

WMF CoffeeConnect

COFFEE EXCELLENCE
MEETS DIGITAL SOLUTIONS

Contents

4
WMF CoffeeConnect

6
Main Benefits

20
Features

22
Target Groups

24
Data Security

26
Availability

28
Contact Details

WMF CoffeeConnect

LEADING THE INDUSTRY
WITH RELIABLE DIGITAL SOLUTIONS.

“WMF CoffeeConnect can help me make my coffee business more profitable, transforming the potential of my coffee machines by providing an integrated set of digital tools for comprehensive, efficient central management.”

WMF is perfectly placed among the leaders of the professional coffee machine industry with its reliable and innovative digital solutions. The award winning* WMF CoffeeConnect cloud platform gives you the ability to add value to your coffee machines and service activities. You can view and analyse sales figures and service information anytime, anywhere. You can identify your best-selling beverages and peak sales times, then optimise your offering accordingly. You can receive timely warning of low supplies and rapidly take steps to refill, or make maintenance more efficient. The bi-directional system allows you,

for example, to send special promotions to selected machines. If you want, we can even link the WMF CoffeeConnect platform with your own business systems. With its unique level of integration, WMF CoffeeConnect gives you unrivalled power to manage every aspect of your coffee business, optimise processes, organise maintenance, improve your supply chain, reduce service costs and increase turnover. Best of all, it's future-proof. Our digital experts are constantly working on new digital solutions to satisfy emerging customer needs, ensuring a service that expands and improves along with your business.



Main Benefits

ALL THE ADVANTAGES OF CONNECTED KNOWLEDGE

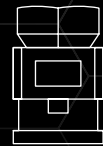
If you run a coffee business, you have probably wondered how you could improve its efficiency and profitability. But it may seem like a lot of effort. Perhaps you do not have the time to do the necessary analysis, or even access to the num-

bers you need. With WMF CoffeeConnect, gathering data, understanding it and using it becomes almost effortless. Join our digital world and discover how WMF CoffeeConnect can help you optimise your business:



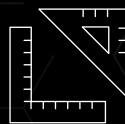
Visualization

- Business Performance Data
- Maintenance and Operation Data



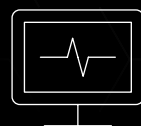
Machine Management

- Centralised machine and user management
- Bi-directional communication



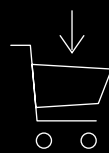
Deep Insights

- Standard Reports
- Tailor-made Analytics



Data Provisioning

- Providing system interfaces (APIs)
- Customer-specific implementation projects



Additional Tools

- Media Pool



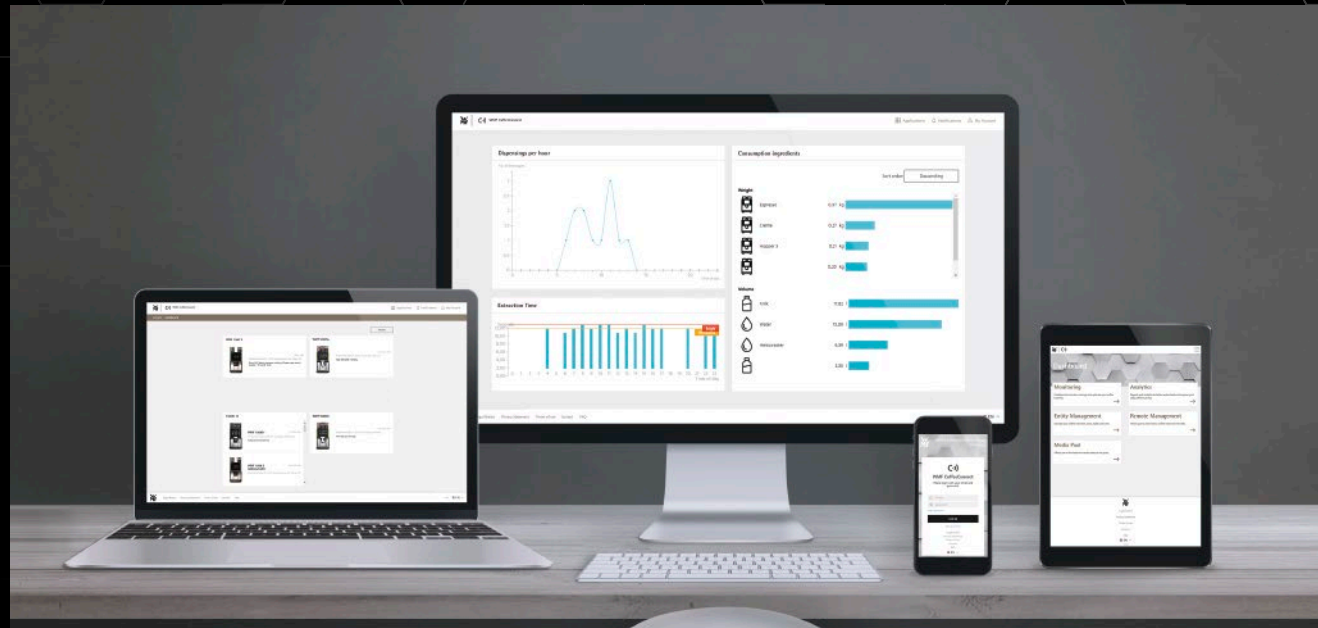
UNDERSTANDING CUSTOMERS, IMPROVING PERFORMANCE, EXTENDING SERVICE.

Among other capabilities, WMF CoffeeConnect gives you the power to:

1. Understand customers' preferences and adapt your portfolio accordingly.
2. Improve efficiency by always knowing your machines' status and condition.
3. Increase uptime and revenue by receiving rapid notification of downtime.
4. Ensure HACCP-compliant operation and consistent product quality.
5. Improve sales by remotely managing advertising or special offers.
6. Save time and costs using bi-directional communication and remote control.
7. Access near real-time data via web browser application.
8. Central access to all WMF CoffeeConnect features and tools.
9. Take advantage of a state-of-the-art security infrastructure.

Features

BEST-IN-CLASS INNOVATION TO IMPROVE YOUR BUSINESS



STANDARD FEATURES

Available as a Premium Package via yearly subscription, WMF CoffeeConnect includes as standard all the tools you need to improve the efficiency and profitability of your coffee business:

1. MAINTENANCE & OPERATION

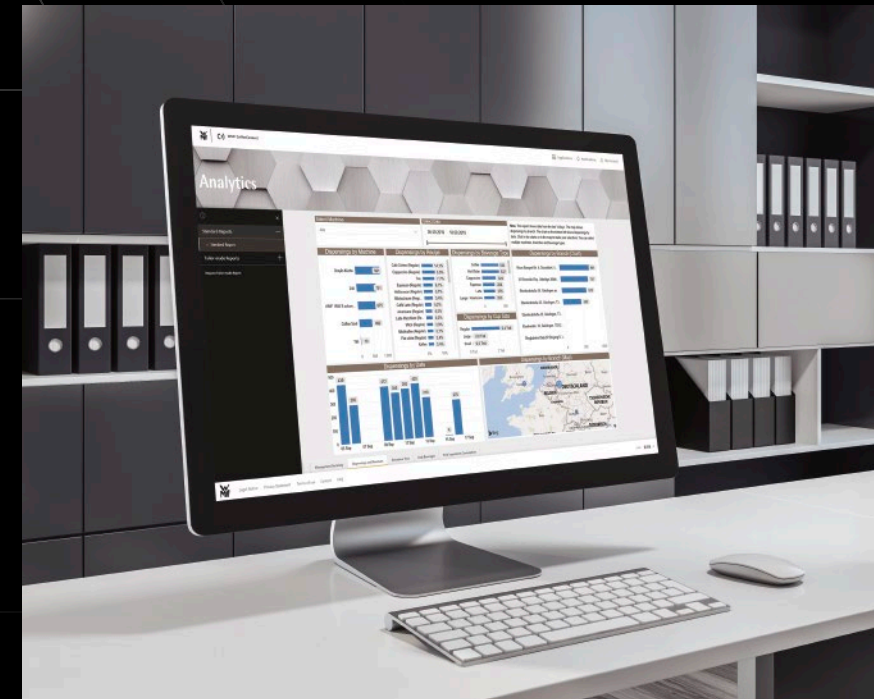
- **High quality:** See service-relevant data on extraction time, cleaning cycle and more, to help keep your machines in perfect condition.
- **High availability:** Rapidly identify errors, tasks or other machine information that may cause downtime.

2. BUSINESS PERFORMANCE

- **High revenue:** Find your machines on a map and monitor peak times, ingredient consumption, beverage preferences and more - in total, per branch or per machine - to improve sales.
- **High understanding:** Use standard reports within our analytics to drill down to the figures that interest you for deeper insights.

3. MACHINE MANAGEMENT

- **High flexibility:** Organise your machines and users according to your business structure and manage access rights.
- **High efficiency:** Control all your machines remotely from one central location. Use bi-directional communication to upload advertising, change prices, apply offers and more.



EXTRA FEATURES

WMF CoffeeConnect offers, on top of the standard features, a variety of optional extras, quoted on request and developed as a Professional Service, to enhance your business management.

- **Data provisioning:** Use standard APIs or request customised ones to integrate WMF CoffeeConnect data with your systems.
- **Tailor-made Analytics:** We can offer you expert consultancy and develop customised reports to answer your pressing business questions.

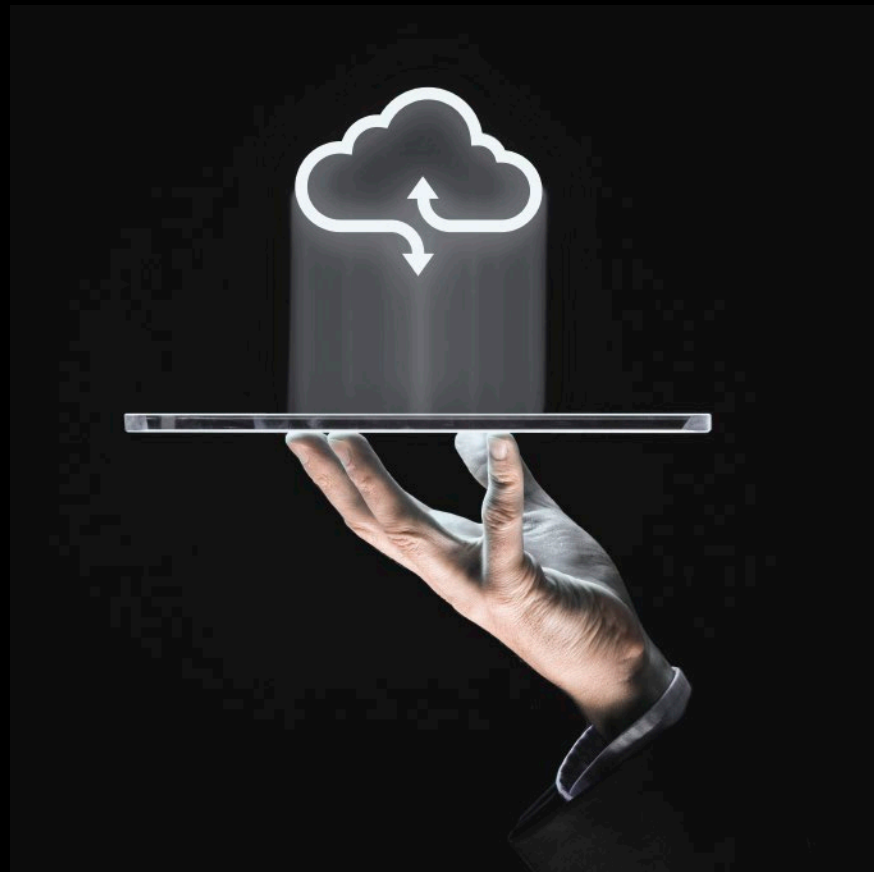
ADDITIONAL TOOLS

Take advantage of the Media Pool included for free, which offers instant access to up-to-date catalogues, videos, images, maintenance instructions, product information and more, anytime, anywhere.



Target Groups

HOW THE PLATFORM CAN BOOST YOUR BUSINESS



The WMF CoffeeConnect platform is designed to satisfy and exceed all requirements. Think of it as a universal toolkit. So whatever size your organisation is and whatever sector it operates in, it can support you with all the information you need to release the full potential of your coffee business.

SMALL AND MEDIUM-SIZED BUSINESS

If your business is a hotel, restaurant, bar, coffee shop, office or catering company with a limited number of coffee machines, you can use WMF CoffeeConnect to add value by monitoring maintenance, operation, consumption and service data.

LARGE BUSINESS

If yours is a high-revenue organisation with numerous coffee machines spread across a wide geographical area, you can take advantage of WMF CoffeeConnect to analyse and optimise your business performance.

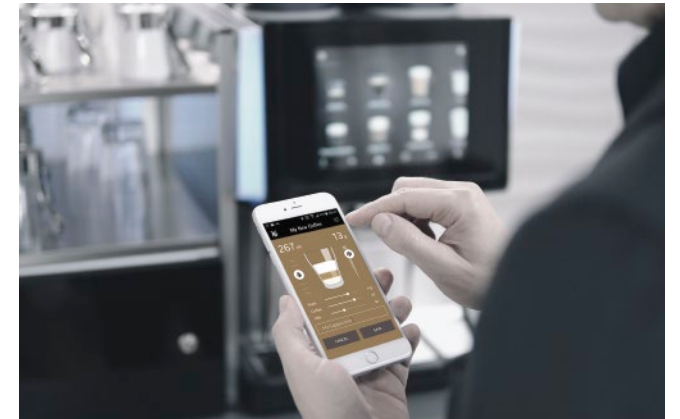
OPERATOR AND ROASTER

As an operator or roaster, you may be interested in functions that indicate the filling levels, consumption and tasks of your customers' coffee machines. WMF CoffeeConnect helps you increase uptime, optimise inventory management and trouble-shoot.



"We have constantly changing beverage menus and limited-time offers. With WMF CoffeeConnect we can adapt our beverage offering, including relevant pictures, with one click. This offers big cost savings and lets us roll out promotions much faster than before. In addition, we can check the success by looking at corresponding changes in sales."

Convenience Store Chain, Worldwide



"When we decided to buy new coffee machines for our gas stations, we chose WMF CoffeeConnect. With its connectivity, we can offer our clients an optimised ordering process: they can select, customise and pay their beverage through our app with their mobile phone. This makes stores more efficient, saving time and staff."

Big Gas Station Chain, Russia



"Our customers have different needs in financing their coffee machines. With our customer-specific API development, WMF CoffeeConnect enables us to offer "pay-per-cup" as an additional business model. This helps us satisfy market needs and increase our turnover."

Roaster, Germany



"We are always working to improve our coffee business and surpass our clients' needs. By talking to WMF's business analysts, we understood what questions we needed to ask ourselves in order to improve. We had a great consultation and received a tailor-made report focused on answering our specific questions."

Quick Service Restaurant, USA

Data Security

STATE-OF-THE-ART STANDARDS FOR TOTAL PEACE OF MIND



We know that your data is crucial to your business success. That is why the platform we have developed for WMF CoffeeConnect meets state-of-the-art infrastructure standards. The service offering is protected against cyber-crime by a multi-layered IT architecture, providing end-to-end security. We have also implemented a cutting-edge Identity and Access Management system that supports IoT requirements, providing multi-factor

and role-based access to data and systems. We adhere to the General Data Protection Regulation (GDPR) and your data will be processed and encrypted, where required. Your information and individual data privacy is ensured by a contractual agreement as well as customer consent that works. In addition, our coffee machines are certified as IoT products with "Protected Privacy" according to TÜV Rheinland specifications.

Availability

WMF COFFEE CONNECT ACROSS THE RANGE



WMF CoffeeConnect can be used in combination with all our machines. The "WMF CoffeeConnect Inside" logo on the machines shows you which models are equipped with the telemetry solution as standard, so that they can be connected easily. Other machines can be retrofitted as an option. To use WMF CoffeeConnect, you must subscribe to the standard features included in the Premium Package on a yearly basis or ask your sales contact for any of the extra features included in the Professional Service.



WMF 9000 S+



WMF 5000 S+



WMF 1500 S+



WMF 1100 S



WMF espresso



WMF 9000 F (External Storage)



WMF 9000 F (Internal Storage)

The availability of WMF CoffeeConnect with all standard and extra features as well as additional tools depends on the country, machine type and software version and is continuously being extended. Additionally, some features and tools may only be used with the relevant authorisation.

Contact Details

GET IN TOUCH TO FIND OUT MORE

WMF GmbH
WMF Platz 1
73312 Geislingen/Steige

+49 7331 258 482
PCM@wmf.com
www.wmf-coffeemachines.com

WMF Austria
Langer Weg 28
6020 Innsbruck

+43 512 3302
gastro@wmf.at
www.wmf-kafeemaschinen.at

WMF in Switzerland
Allmendweg 8
4528 Zuchwil

+41 32 681 62 00
vertrieb.schweiz@schaerer.com

SEB PROFESSIONAL BeLux B.V.
Halfstraat 5_18
B-2630 Aartselaar | Belgium

+32 3 828 11 28
Belgium@seb-professional.com
www.wmf-coffeemachines.com/nl_be

SEB PROFESSIONAL Iberia S.A.
Avda. Llano Castellano, 15
28034 Madrid | España

+34 91 334 1216
Spain@seb-professional.com
www.wmf-coffeemachines.es

SEB PROFESSIONAL UK Limited
31 Riverside Way
UB8 2YF Uxbridge

+44 1895 816100
UK@seb-professional.com
www.wmf-coffeemachines.uk.com

SEB PROFESSIONAL France SARL
16-18 rue Dubrunfaut
75012 Paris | France

+33 1 49 80 80 10
France@seb-professional.com
www.wmf-coffeemachines.fr

SEB PROFESSIONAL Nederland B.V.
Gyroscoopweg 82-84
1042 AX Amsterdam
Showroombezoek op afspraak

+31 20 480 80 85
Netherlands@seb-professional.com
www.wmf-coffeemachines.com/nl_nl

SEB PROFESSIONAL Japan
13F Hamariky Parkside Place
5-6-10 Tsukiji, Chuoku Tokyo, 104-0045

+81 3 3541 1941
Japan@seb-professional.com
www.wmf-japan.co.jp

SEB PROFESSIONAL (Shanghai) Co., Ltd.
1318 North Sichuan Road, ICP, Unit 1101
200080 Shanghai

+86 21 2601 6308
China@seb-professional.com
www.wmf-coffeemachines.com

SEB PROFESSIONAL LATAM & Caribbean
Guadalupe 10801 | P.O Box 75-2120 |
Goicoechea, San Jose | Costa Rica

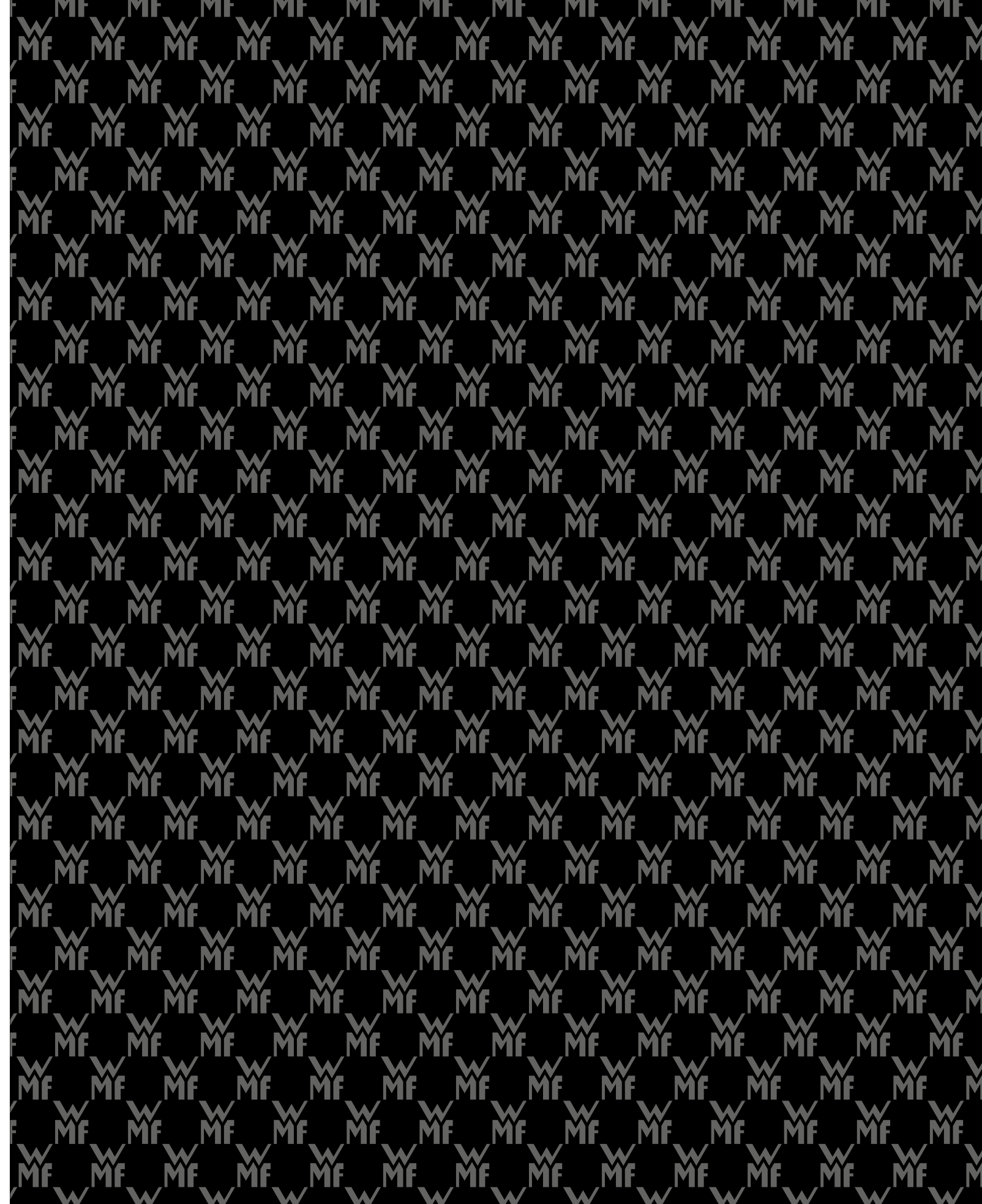
+506 7016 9885
LATAM@seb-professional.com
www.wmf-coffeemachines.com

SEB PROFESSIONAL North America
15501 Red Hill Avenue, Suite 200
Tustin, California 92648

+1 888 496 3435
NorthAmerica@seb-professional.com
www.wmf-coffeemachines.us.com

63.8382.0391
All technical changes, typographical mistakes
and errors reserved for the entire contents.

Discover more on
WMF CoffeeConnect:





DESIGNED TO PERFORM

wmf.com