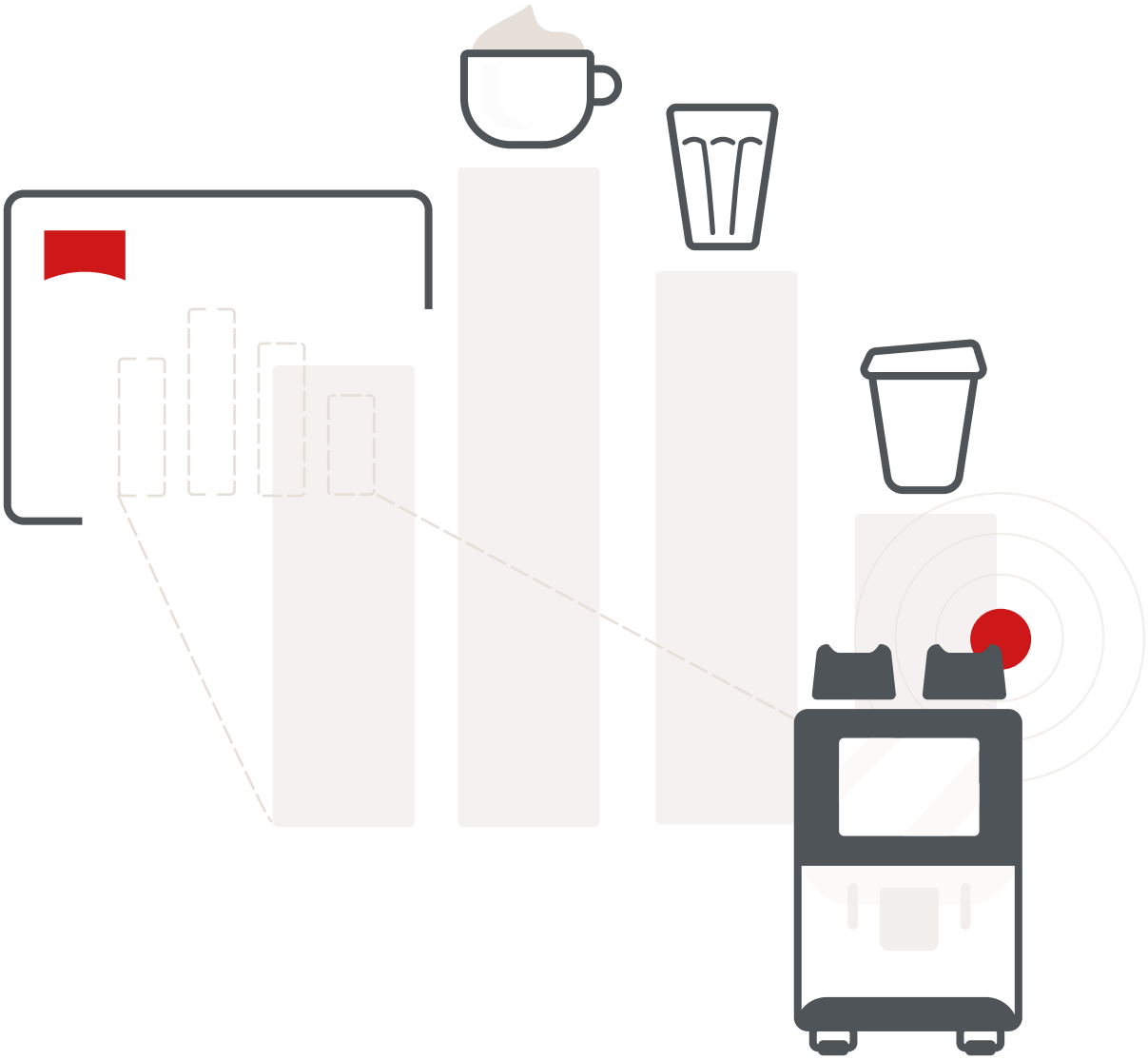
Melitta®
INSIGHTS

Creating added value through digital connectivity and transparency for the optimization of your coffee business.

Melitta Professional Coffee Solutions



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MELITTA® INSIGHTS.
OPTIMIZE YOUR COFFEE BUSINESS!

Ever since Melitta Bentz invented the coffee filter in 1908, the idea of innovation has been firmly anchored in the Melitta company. At the time, a digital communication-enabled Melitta® Cafina® XT generation fully automatic coffee machine was still 105 years away.

What began in 2010 with a pilot project for a bakery chain has long since taken on international dimensions: Melitta Professional has now connected more than 10,000 fully automatic coffee machines for its customers worldwide. Melitta® INSIGHTS sets a new milestone. With the new customer portal, the benefits of digitalization are now available as part of the standard offering.

MELITTA® INSIGHTS offers a wealth of possibilities to gain transparency about the coffee machine fleet, to analyze its production performance, to have key indicators reported automatically or to evaluate the statistics of its machines.

Optimize your coffee business with Melitta® INSIGHTS. Depending on your requirements, we have the INSIGHTS editions Melitta® Standard INSIGHTS, Melitta® Professional INSIGHTS or Melitta® Top INSIGHTS ready for you.

Melitta® INSIGHTS

INNOVATION HAS A LONG TRADITION AT MELITTA.

In1908, Melitta Bentz develops the world's first coffee filter using a brass tin and a sheet of blotting paper and founds the Melitta company. Since then, the idea of innovation has been firmly anchored at Melitta.

In 1936, Melitta launches coffee filters specifically for the catering industry. In the 1950s, the first large filter systems followed, in 1963 the first coffee machine, the quick filter machine, and in 1973 the KFM 300, the first professional buffet coffee machine.

In the 1980s, the era of coffee specialties at the touch of a button began. In 1988, Cafina®, the Swiss pioneer for fully automatic machines, launches the Cafina® C90 and becomes a subsidiary of the Melitta Group.

The leap into digitilazation comes in 2010 with the compact fully automatic coffee machine Melitta® bar-cube and the pilot project for a bakery chain. For the first time, a Melitta partner enjoys the benefits of reading out the data of its coffee machine fleet online via remote transmission.

In 2013, the Melitta® Cafina® XT6 makes its debut at the Host trade fair in Milan. The completely newly developed fully automatic coffee machine also provides the best prerequisites for the digitalization of the coffee business. An integrated computer with graphical user interface and large touch display controls all processes of the slim fully automatic machine, which prepares up to 170 cups per hour in consistent top quality. Remote reading and remote control of selected processes is the next logical step. For this purpose, the coffee machine connects to the online customer portal via a telemetry module integrated in the coffee machine.

In 2019, the highly successful Melitta® Cafina® XT series has grown to 7 models. More than 10,000 fully automatic coffee machines are already networked online worldwide.

In 2020, the new Melitta® INSIGHTS customer portal will enter its launch phase. The international roll-out will follow in 2021. Online access to coffee machine data is now a standard offering.

1908

Invention of the coffee filter bag

1936

First coffee filter bags for the catering industry

1938

First Cafina® coffee machine

1958

First large filter systems for the hospitality and catering industry

1963

First buffet coffee machine (quick filter machine)

1973

First professional buffet coffee machine (KFM 300)

cafina®

Coffee specialties at the touch of a button (Cafina® C90)

1988

2010

Online-Pilot: Remote reading of the fully automatic coffee machine fleet of a bakery chain

Premiere for the fully automatic coffee machines of the Melitta® Cafina® XT generation with integrated computer, graphical user interface and large touch display

2013

2019

more than 10,000 Melitta® machines are networked online for major customers

2021

International roll-out of the Melitta® INSIGHTS customer portal

EVERYTHING IN VIEW, EVERYTHING UNDER CONTROL.

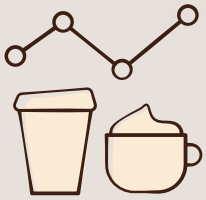
THIS IS HOW YOUR COFFEE BUSINESS WORKS!

Do you run a small café or bakery? Are you the F&B manager of a hotel or restaurant chain? Would you like to keep an eye on your coffee machines and your coffee business and tap into further potential? Regardless of the size of your company, Melitta® INSIGHTS offers you various features for this, which you can use conveniently on your PC or tablet. You can also enjoy the continuous further developments of Melitta® INSIGHTS.

Administration
Get full control over your fleet of machines. With the access and rights management of the customer portal, you can flexibly assign machines, locations and authorizations to your employees.

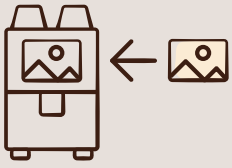
Monitoring
Ensure maximum operational readiness of your assigned machines. Thanks to a clear listing of all status messages, you can find out at any time whether and how your machines are running. If the bean, milk or instant containers are empty or cleaning is required, this is listed in an overview for each individual machine and the responsible employee is informed on request.

ALWAYS UP TO DATE



Performance
Learn and understand the consumer behavior of your customers! On a clear map you have the product groups and sales figures for each of your locations at a glance. Detailed statistics can be used to compare locations as well as individual days. Get an overview of your consumption statistics and the efficiency of your assigned machines. Go down to the level of each individual beverage, identify tops and flops in the range, strong and weak periods, potentials and risks, and optimize your coffee offering.

Individual Reports*
You want to prepare and store the many valuable data from the portal in a descriptive way? Standard reports are available for immediate analysis. In addition, Melitta® INSIGHTS allows the creation of a wide range of individual reports. Ad-hoc and also as recurring templates that land in the e-mail inbox every Monday morning, for example.



Media Manager*
Increase your sales with a sales campaign and display it on your Melitta® fully automatic coffee machine. With Melitta® INSIGHTS, you can transfer images and screensavers to the display of your machine. Use the coffee machine as an attractive advertising medium and offer your snack of the day along with the coffee of your choice.

*available as part of the continuous expansion of features in 2021

FEXIBLE ASSIGMENT:
OVERVIEW OF ALL LOCATIONS OR MANAGEMENT OF ONE LOCATION

Whether your are an operator of a small corner café or an F&B manager of an internationally known restaurant and hotel chain: In a wide variety of companies, people in different positions work with Melitta® fully automatic coffee machines. As much as their everyday working lives differ from each other, so do the demands and wishes they have for the customer dashboard. Therefore, Melitta® INSIGHTS offers complete flexibility in its application. Locations and the distribution of rights can be freely created for each user, so that everyone only sees what they should and want to see.

Store Manager
Do you manage a restaurant chain store and want to keep an eye on your store only? Melitta® INSIGHTS assigns your machines to you, from which you receive detailed information. This gives you a quick insight into the performance of your machines. With Melitta® INSIGHTS, you can see exactly which coffee beverage each of your machines has prepared, when, and in what quantity. The comparison of individual days is also quickly apparent. And if you forget to refill the bean, instant or milk containers on one of your assigned machines, or if a cleaning needs to be done, you will receive a message in your personal dashboard.

Manager of multiple stores
As a manager of multiple stores, you benefit from the clear representations of all locations. Both beverage-specific and location-specific, your sales figures can be displayed clearly. Enjoy support for comprehensive analyses of the performance of your coffee machine fleet. If you want to save and download the data, Melitta® INSIGHTS offers you the option of both detailed standard reports and displays that are individually compiled for you.

Store employees
Even if you are working in the back office, you can always keep an eye on the operating status of your coffee machines and can react quickly if necessary. As an employee, you receive exactly the online authorizations and online information you need for your assignment.

MELITTA® INSIGHTS:
PACKAGES ON DEMAND.

Use Melitta® INSIGHTS according to your needs. Choose between the packages **INSIGHTS Standard, INSIGHTS Professional** or **INSIGHTS Top.**

TEST IT NOW!

See Melitta® INSIGHTS for yourself now. Ask for your free trial access to our demo account.

Your personal contact will be happy to advise you!

www.melitta-professional.de
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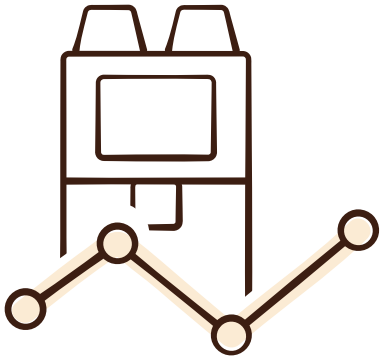
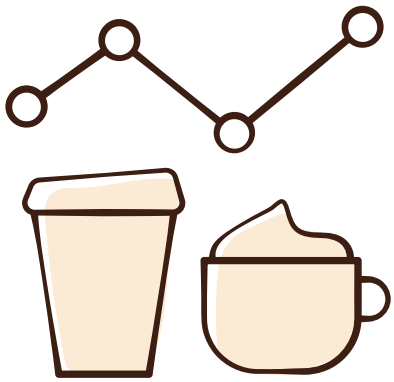
Phone: +495715049-0





INSIGHTS Standard

Administration
Status
Overview
Performance

The Standard INSIGHTS entry package gives you access to the customer portal and to the entire access and rights management of the customer portal. You can assign individual rights and machines or locations to your employees so that everyone can use Melitta® INSIGHTS tailored to their area of responsibility. You control and manage your machine fleet clearly on your dashboard. You get a visual overview of the operating times of your fully automatic coffee machines as well as the consumption statistics and the efficiency of your machines.

INSIGHTS Professional*

Administration
Monitoring
Performance
Individual Reports
Media Manager

In addition to the features of the Standard INSIGHTS package, the Professional INSIGHTS package also includes the possibility to download individual reports on the performance of your fully automatic coffee machines. You can transfer videos, images, and screensavers to your machine's display and remotely apply your advertising message. In addition, you can also adjust beverage recipes and machine settings remotely to a sensibly limited extent.

INSIGHTS Top*

Administration
Monitoring
Performance
Individual Reports
Media Manager
Customized Services

With the TOP INSIGHTS package you can use all services of the Professional INSIGHTS package. In addition, further customized services are available to you by agreement. Contatct us!

* available as part of the continuous expansion of features in 2021

Melitta® INSIGHTS Standard

Includes all core features and functions of INSIGHTS:
Ideal for entry into the digital data world of machines.

- Access and rights management of the customer portal.
- Overview of operating times of assigned machines
- Access to central and networked information of all individually assigned machines in the customer portal
- Overview of consumption statistics and efficiency of assigned machines
- Full control over the management of the fleet of machines
- Access to continuous further developments
- Better understanding of the consumer behavior of customers
- Ensuring the maximum operational readiness of the assigned machines
- Easiest assignment of new recipes to Beverage groups
- Download standard reports
- FAQs
- Privacy

STANDARD

COFFEE? SURE!

YOUR BENEFITS AT A GLANCE.

- **Always up to date:** You will have access to valuable information, data and statistics for your coffee business whenever and wherever you want.
- **Avoid downtime:** You can see which machines are in operation, identify refill needs for bean, milk, and instant containers, and can also tell if the type-setting drawer needs to be emptied.
- **Identify Tops and Flops:** You have an up-to-date view of the beverage preparation of your coffee machines, recognize dentify the beverage preferences of your guests, and identify strong and weak periods.
- **Seize opportunities and increase sales:** You can identify beverage potential and subsequently optimize your offer and support it with sales-promoting measures.
- **Continuous upgrades from 2021 onwards:** In the future, you will also be able to make sensible, limited adjustments to individual beverage recipes and machine settings remotely, upload videos, images, and screensavers centrally to the display, and benefit from other individual services.

Melitta® INSIGHTS Professional*

(in addition to INSIGHTS Standard und INSIGHTS Professional)

The Allrounder: Leverage extensive and unlimited reporting capabilities.

Targeted placement of advertising via the portal

Better information for service calls

Download individual reports

Extended overview of analyses & trends

PROFESSIONAL

* available as part of the continuous expansion of features in 2021

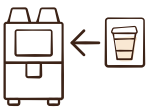
Melitta® INSIGHTS Top*

(in addition to Standard und Professional INSIGHTS)

Even more customized: Possible data export and realization of additional requirements

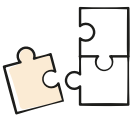
Customized solutions on demand*

Individual Customized Services Solutions* MPCS in the Portal



Updates for new recipes; multiple machines

Adjustment of recipes (existing recipes; single machine)



Individual Interface OPC UA or REST API*

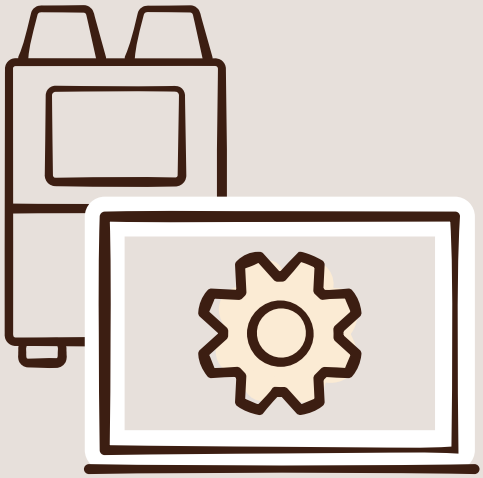
HACCP Data export

TOP

* available as part of the continuous expansion of features in 2021

AVAILABILITY.
THESE MACHINES CAN DO IT.

From now on, all owners of a fully automatic coffee machine from the Melitta® Cafina® XT series from the XT5 upwards, as well as owners of the Melitta® Cafina® CT8 and CT8-F, can benefit from the Melitta® INSIGHTS customer portal. Just order your new coffee machine with Melitta® INSIGHTS or have your old model retrofitted. Please contact us!



Melitta® INSIGHTS

Melitta® INSIGHTS

Melitta® Cafina® XT5

Melitta® Cafina® XT6

Melitta® Cafina® XT7

Melitta® Cafina® XT8 /
Melitta® Cafina® XT8-F*

Melitta® Cafina® CT8 /
Melitta® Cafina® CT8-F

Melitta® Cup III*

* available soon

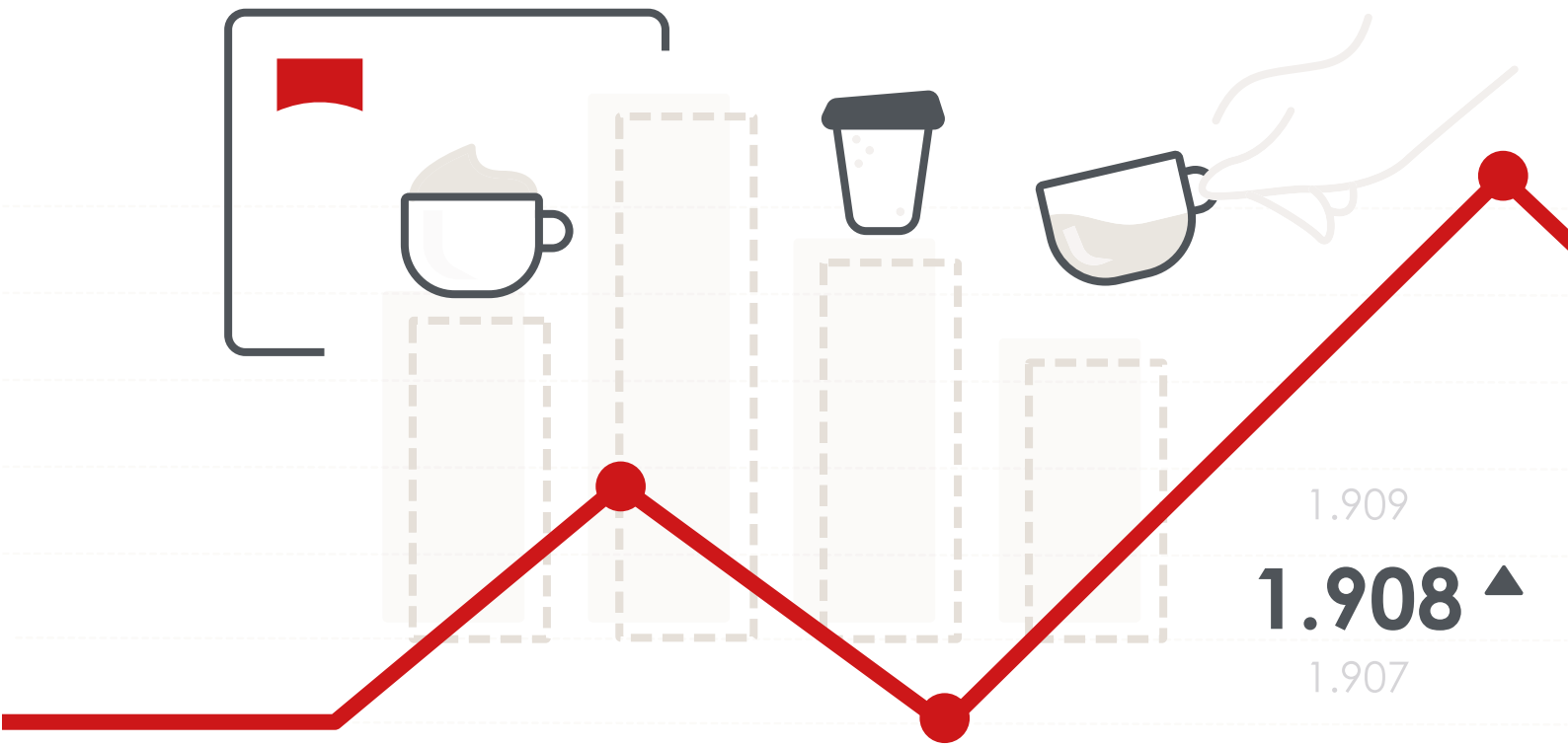
SECURITY.
ALWAYS ENCRYPTED.

Whenever working with a large amount of data, data protection and data security must be paramount. Of course, this also applies to our Melitta® INSIGHTS customer portal. The protection of your data, which is processed and displayed in the course of this, is very important to us at Melitta Professional.

To protect and secure your data, it is mirrored multiple times and backed up multiple times via servers. The basic rule is that data is only transmitted in encrypted form. It should go without saying that we comply with the national and international data privacy and data security regulations.

With regard to data protection, this implies adhering to the German Federal Data Protection Regulation (BDSG) and the General Data Protection Regulation (GDPR) of the European Union. The same applies to information security, for which we comply with the international standard ISO/IEC 27001.

Depending on the latest data protection requirements, we constantly keep the underlying Melitta® INSIGHTS solution up to date. To protect your data, we always use the most modern standards and techniques.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Melitta for the ultimate in coffee enjoyment®

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