
- Operational information
- Alarm/Events Notifications
- TK Reefer app access
- TK Notify app access
- Remote Command (2-way)
- Remote door lock
- Data sharing

Q: What are the alarms the monitoring team is monitoring?

A: The monitoring team is monitoring all the red alarms and selected orange alarms. If the customer require to include specific alarms in the monitoring team, we will adapt accordingly.

The list of alarms is also included in the contract document.

Q: Can you monitor the trailer (e.g., axle, brake) or the truck alarms?

A: No, 24/7 Fleet Monitoring (the service hereunder) is designed to support Thermo King Transportation Refrigeration Units (TRU hereunder).

Q: Can you monitor competitor TRU?

A: No, the service is designed to support only Thermo King TRU.

Q: Which Thermo King TRU can be monitored by 24/7 Fleet Monitoring?

A: All Thermo King Trailer and Large Truck units can be supported by the service.

Q: Who are the monitoring team?

A: The monitoring team consists of Thermo King certified experts who have multiple years of technical experiences with Thermo King TRU at workshops. Thanks to their in-depth knowledge & experiences, they can not only monitor Thermo King TRUs but also perform remote diagnostics and technical advice to ensure maximum uptime of your fleet.

Q: Is customer contacted all the time when there is an alarm

A: No. Firstly the monitoring team will perform an analysis on raised alarms as well as data log download to diagnose the cause of the issue as well as potential solution. If the problem can be addressed via 2-way communication feature of TracKing, such as defrosting or clearing alarm, the monitoring team will perform the relevant action to the unit. If the action resolves the problem, the monitoring team will compile it under monthly report. Only in the case that the problem cannot be resolved via TracKing 2-way communication feature, the monitoring team will contact the appointed customer or dealer contact person.

Q: What is the role of customer contact person?

A: To ensure that the value of service is fully utilized, a customer contact person who is authorized to take a decision on the recommended technician intervention, to confirm the contact details for the driver (for road transportation) or the next station where the intervention can be arranged (for Intermodal only) and instruct the driver to follow the instruction delivered via ThermoAssistance call service (for road transportation).

Q: How the customer contact person is reached by the monitoring team?

A: The customer contact person will be reached by an agreed mode of contact in the contract, via email or phone.

To ensure any urgent issue being missed, we also ask the customer to provide us with the secondary contact person.

Q: In which language the customer will be contacted?

A: For any required immediate attention, the monitoring team will contact the appointed customer contact person in English.

Once the immediate intervention on the unit is confirmed by the customer, the driver and/ or customer will be contacted in their native language via ThermoAssistance Call Service to ensure on-time & adequate actions.

If it is requested and agreed, the monitoring team will contact the appointed customer contact person in local language and in English via email, but the quality of translation may not be always guaranteed.

Q: Why the monitoring team is contacting customer contact person instead of arranging the intervention immediately?

A: Not to disrupt customer's business priority, it is essential to obtain the customer's confirmation for any immediate intervention requirements. Once the monitoring team obtains customer's confirmation to perform immediate technician intervention, the monitoring will arrange required intervention via ThermoAssistance call service to ensure on-time & adequate actions.

Q: In which countries the service can be sold?

A: The service is readily available to customers from Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland and United Kingdom.

Once the service is activated, it is supported globally wherever we have TrackKing connection available. For example, if a customer is from Sweden and travel to Norway, 24/7 Fleet Monitoring is fully supported in Norway as well.

For the customers from countries which are not listed above, contact tktksupport@tranetechnologies.com for further information

Q: Can 24/7 Fleet Monitoring be sold on its own?

A: For the maximum customer value, we offer 24/7 Fleet Monitoring together with ThermoKare Service Agreements (ComfortPlus, PharmaAssist and MaintenancePlus).

If customer does not require repair & maintenance service agreement, 24/7 Fleet Monitoring can be offered with TrackKing Connect&SET subscription and AdminPlus, providing administration & centralized invoicing service to the customer.

Also, a dealer can bundle 24/7 Fleet Monitoring with own local service (e.g. annual leak check) to provide a seamless experience to the customer. In this case, the dealer will be responsible to set retail price of the complete service while Thermo King will invoice the dealer for the use of 24/7 Fleet Monitoring service.

Q: What is the benefit for the dealer to sell 24/7 Fleet Monitoring

A: There are various benefits for dealers to sell 24/7 Fleet Monitoring.

Firstly, it allows the dealer to capture additional service profit over months. The dealer can embed dealer profit in recurring monthly service charge to the customer either

1. by setting price to the customer with a profit as a reseller of the service (bundling with other dealer service, e.g. annual leak check, Connect&CONTROL) or
2. by informing ThermoKare team for desired retail price of the service including dealer profit.

Secondly, the dealer can secure in-depth relationship with the customer over lifecycle of a unit which can deliver continuous business opportunity with the customer.

Also, additional insights in customer operation helps to develop a tailor-made solution for the customer for better customer satisfaction and retention.

Q: Does 24/7 Fleet Monitoring covers potential loss of cargo?

A: No. 24/7 Fleet Monitoring does not insure loss of the transported cargo. However, we are providing proactive measures and actions for customer to prevent potential loss of cargo.

Q: Can the customer sign up for 24/7 Fleet Monitoring with AdminPlus for a short period (e.g. a week)?

A: No, it is not possible at the moment. The minimum duration to sign up the contract is 12 months.

Q: Can a customer add 24/7 Fleet Monitoring to an existing ThermoKare Service Agreement?

A: Yes, it may require customer to sign an updated contract to confirm the change to the existing ThermoKare Service Agreement.

Q: Can a customer deactivate 24/7 Fleet Monitoring from a ThermoKare Service Agreement later?

A: Yes, it may require customer to sign an updated contract to confirm the change to the existing ThermoKare Service Agreement. And the request for deactivation needs to be received 60 days* in advance.

Q: Can a customer deactivate 24/7 Fleet Monitoring for a period of time?

A: No. However, if the request is critical for the customer to do so, please contact tktksupport@tranetechnologies.com.

Q: What is included in the monthly report?

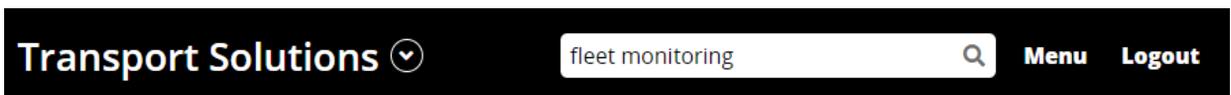
A: The monthly report includes the overview of cases handled by the monitoring team over the month as well as details of resolution actions for each case. It provides a comprehensive view on raised alarms and resolution actions, as well as advice from the monitoring team for potential improvement in customer's fleet operation.

Q: Where can I find all the information?

A: You can find all the sales support materials from [24/7 Fleet Monitoring Toolbox](#) is available.

- [Brochure](#)
- [Link to the product page](#)
- Poster
- Sales Playbook including FAQ
- Sales presentation
- [Link to the video](#)
- A4 Advertisement
- Link to TK Boutique for [pop-up banner](#)
- Link to Press release ([Press release](#))

You can also find the bulletin and other supporting documents including terms & conditions from Thermo King InfoCentral by entering 'fleet monitoring' in the search field as below.



For any feedbacks to this document or questions on ThermoKare 24/7 Fleet Monitoring or ThermoKare Service Agreements, please contact tktksupport@tranetechnologies.com.