

Press information



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Experience digitalization live

Innovation at EuroShop 2020: BITZER relies on IoT technology

Sindelfingen/Düsseldorf, 18.02.2020. The BITZER Digital Network (BDN) offers users digital services for refrigeration and air conditioning technology. In the future, BITZER will also make these services available to large IoT platforms. The specialist for refrigeration and air conditioning technology presents its components for modern supermarket refrigeration at its stand D59 in Hall 17 at EuroShop.

The BITZER Digital Network (BDN) is a cloud-based online platform with which BITZER helps its customers to master the challenges of digitalization. It offers comprehensive compressor information and analyses based on real-time data and BITZER's refrigeration know-how earned in decades. With the first-time integration into the cloud of a major provider, BITZER proves the cloud-to-cloud capability of its BDN. This solution is precisely tailored to the requirements of large supermarket chains with integrated systems. Using the BDN, they can monitor refrigeration systems as a whole as well as individual components. This makes it much easier and faster to find errors.

Integrated in large retail platform

A new feature is the integration of the BDN in a large retail platform. The provider has developed the cloud specifically for the retail industry. The aim is to exploit the full potential of the Internet of Things in retail and avoid silo solutions. The provider is one of the leading providers of solutions around the Internet of Things.

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BITZER customers will find valuable digital services such as online monitoring, compressor operation report and immediate help with troubleshooting in the BDN. The basis for this are the IT infrastructure, the know-how and the IQ products of BITZER. In combination with targeted data analysis, this results in a solution that is new on the market and makes it easier for BITZER customers and partners to set up their own digital service infrastructure.



As an independent specialist for refrigeration and air conditioning technology, BITZER is present all over the world: with products and services for refrigeration, air conditioning and process cooling as well as transport, BITZER ensures optimum temperature conditions for trade in goods, industry processes and indoor climate control – always considering highest possible energy efficiency and quality. BITZER is represented all over the world with 65 sites in 34 countries, including its sales companies and production sites. Trade and service partners included, the BITZER network of manufacturing, development and sales extends to almost all countries in the world. In 2018, 3,500 employees generated a turnover of €740 million; expenditure for research and development totalled €37 million.

Overview of images

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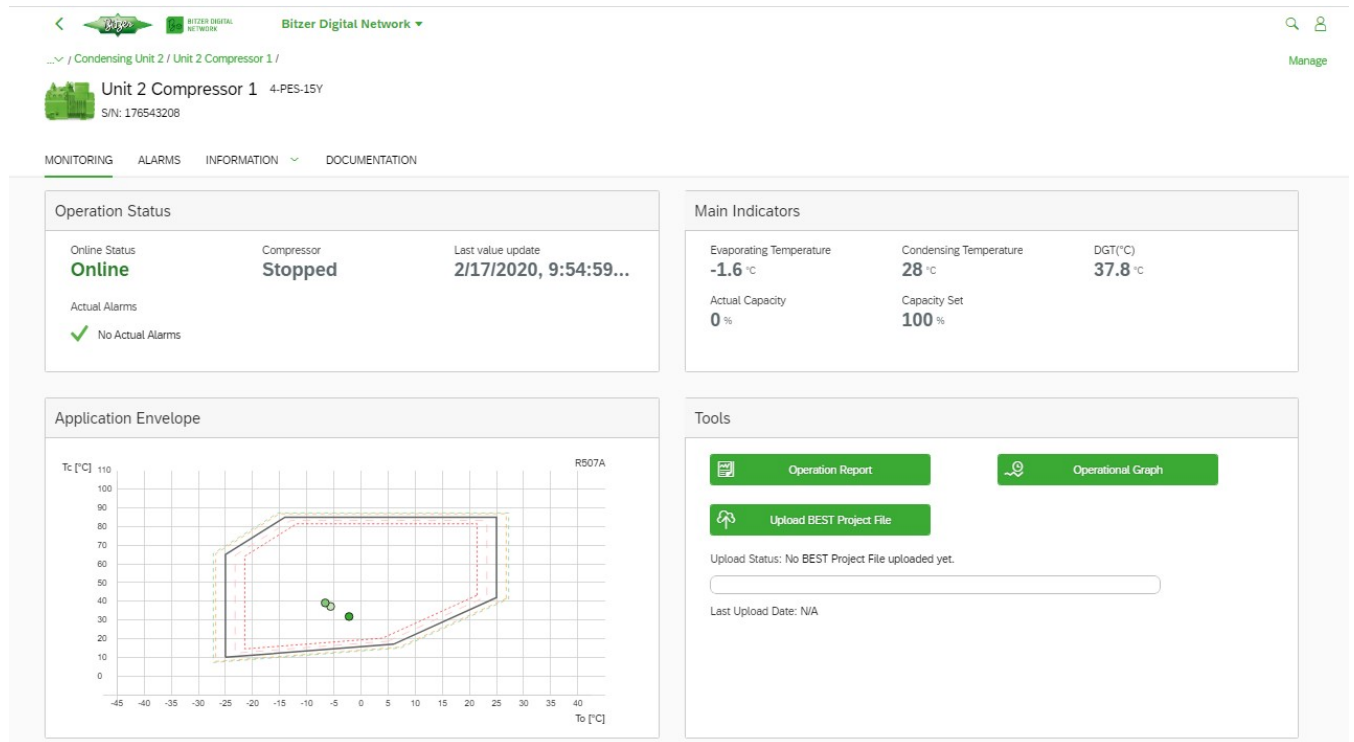


Image 1: In the Internet of Things, "Things" exchange information directly, without the detours of human interfaces. With the help of the BITZER Digital Network (BDN) supermarket refrigeration systems can be monitored efficiently and easily



Image 2: At EuroShop 2020, visitors can get further information on the BITZER Digital Network