

Host international hospitality exhibition - October 20 to 24, 2017, fieramilano,
Hall 22, Booth E38/F37

Higher efficiency and cost effectiveness throughout the entire value chain of the coffee business

With Schaerer Coffee Link, you can experience the digital future of the coffee machine at Host

Zuchwil, 20/10/2017 – Although everyone is talking about "digitalisation", and it affects many areas of work and everyday life, the concrete benefit is often not really tangible. At Host in Milan, Schaerer will show in quite specific terms how players in the professional coffee machine sector can profit from digital solutions with two user stories. The crucial point in these stories is the targeted use of the "Schaerer Coffee Link" digital service platform. Using the examples of Food Chain Manager Rosalie and Service Manager Michael, Schaerer will illustrate the versatile solutions the service platform offers for efficient monitoring, control and optimisation of business as well as service-relevant processes.

"We give our customers all the tools they need for a successful coffee business. In times of increasing digitalisation, these include not only forward-thinking coffee machine technologies, but also powerful digital services which not only enable efficiency and cost effectiveness throughout the entire value chain of the coffee business, but also open up a wide range of opportunities for our customers to continue to improve and differentiate their product range for their coffee customers", says Jörg Schwartze, CEO of Schaerer AG.

Schaerer has been selling a telemetry product with great success for 2 years. Now it is taking the next logical step towards digitalisation. In the future, telemetry will only be a part of the whole. Additional tools will follow, such as a knowledge database, a media pool, an online shop for spare parts as well as a coffee machine configurator.

"The focus in this step is clearly on the networking of the individual platforms with each other as well as with external systems, such as the ERP system of our business partners", explains Ina Vogelgesang, Director of Product Management at Schaerer.

"We want to make it possible for our business partners to strengthen their processes optimally and continue to sell products to their customers.

The individually configurable Schaerer Coffee Link service platform actively supports the various user groups in quality assurance as well as monitoring and optimization of their processes thanks to the bidirectional communication between coffee machines and administrators. "The sum of all functions, statistics and data as well as various evaluation options provide in-depth insight into the performance data of coffee machines and locations. We can therefore not only actively support our customers in increasing their coffee sales, but also in lowering their operating costs. This development will continue to progress. We will steadily expand the options so that our customers can continue to innovate and develop their business", says Schwartze.

At Host, the benefits of digitalisation will be illustrated from the point of view of two people. Rosalie and Michael will show trade fair visitors how their own everyday work lives benefit from Schaerer Coffee Link with the help of two exciting live multi-media demonstrations.

Optimisation of coffee business in food chain management

Week in and week out, Food Chain Manager Rosalie analyses coffee sales with the Schaerer Coffee Link browser-based service platform. When doing so, the customised dashboard not only shows which coffee machines and which locations are running particularly well. The analysis also provides information on less-frequented branches or coffee specialities with lower demand. She then uses this knowledge to play targeted promotions on the displays of selected coffee machines directly from the application across different locations and machines.

More efficient service management

Service Manager Michael also profits from Schaerer Coffee Link. When he arrives at work, the system informs him of the condition of all coffee machines. Which machines need their bean hoppers filled? For which models is maintenance pending? Based on this information, he plans the ideal tour for his service team and the perfect maintenance time for the respective machines - the key phrase here is "predictive maintenance". To do so, he sends a message to the store manager's app and lights up service information on the machine display.

You can find more information on the Schaerer Coffee Link on the www.schaerer.com/host2017 microsite.

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Schaerer AG

Founded in 1892 and headquartered in Zuchwil, near Solothurn, Switzerland, Schaerer AG is one of the world's leading manufacturers of fully automatic professional coffee machines and offers solutions to suit all needs and performance requirements. Schaerer AG is represented internationally with subsidiaries in Germany, Belgium and the US and over 70 partner companies on all five continents. Schaerer has been part of the WMF Group since 2006 and of the French consortium Groupe SEB since the end of 2016.

Customers all over the world value Schaerer products for their ease of use, the large selection of coffee types available at the touch of a button and the excellent quality of their coffee. Numerous innovations, including the revolutionary, patented Best Foam milk system, highlight the company's pioneering approach. The strapline "swiss coffee competence" is founded on the Swiss engineering skills on which it draws and its far-reaching coffee expertise. The "Barista inside" strapline plays with the idea of the company's coffee machine technology and many years of coffee expertise being equal to the skills of a barista: On the inside of the coffee machines, all the details are perfectly coordinated to prepare beverages that are equal in taste and appearance to the coffee creations handcrafted by baristas.