



“The solution means less effort, a consistently higher beverage quality and fewer erroneous orders for our customers. As a result we have increased customer satisfaction while also reducing driving kilometres by the thousands and thereby significantly decreasing CO<sub>2</sub> emissions.”

Manfred Weiss  
Services Director Feldschlösschen Beverages Group

## M2M Success Story Feldschlösschen

# Intelligent beer tanks thanks to M2M

**Beer tanks that automatically ensure a refill when the fill level gets too low and independently ensure that the temperature is always optimal: the Feldschlösschen Beverages Group is making many restaurateur's dreams come true – thanks to the M2M solution from Swisscom.**

### Temperature and fill level monitoring

With an estimated production of 340'000'000 liters of beer and mineral water per year, Feldschlösschen Beverage Group is one of Switzerland leading partners in the hospitality, retail and beverage industry. The Feldschlösschen M2M solution includes sensors for level measurement, temperature and tank pressure and is currently deployed at more than 300 of its largest customer locations.

### Less effort for Feldschlösschen customers

A glance at the tablet or smartphone is sufficient for the restaurateur to find out the condition of the plant. The current fill level can also be viewed in real time and, most importantly, precisely. Gone are the days in which restaurateurs had to check the beer tanks on a daily basis. In addition, it used to be difficult to precisely determine the fill level, which led to inexact reordering. Today, thanks to the M2M solution from Swisscom, the tank performs this work – it recognises independently whether beer is getting scarce and initiates a new order. And it sends an automatic alert in the event of an increase in temperature or drop in pressure.

### Fewer transport kilometres and more satisfied customers

The M2M solution not only simplifies the everyday life of customers in the gastronomy or hotel industry, but also makes a contribution to increasing efficiency and lowering costs at Feldschlösschen. Incorrect order entries are reduced and the transport journeys can be planned much more efficiently and optimised. The beer brewing company thus saves several thousands transport kilometres each year and, at the same time, lowers its CO<sub>2</sub> emissions. And, last but not least, the new services ensure more satisfied customers. “Thanks to the M2M solution from Swisscom, we can fulfil one of our customers' greatest wishes – soon maybe even across Europe,” says Manfred Weiss, Services Director at the Feldschlösschen Beverages Group.

### Award-winning application

The “mybeer” application, developed especially for Feldschlösschen, ensures that all relevant data is available to the restaurateur via tablet or smartphone. This was developed by Swiss1Mobile – a proven Swisscom M2M partner – and was the champion in the “Mobility” category at the last M2M Challenge.

### Further information can be found at

[www.swisscom.com/m2m](http://www.swisscom.com/m2m)

