



# WMF CoffeeConnect

COFFEE EXCELLENCE  
MEETS DIGITAL SOLUTIONS



# Contents

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4

## **WMF CoffeeConnect**

6

## **Main Benefits**

8

## **Features**

10

## **Target Groups**

12

## **Data Security**

13

## **Availability**

14

## **Contact Details**

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# 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."

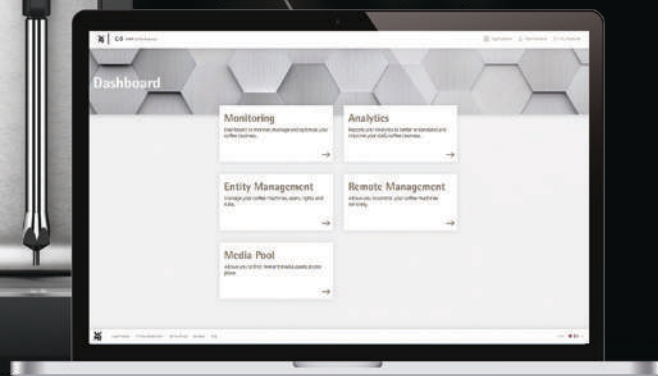
WMF is perfectly placed among the leaders of the professional coffee machine industry with its reliable and innovative digital solutions. The award winning\* WMF CoffeeConnect cloud platform gives you the ability to add value to your coffee machines and service activities. You can view and analyse sales 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.

\* Winner of INTERNORGA Future Award 2019 (Category: Technology & Equipment)

Winner of IDEAward 2019

Winner of BARC Best Practice Award 2018 (Category: Business Intelligence & Analytics, Enterprise Solutions)



# 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:



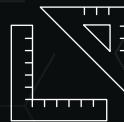
### Visualization

- Business Performance Data
- Maintenance and Operation Data



### Machine Management

- Centralised machine and user management
- Bi-directional communication



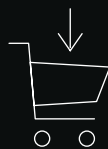
### Deep Insights

- 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.

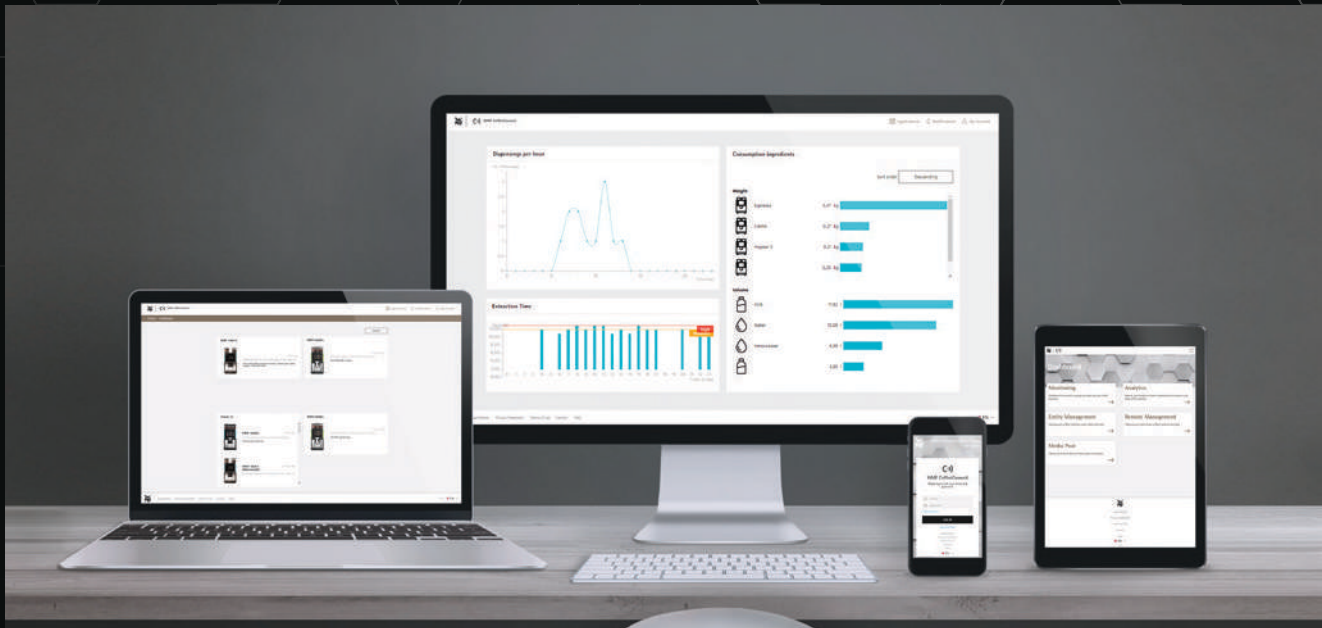
Among other capabilities, WMF CoffeeConnect gives you the power to:

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.

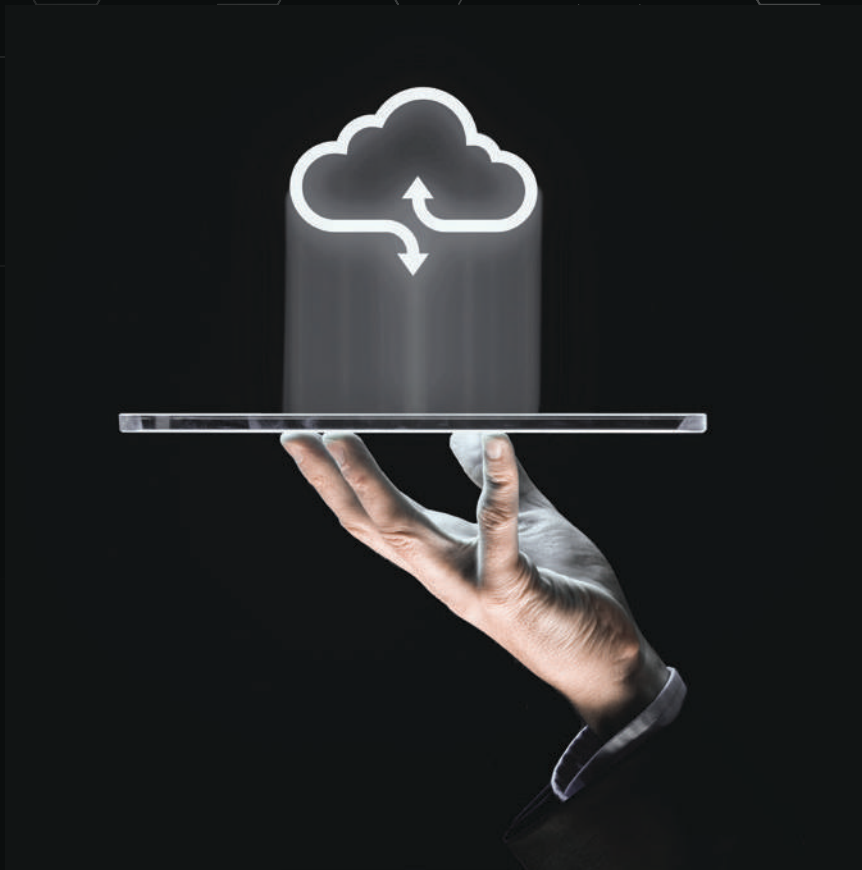
## ADDITIONAL TOOLS

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, any-time, 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 Group GmbH

Eberhardstrasse 35  
73312 Geislingen/Steige

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

## WMF Austria

Langer Weg 28  
6020 Innsbruck

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

## WMF in Switzerland

Allmendweg 8  
4528 Zuchwil

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

## SEB PROFESSIONAL BeLux BV

Boomsesteenweg 608  
2610 Antwerpen

+32 828 11 28  
sales.belgium@seb-professional.com  
www.wmf-coffeemachines.com/nl\_be

## SEB PROFESSIONAL Iberia S.A.

Avda. Llano Castellano, 15  
28034 Madrid

+91 3341216  
maquinasdecafe@wmf.es  
www.wmf-coffeemachines.es

## SEB PROFESSIONAL UK Limited

31 Riverside Way  
UB8 2YF Uxbridge

+44 1895 816100  
sales@wmf.uk.com  
www.wmf-coffeemachines.uk.com

## SEB PROFESSIONAL France SARL

13 - 15 Rue Claude Nicolas Ledoux  
94000 Créteil

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

## WMF Nederland B.V.

Gyroscoopweg 82-84  
1042 AX Amsterdam

+31 20 480 80 85  
business@wmf.nl  
www.wmf-coffeemachines.nl

## SEB PROFESSIONAL Japan

13F Hamarikyu Parkside Place  
5-6-10 Tsukiji, Chuoku  
Tokyo, 104-0045

+81 3 3541 1941  
wmfj@wmf-japan.co.jp  
www.wmf-japan.co.jp

## SEB PROFESSIONAL (Shanghai) Co., Ltd.

1318 North Sichuan Road, ICP, Unit 1101  
200080 Shanghai

+86 021 2601 6288  
coffeemachine@wmf-ap.com  
www.wmf-coffeemachines.com

## SEB PROFESSIONAL LATAM & Caribbean

PH Brazil 405, Oficina 7D  
Avenida Brasil  
Ciudad de Panama  
Panama

+507 60171520  
COliver@seb-professional.com  
www.wmf-coffeemachines.com

## SEB PROFESSIONAL North America

15501 Red Hill Avenue, Suite 200  
Tustin, California 92648

+1 888 496 3435  
coffee@wmfnorthamerica.com  
www.wmf-coffeemachines.us.com

63.8382.0391

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