Quick-Service Restaurants

Quick service restaurants rely on an assortment of food storage and preparation machines, equipment, and systems including refrigerators, freezers, microwave ovens, food warmers, and fryers. Since up to fifty percent of all quick-service business takes place at the drive-thru window, chains must also implement and maintain efficient drive-thru and menu ordering systems. Lastly, there are building lighting, air conditioning, security, and other basic systems that must be maintained. Collectively, these critical, line-of-business assets form the foundation of individual store operations. In the highly competitive quick-serve industry, it's imperative that all of this equipment operates reliably and efficiently.

In addition to the obvious concerns regarding disruptions in their business operations, those in food related industries have the added responsibility of knowing that if their equipment breaks down, it can adversely impact the health of customers. A single incident of food contamination, for instance, can expose the organization to costly litigation and negative publicity that could irrevocably damage its reputation.

Effective restaurant managers are constantly seeking to improve employee scheduling, reduce customer wait times, and otherwise maximize store performance. Meanwhile, at the enterprise level, executives are looking for operational data from all corporate-owned stores and franchises that will assist them in making decisions and establishing policies that positively impact company-wide business initiatives such as supply chain optimization. These executives also need data that will allow them to complete reports and comply with guidelines set forth by state and federal regulatory agencies, like the USDA's Hazard Analysis and Critical Control Point Program (HACCP).

M2M technology from Opto 22 provides an affordable, network-ready solution for acquiring and delivering comprehensive real-time data relating to restaurant operations. Because M2M technology uses open standards and is natively Internet capable, information is readily available enterprise-wide for corporate databases, supply-chain management, ERP, and other enterprise management systems.

Access to this data gives management a means to make better and quicker tactical and strategic business decisions in areas such as product ordering and power consumption, and also provides the data needed to meet reporting mandates established by regulatory agencies.

M2M technology makes it easy to:

- Remotely monitor and gather operational data from store lighting, refrigeration, security, HVAC, and other systems to better determine maintenance schedules and optimize equipment performance. and complying with regulatory reporting requirements.
- Monitor and regulate refrigerator and freezer temperatures to prevent spoilage and contamination of food product.
- Acquire the raw data needed to comply with HACCP, FDA, and other regulatory agency guidelines.
- Measure and record power consumption in order to develop effective energy conservation strategies.
- Monitor doors, windows, and safes, allowing management to be aware of unauthorized access.
- Monitor restaurant drive-thru activity for the purpose of increasing customer throughput.
- Notify maintenance personnel via pager, e-mail, or text message should power failures, lighting failures, or equipment breakdowns occur.
- Relieve store managers of administrative reporting responsibilities, giving them more time to supervise employees and respond to customer needs.

OPTO 22
Count on it.

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