Beer tank equipped with M2M technology from Swisscom takes care of refill orders itself

The Feldschlösschen Beverages Group recently introduced an end-to-end M2M solution from the Swisscom M2M Centre of Competence that enables its Swiss customers to maintain their beer tanks more efficiently and to submit exact and timely orders for new deliveries. The tanks themselves instantly trigger new orders when levels get low.

Technological developments not only influence the ways in which people communicate with each other, but also allow machinery and everyday objects to monitor things and exchange information with each other. Behind these developments lies Machine-to-Machine technology (M2M), which ensures improved efficiency, sustainability and security. This is the case at the Feldschlösschen Beverages Group, which supplies catering establishments and hotels with a selection of different beer brands.

Efficient ordering process and monitoring of beer tanks

Feldschlösschen is employing M2M technology at over 300 of its biggest clients in Switzerland. Sensors measure the filling level, temperature and pressure at the customer's premises. The data are regularly synchronised with "myBeer", an application developed specially for Feldschlösschen, using M2M technology. Simply by glancing at their tablet or smartphone, restaurateurs can see how their system is performing and react immediately should there be a temperature increase or fall in pressure. The current filling level can also be viewed in real time. Owners previously needed to check their beer tanks daily, which was not only time-consuming and required specialist know-how, but also meant that the filling level could not be precisely determined, which led to imprecise ordering. The M2M solution from Swisscom means that the tanks themselves can recognise when the beer is running low and instantly trigger a new order.

Satisfied customers and fewer transport kilometres

The M2M solution not only makes everyday life simpler for catering businesses and hotels, but also helps boost efficiency and reduce costs at Feldschlösschen. M2M prevents incorrect order entries and allows the company to optimise its delivery runs. As a result, the brewery will save thousands of transport kilometres each year, while simultaneously reducing its CO_2 emissions. "Thanks to the M2M solution from Swisscom, we can also fulfil one of our customers' greatest wishes – and hopefully we'll soon be able to do so throughout Europe," says Manfred Weiss, Services Director at the Feldschlösschen Beverages Group.

Swisscom M2M Centre of Competence has a strong ecosystem of partners

Swisscom currently manages around 6.4 million mobile connections and several hundred thousand SIM cards for M2M communication. The forecast is that by 2020 more SIM cards will be used for Machine-to-Machine applications (M2M) than for mobile phones. Machine-to-Machine connectivity is currently one of the most important technological developments and one which Swisscom M2M Centre of Competence is actively driving forward in collaboration with a broad network of partners. Swisscom's corporate customers benefit from extensive technical expertise, which allows complex solutions to be implemented in all sectors. The "myBeer" application, which was specially developed for Feldschlösschen by Swisscom's partner "Swiss1Mobile" has already won the international M2M Challenge award in the "Mobility" category.

About the Feldschlösschen Beverages Group

Feldschlösschen Beverages Ltd., headquartered in Rheinfelden, represents more than 135 years of brewing tradition and employs around 1,300 members of staff all over Switzerland. With a comprehensive range of beverages and efficient services, Feldschlösschen is a trusted partner of the catering trade as well as the retail and beverage trade. The company produces around 340,000,000 litres of beer and mineral water a year at its three production plants. That's over one billion 330 ml bottles.

More on M2M from Swisscom www.swisscom.ch/m2m

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Swisscom M2M Centre of Competence

The Swisscom M2M Centre of Competence was established to serve customers with regional and global requirements. In addition to the flexible connectivity management platform (CMP) and the industry's best roaming coverage, Swisscom can support companies of all sizes in designing, planning and implementing future-proof M2M solutions. The current range of services includes solutions for smart metering, mobile payment, fleet management, tracking & tracing and smart home.