



WMF CoffeeConnect

Coffee excellence meets
digital solutions.

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Introduction.

Best-in-class innovation to improve your business.

A digital revolution in coffee making.

The ancient art of brewing coffee has been evolving for many centuries. But right now the coffee industry, like many others, is experiencing a rapid wave of digitalization. With apps appearing for consumers, retailers and roasters, the potential for interaction and value creation is enormous. Founded way back in 1853 as a traditional metal processing company, WMF is now a global market leader in professional coffee machines. And with its pioneering WMF CoffeeConnect digital platform, the company again demonstrates the ability to make its customers' businesses more profitable, create new business models, and shape the future of the industry together.

The power of WMF CoffeeConnect.

WMF CoffeeConnect transforms the potential of your coffee machines, giving them the ability to provide valuable data and receive instructions remotely. You can view sales figures and service information anytime, anywhere. You can receive warning of low supplies, or the need for maintenance. And as the system is bidirectional, you can send promotions directly from your desk to the display of any machine. Best of all, you can use the basic features free of charge*. By collecting, analyzing and processing smart product data, WMF CoffeeConnect gives you the power to optimize processes, reduce service costs, and increase turnover. And that's only the beginning.

* For 3 years.



Evolution.

The professional coffee machine over the years.

1927



Mechanical device

Start of production of WMF Professional Coffee Machines.

2007



Connected device

WMF Professional Coffee Machines with telemetry and dashboard.

2001



Digital device

WMF Professional Coffee Machines with digital display and input.

2016

Mobile app

WMF MyCoffee App to create and order personalized coffee drinks.



2018

Connected knowledge

WMF Professional Coffee Machines with digital platform WMF CoffeeConnect Inside.

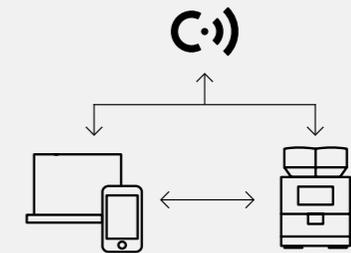


FUTURE

Shaping the industry together

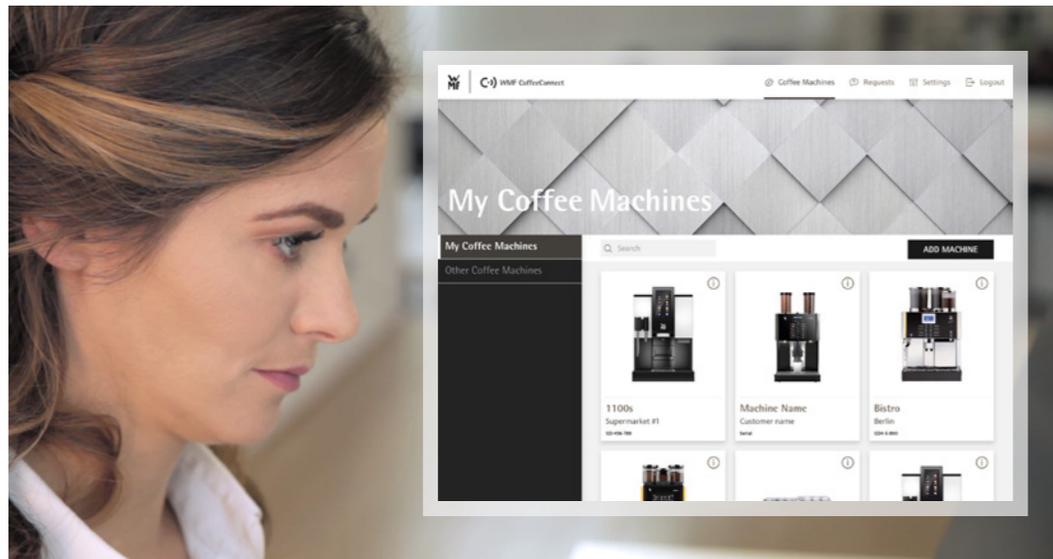
Information is captured from coffee machines, and customers can send information remotely to any machine, anytime.

Data can be integrated with other sources, like the Know-how Center, making it possible to resolve many issues without calling service.



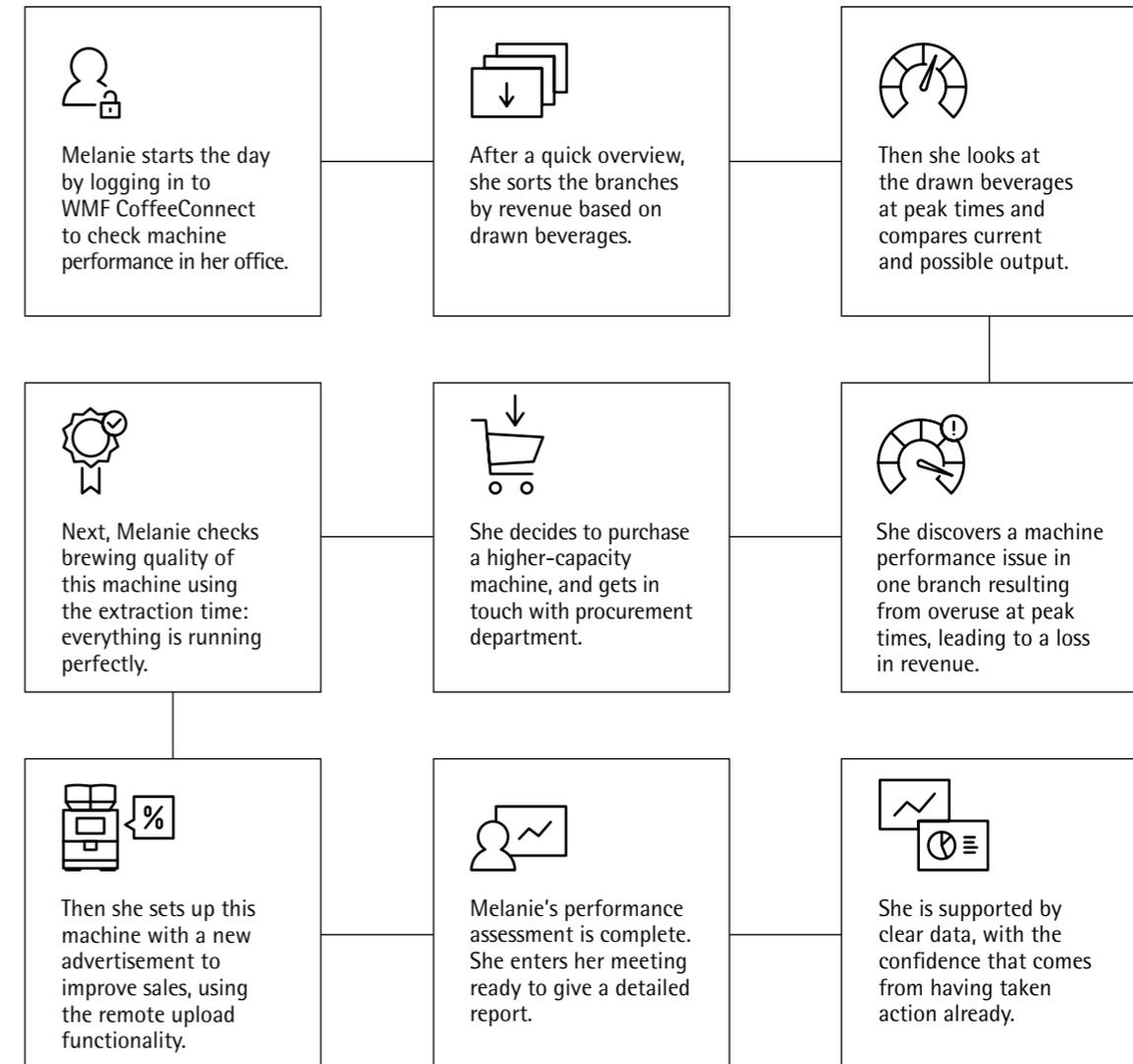
User Stories.

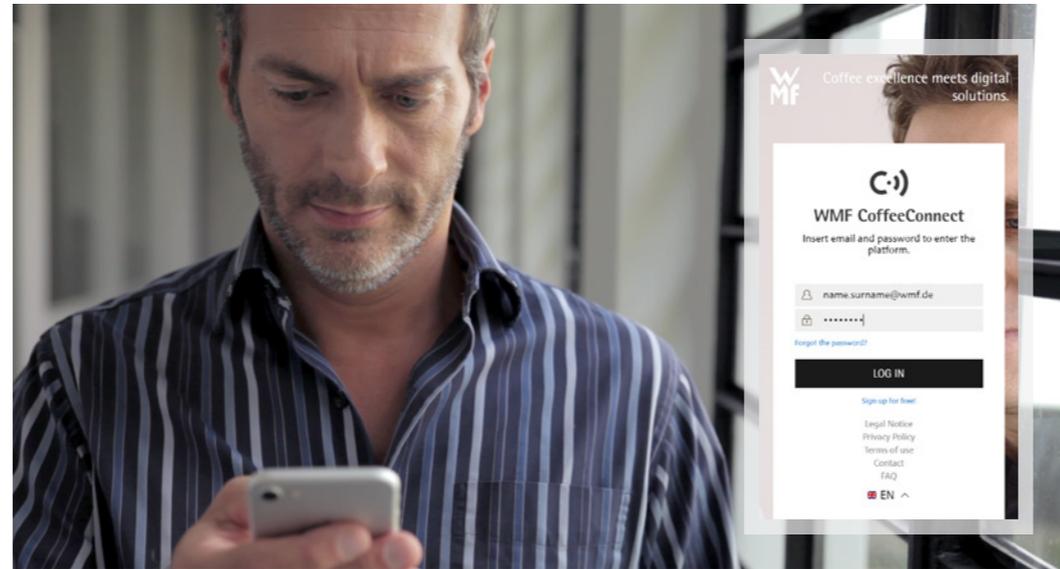
Examples of WMF CoffeeConnect in action.



Melanie, Food Chain Manager.

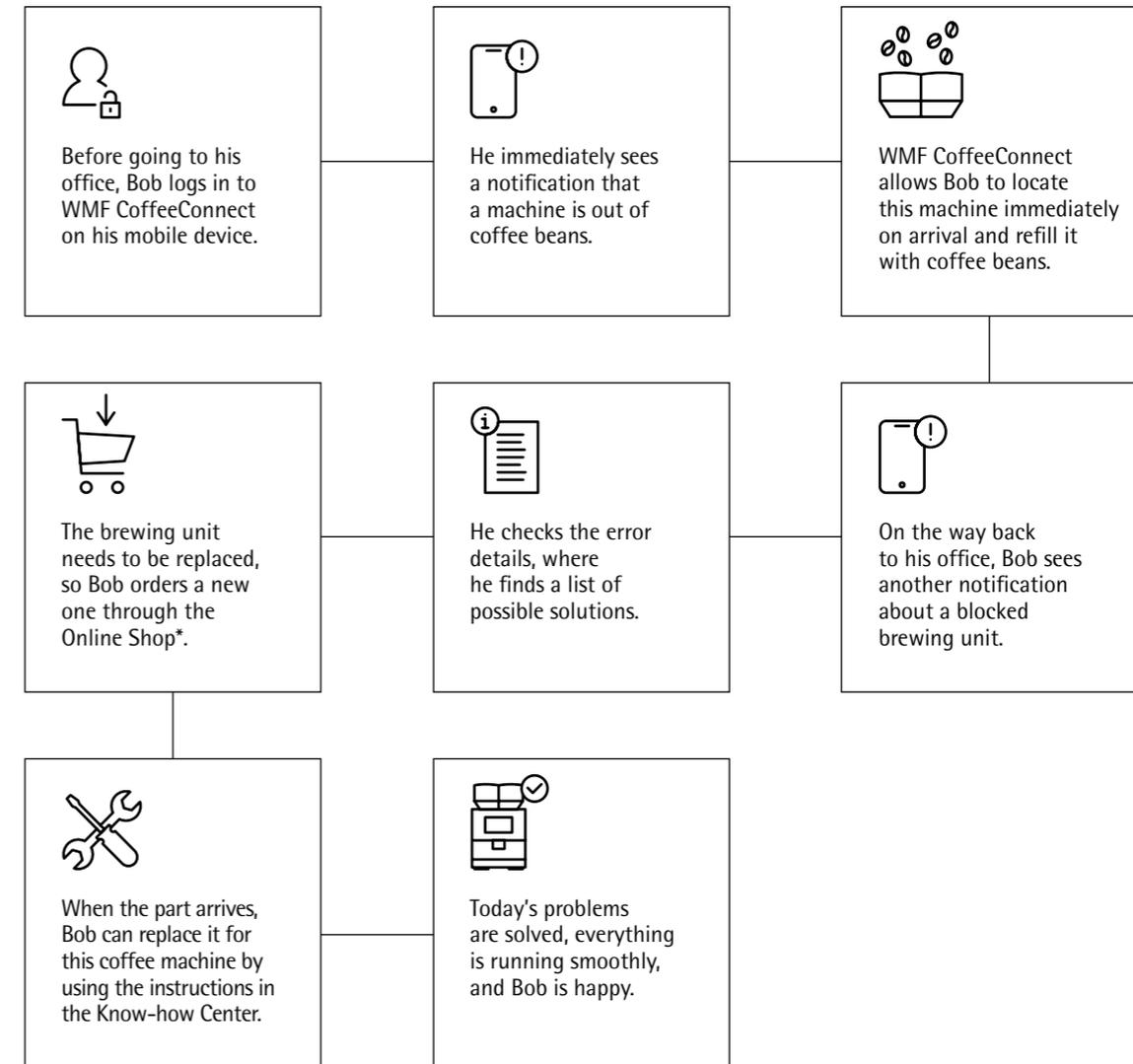
Melanie works for a fast food chain and her goal is to generate revenue for her company through WMF Professional Coffee Machines. In her role, she finds WMF CoffeeConnect useful in many ways. We follow her as she prepares for a sales meeting.





Bob, Facility Manager.

As a Facility Manager, Bob is responsible for the smooth running of all the WMF Professional Coffee Machines in the office building where he works. WMF CoffeeConnect helps him to work effectively, optimizing his time and saving his company money.



* Available from end 2018.

Customers.

How the platform can help your business.

From coffee bars to catering firms, from hotels to hospitals, WMF Professional Coffee Machines are purchased by a wide variety of customers. The WMF CoffeeConnect platform and its suite of digital tools will appeal to small and large businesses, operators and trade partners in different ways. The following pages suggest which features of the platform can help make your own activity more efficient and more effective.

Small and medium-sized business.

If your business is a hotel, restaurant, bar, coffee shop, office or catering company with only a few branches or a few coffee machines, then you may be able to add value by taking advantage of the following aspects of WMF CoffeeConnect:

Maintenance and Operation Monitoring

Take advantage of up-to-date information from self-reporting connected machines from central location.

Monitoring of cleaning and service status

Ensure compliance with hygiene and quality standards by monitoring data centrally.

Benefits of Know-how Center

Use WMF knowledge-database to resolve issues without calling service.

Remote monitoring of consumption

Use current consumption status to plan better and as point of reference for theft.





Large business.

Is yours a high-revenue organization with a large number of coffee machines in multiple locations across a wide geographical area? Then the following features may be of particular benefit:

Business Performance Monitoring

Analyze current and historical sales data to improve in-depth understanding of business.

Bidirectional information capabilities

Discover peak sales times and apply offers accordingly to increase sales.

Remote management capabilities

Save time and costs by changing prices and recipes from central location.

Identity and Access Management

Assign rights and roles to delegate tasks and manage resources.

Operator.

As an operator, you will probably be interested in functions that indicate filling levels, ingredient consumption, error details and tasks of your customers' coffee machines. WMF CoffeeConnect meets your needs in the following ways:

Machine-specific notifications

Save time by identifying any machine with an issue through self-reporting from connected machines.

Indicating empty filling levels

Increase uptime thanks to monitoring from central location.

Just-in-time refilling

Calculate better reorders and optimize inventory management thanks to monitoring from central location.

Benefits of Know-how Center

Use WMF knowledge-database to trouble-shoot without calling service.





Trade partner.

Of special interest to you are the Tailor-Made and Self-Made Analytics and the Professional Package. These features can help you manage your business effectively with regard to your customers:

Indicating empty filling levels

Increase uptime thanks to monitoring filling levels from central location.

Just-in-time refilling

Calculate better reorders and optimize inventory management thanks to monitoring from central location.

Remote management capabilities

Save time and costs by reducing need for technician visits.

Benefits of Know-how Center

Use WMF knowledge-database to reduce downtime and need for support without calling service.

Recommendations.

These are the packages that will be most appropriate for you, based on what kind of customer you are.

Customer Type	Basic Package	Premium Package	Professional Package	Tailor-Made Analytics	Self-Made Analytics
Small and medium-sized business ¹	✓	✓		(✓)	
Large business ²		✓	✓	✓	✓
Operator	✓	✓		(✓)	
Trade partner	✓ ³	✓ ³	✓	✓	✓

1. A small or medium-sized business is defined as a company with only a few branches or a few WMF coffee machines.

2. A large business is defined as a company with many branches or many WMF coffee machines.

3. Trade partners may choose to give their own customers a Basic or Premium Package, assigning them certain rights.

Packages.

From free features to advanced analytics.

WMF gives its customers a competitive advantage by providing the basic features of WMF CoffeeConnect free of charge. Additional applications can be purchased through a choice of packages designed to satisfy diverse needs. WMF CoffeeConnect is designed for the future, and the software will continue to develop tailor-made to your needs over time. Digital tools and functions will be continuously improved and regularly updated. The features described in the following packages are only the beginning. For more information consult www.wmf-coffeeconnect.com or access the WMF CoffeeConnect platform directly.



Customers registering with WMF CoffeeConnect:

30-DAY FREE TRIAL* of all available functions.

* After the trial period, customers can decide to purchase a Premium or Professional Package or continue with the Basic Package.

Free functions available to all customers.

Even if you have no connected coffee machines, you can still take advantage of this suite of innovative online tools, according to the role and rights assigned to you.

Media Pool

This tool provides access to media ranging from technical product information and catalogues to videos and handling manuals. Always available, always up-to-date.

Online Shop¹

The Online Shop is the way of the future for ordering cleaning supplies, and WMF trade partners can also order spare parts and accessories here. Availability and prices for all items are shown. Trade partners can use the Online Shop to insert individual prices for their customers.

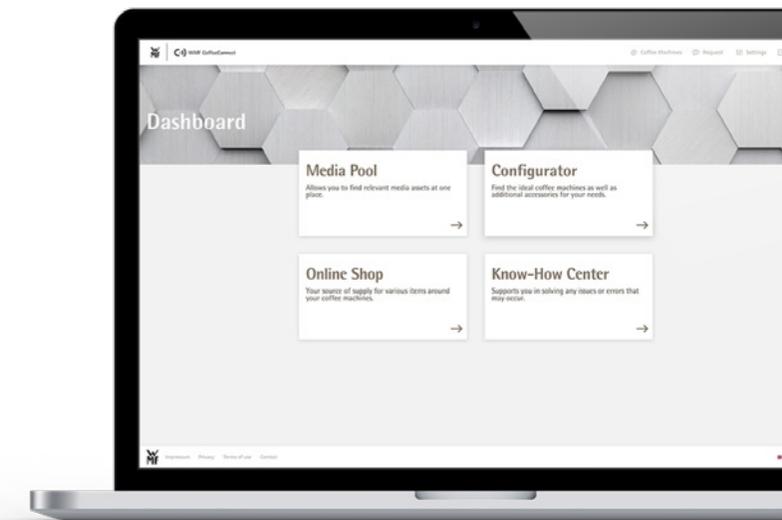
1. Available from end 2018.

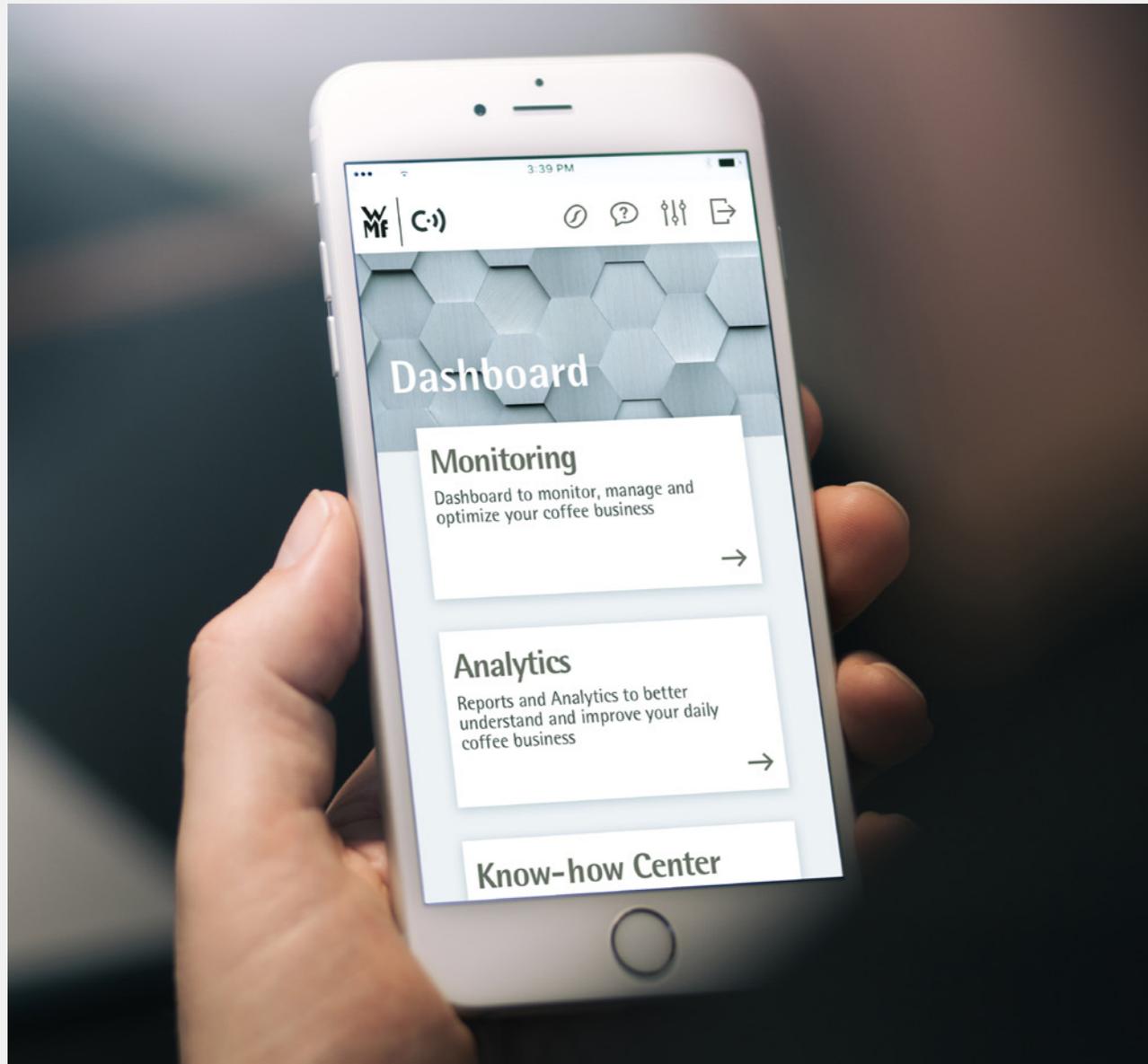
Configurator¹

A tool that helps users find the ideal coffee machine for any requirement. It is possible to configure both the machine type and the equipment features. Individual prices are shown.

Know-how Center

To resolve problems rapidly without calling service, you can take advantage of information from our operating manuals as well as our long-established WMF service knowledge.





Basic Package*.

The Basic Package allows customers to monitor the operational and maintenance status of each connected coffee machine, and provides standard analytical reports.

Widgets and functions included:

Maintenance and Operation Monitoring

- Overview of current error details and operational tasks with appropriate solutions from a central location
- Additional information about operational and maintenance status of machines

Business Performance

- Summary of all dispensed beverages
- Overview of sold beverages by type

Administration

- Coffee machines with WMF CoffeeConnect module can be added to your profile and connected
- Information provided on status and configuration of each connected machine

* The Basic Package is free for the first 3 years.

Premium Package.

The Premium Package includes all the features of the Basic Package, plus additional features focused on Business Performance and Remote Management. It offers more detailed information on profit, consumption, extraction time, and peak time statistics.

Additional widgets and functions included:

Business Performance

- Details of when and where the most beverages are dispensed
- Information on popularity of different beverage types
- Data on which ingredients are consumed and when
- Average consumption of ingredients during peak times
- Opportunity to assess coffee quality based on extraction time

Administration

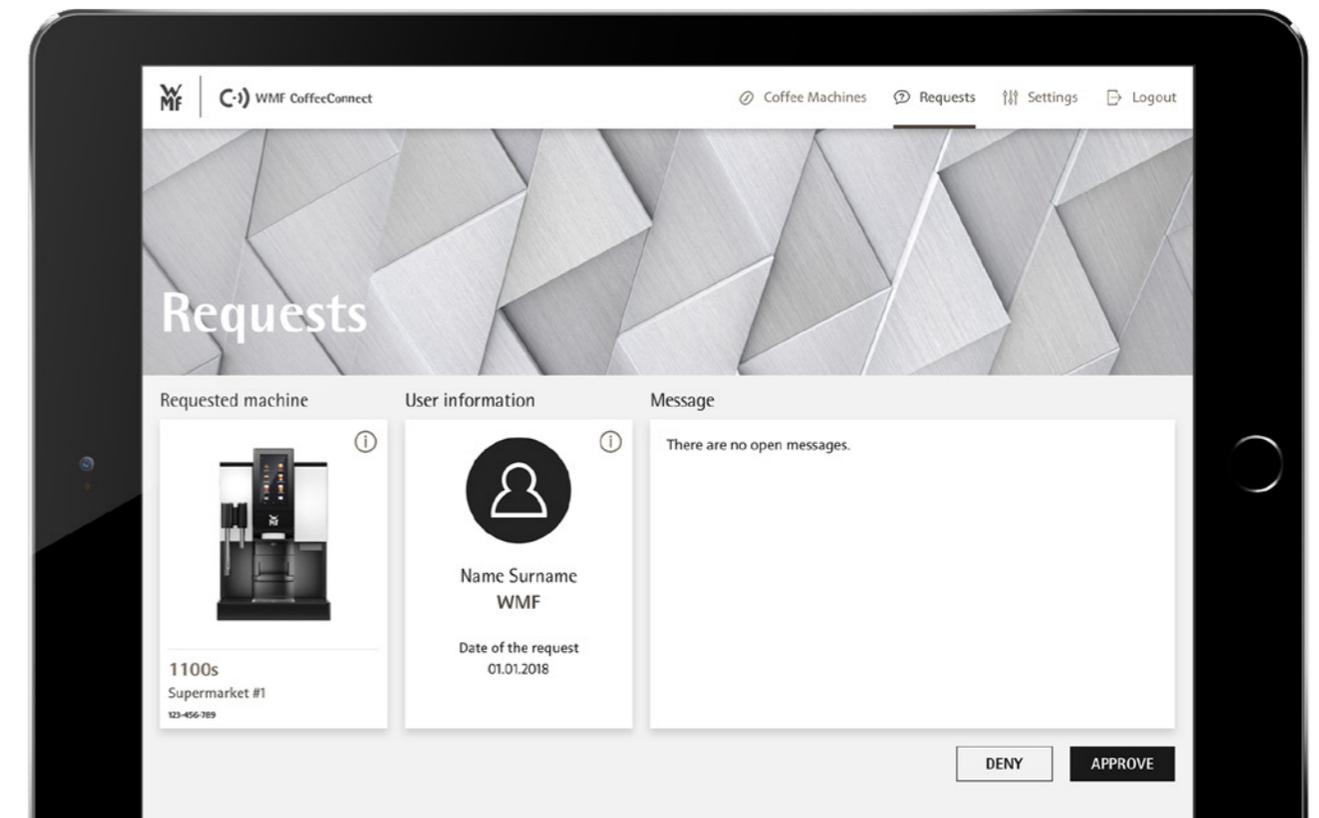
- Easy management of resources and delegation of tasks
- Assignment of access rights and roles to users
- Remote upload of advertising images to machine display
- Remote management of machine settings*

* Available from end 2018.

Professional Package.

The Professional Package includes all the features of the Basic and Premium Packages, plus additional features focused on the needs of trade partners. It allows you to improve service efficiency through further remote management functions which make it possible to decrease the number of service visits and benefit from solutions base on the integrated know-how of WMF's large service network*.

* Only available for certified service partners.



Advanced Analytics – Consulting Services.

In addition to choosing the Basic, Premium or Professional Package, customers may also purchase Advanced Analytics. Tailor-Made Analytics offer customers deeper insights into their business by creating customized reports, while Self-Made Analytics allow the customer to create self-made reports.

Tailor-Made Analytics

- Consulting on individual requests for analysis to obtain deeper insights or special KPIs
- Development of individual, tailor-made analysis for customers
- Customized reports and dashboards to meet customer's needs and preferences
- Provision of answers to customer-specific questions

Self-Made Analytics

- Consulting on individual requests for access to the Business Intelligence system
- Self-made analytical reports by the customer based on their own data
- Customer's own experts can analyze data with Business Intelligence tools, e.g. Microsoft Power BI



Security.

State-of-the-art standards
for total peace of mind.

Data privacy and information security are of the utmost importance for the WMF Group and we respect that our customers' data is crucial to their business success. That is why we have developed a state-of-the-art platform for our digital solution WMF CoffeeConnect. It is based on the cloud solution Microsoft Azure and the service offering is protected against cybercrime by a multi-layered IT architecture, providing end-to-end security. To enable multi-factor, role-based access and to manage user identification, we have implemented a state-of-the-art Identity and Access Management system, too. User administration can be handled both centrally by WMF or decentralized and delegated by nominated customer administrators. The technical infrastructure, information security and data privacy

set-up complies with international requirements such as the European General Data Protection Regulation (GDPR) for Data Privacy or the ISO/IEC 27001 norm for information security. It is protected by a newly established, dedicated department for information security, for which the WMF Group has hired highly qualified and certified staff. In general, processing of personal data will be encrypted and because it is executed in Germany, GDPR as well as the German Federal Data Protection Act (BDSG) is applied. Governance will be guided by a code of conduct for data privacy and our information security guidelines. But also, according to needs, it can and will be adapted to further international regulations. By publishing our data declaration we provide transparency about our data processing.



Benefits.

All the advantages of connected knowledge.

General



Telemetry as a standard.



Central access to all applications.



Integrated, connected information.



Identity and Access Management.



Continuous development of WMF CoffeeConnect and support by WMF digital team.



Web-based and near real-time.



Basic features included for free.

Security & Privacy



State-of-the-art security infrastructure.



End-to-end data protection.



Focus on data privacy and control.



Advanced rights management.

Performance



Advanced controls and measurement for increased uptime.



Usage overview and portfolio adjustment via live dashboard.



Better understanding of consumer preferences.



Targeted advertising via remote management.

Service



Higher service efficiency.



Better knowledge for service interventions.



Know-how Center for self-service solutions.



Continuous operational readiness ensured.

Analytics



Standard Reports.



Tailor-Made Analytics for deeper insights.



Self-Made Analytics for customer's own processing.



Integration of customer's WMF coffee machines with WMF CoffeeConnect Inside.



Connectivity for WMF coffee machines equipped with the WMF CoffeeConnect module.

Availability.

WMF CoffeeConnect: when, where and how.

The WMF CoffeeConnect digital platform will be fitted as standard in nearly all WMF Professional Coffee Machines¹ starting as of now. Most pre-existing WMF Professional Coffee Machine models can be retrofitted with WMF CoffeeConnect at any time². Even without any connected coffee machines, registered customers can improve their business by taking advantage of the suite of digital tools available through WMF CoffeeConnect, such as Online Shop³, Know-how Center, Configurator³ and Media Pool.



1. New generation machines, except 1100 S, 1500 S, 5000 S and OEM, where it will be an optional feature.
 2. Please note that there is a charge for this service.
 3. These tools will be rolled out at the end of 2018.

WMF CoffeeConnect as a Standard.



WMF 9000 F



WMF 9000 S+



WMF 1500 S+



WMF espresso

WMF CoffeeConnect as an Option.



WMF 5000 S



WMF 1500 S



WMF 1100 S



Contact.

Get in touch to find out more.

Do you have any questions about WMF CoffeeConnect?
Are you interested in how it can help improve your business?
Would you like to talk to one of our experts?
To find out more, visit www.wmf-coffeeconnect.com.



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PROFESSIONAL
COFFEE MACHINES