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# Networking. Optimisation. Control.

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WMF Coffee Machines. Digital Solutions 2017.

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# Coffee business meets big data.

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Digitalisation is everywhere. Every day we benefit from it and have it to thank for numerous convenient processes: we can buy online, read books on digital displays and work on the go on tablets. Digitalisation and networking are also playing an ever greater role in the professional coffee machine segment. Used in the right place and applied skilfully, digitalisation has huge economic potential for your coffee business: processes, costs and handling can be optimised according to the highest efficiency benchmarks, and offers, products and designs customised in real time.

## **The power of data.**

With each cup of coffee that runs through a WMF coffee machine, data is created: how often is a drink ordered? At what time do people most often drink cappuccino? When are the peak times for your business?

With WMF Digital Solutions, we give these numbers and facts an entrepreneurial slant. We use the power of data, numbers and facts to put you and your coffee business in a better position and increase your turnover.



**The world is getting faster. But a good espresso still needs 25 seconds.**





# Networking means being quicker, simpler and more efficient.

We network your coffee business. This is why we have developed the telemetry program WMF CoffeeConnect. It helps you to concentrate, speed up and optimise your digital processes. Comfortably monitor, control and check your coffee machines from a single location. Always aware thanks to Condition Monitoring: adherence to your quality standards, cleaning and service intervals, operating status, event notifications etc.

## Lots of data, lots of security.

As an internationally leading manufacturer of professional coffee machines, not only do we expect the highest standards of our hardware, but we also place great importance on data security. All the data processed by WMF CoffeeConnect is encrypted according to current security standards – whether on a PC or via the app on a smartphone.

Access your machines while on the go. With our Smart Mobile app.

Use our telemetry system on your PC or in an easily accessible and mobile way via the app on your smartphone. Available for Android and iOS.



# Process optimisation and increase in efficiency.

WMF CoffeeConnect can transmit coffee machine data to all relevant sections of the operating and maintenance process. This speeds up and optimises the organisation of your coffee machines. Perfect for use both in small branch-based businesses as well as in system gastronomy and ideal for operator activities and service tasks. You can also choose to be informed about the goods used on request. This enables e.g. maintenance and service visits to be perfectly planned and prepared.

The idea: simpler for you and more efficient for your company.



## At a glance.

- Machine status display (refill beans, lack of water pressure etc.)
- Alarm function
- Transmission of machine notifications
- Service messages and requests can be sent directly to the service team on request
- Simplified and optimised planning of service intervals such as decalcification or filter changes

## Simple cost management at a glance.



Your sales figures and consumption data can be transmitted and stored on request, providing you with a quick and simple analysis of the purchasing behaviour of your customers and presenting a clear overview of the business performance of your machines. Resource calculation, cost management and inventory accounting are made easier thanks to detailed turnover and drinks statistics. All data can be requested on a country, region and location-specific basis – perfect for analysis and an overview.

### Analysis of purchase behaviour and business performance.

#### At a glance.

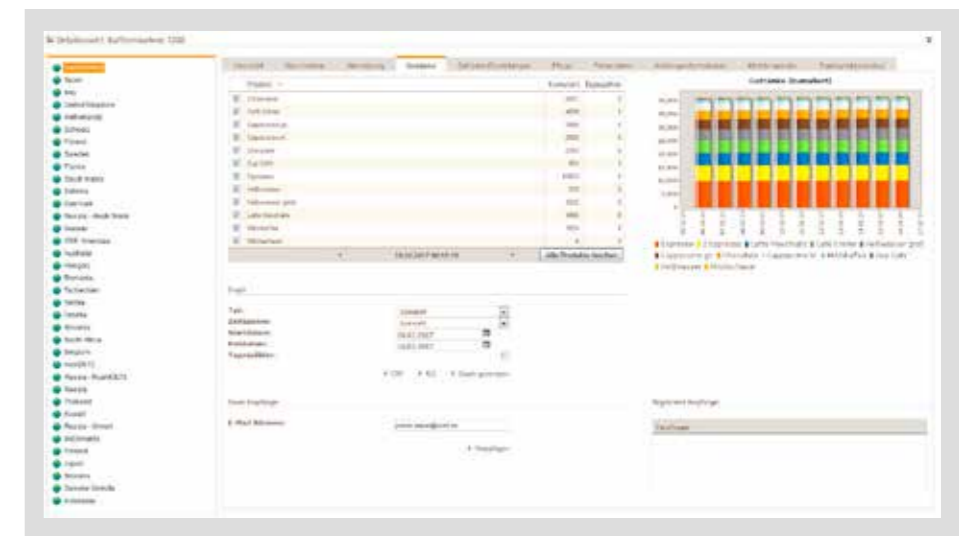
- Request all sales
- Turnover statistics divided by country, region, location etc.
- Detailed drink statistics: what was sold and when?
- Amounts of ingredients used

## Monitor coffee machines. Comfortably from one location.

With our telemetry system, we make it easier for you to control your coffee business: all our machines can be comfortably monitored from a central location, regardless of whether they are in the individual branches of your chain or in the various meeting rooms and coffee-making areas of your office complex. All machine data such as notifications stating that something has run out, ingredient consumption and drink counters can be requested remotely in real time.

#### At a glance.

- Data transfer in real time
- Empty notifications and ingredient consumption
- Extraction time per drink\*
- Precise drink counter



\* Function expected to be available from autumn 2017.



**Digital freedom  
means that we can  
shape what we need.**



# More flexibility for your business.

Digital interfaces and monitoring opportunities offer the possibility for both procedural optimisation and customisation. In future, it won't be about preparing any old coffee, but creating a personal coffee recipe, specifying offers and prices depending on the time of day and presenting these on your machine's display.

WMF CoffeeConnect also offers more freedom and customisation potential for your business too: you can display special offers or advertising banners on your machine remotely whilst sitting comfortably in your office and thus react to the various peak times for your individual machines. Offer, for example, a "Happy Coffee Hour" or a special combo offer and make your business appear more dynamic and interesting.

With the WMF MyCoffee App, we offer every user the opportunity to create and have their own personal coffee recipe prepared – meeting individual tastes with digital technology.

Your design, your offer.  
Can be customised at any time.

WMF CoffeeConnect is all about two-way connectivity and thus enables you to react individually to the customs, procedures and processes of your coffee business. Present offers easily and quickly on your coffee machine display.

Tell people about dishes or products such as

## Consider combo offers.

cakes or muffins in your canteen or bakery branch that would go well with a cup of coffee or create additional combo offers.

With our customisable user interfaces, you can always make sure you have the right wording and design. This applies both

## Sales offers and advertising integration in your corporate design.

to self-service areas as well as in branch or gastronomy businesses with service staff. The operating interface for your coffee machines can be individually designed and therefore fits in perfectly with your company, both visually and in terms of content. The operating layout, for example, can be adapted to suit the individual work processes of the staff and thus promotes intuitive operation of the machine.

Sales offers and integrated advertising are displayed in the corporate design of your business so as to match the look of your company – your offer, your design. It is also possible to display information for staff such as expiry reminders. You might also want to instruct your member of staff at the







WMF MyCoffee App. Customisation with a smartphone.

Individual coffee.  
Prepared by smartphone.

## Individual communication for intuitive operation.

POS to ask customers whether they want a piece of cake when they order a cappuccino – ensuring an increase in turnover thanks to effective communication. Or remind them to store the remaining milk in the cold store over night after cleaning the machine. The display can also be used as a whiteboard or event reminder: display information about the company's sports offer or the date of the next general staff meeting, for example. And all this in as many languages as you want.

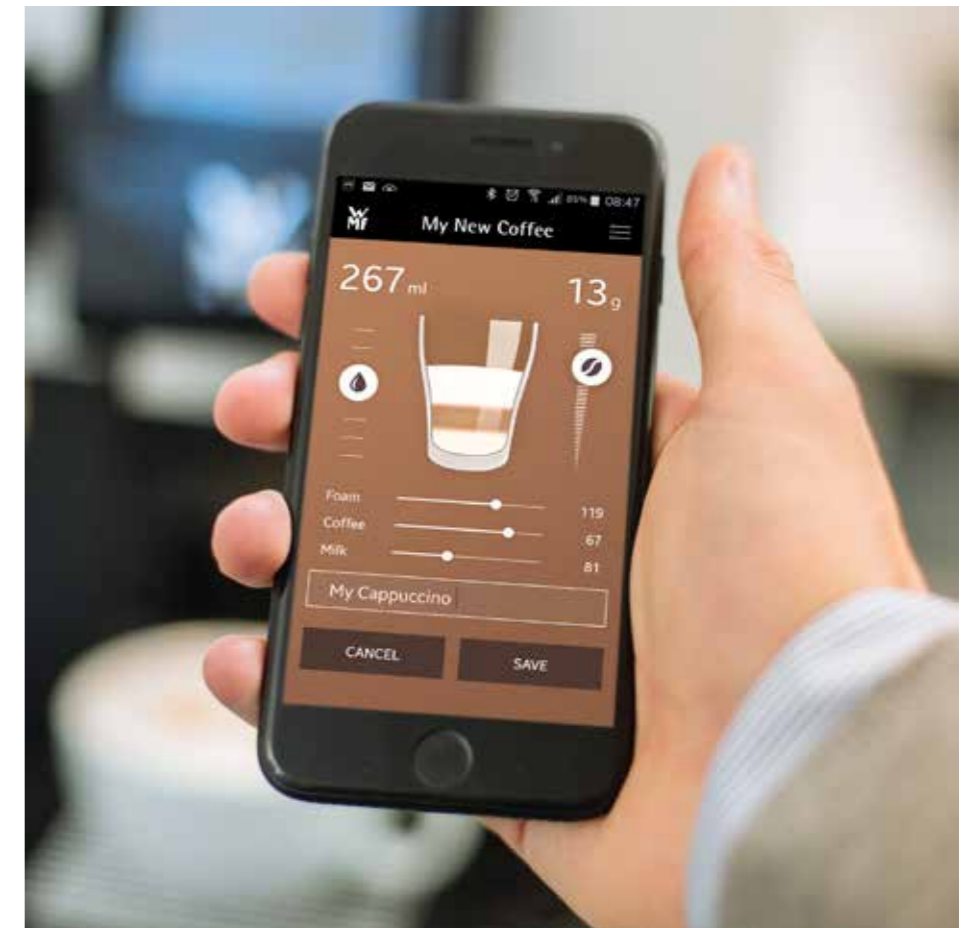
### At a glance.

- More individuality thanks to two-way communication
- Sales offers and integrated advertising displayed in the corporate design
- Reminder and tutorials for staff can be flashed up
- Multi-language, individual operating layout



## WMF MyCoffee App

Our WMF MyCoffee App offers more freedom and individuality when it comes to coffee. It enables the preparation of personal coffee drinks and combinations, such as in the office. For example, with the app you can specify the coffee-to-milk ratio or the strength of the coffee. Simply create your favourite coffee, save the recipe and request it from the coffee machine as often as you like or share with friends. Everyone is bound to find something to their taste.



### At a glance.

- Available for Android and iOS
- Set up a personal profile
- Communicates with coffee machine via Bluetooth
- Drink proportions and sizes can be individually selected
- Personal volume and strength regulation
- Storing of individual recipes
- Share recipes with friends
- Graphical display of own recipe
- Saves a history for statistical purposes
- PIN protection possible



# Pay for coffee. Cashless and uncomplicated.

Modern cashless payment options enable even quicker, simpler and uncomplicated sales and payment processes.

Whether with a smartphone, apps, bank card or tokens. Everyone can pay the way they want. And it saves you from having to cash up. You've got the payment system – we've got the coffee machine.



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