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Multi-Unit Operator Case Study

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Participating Pilot Locations



- Installed in two Locations
 - Site 1 (12 Taps), Site 2 (24 Taps)
 - Reporting Start Date – March 21, 2013
 - Baseline Period (3/21-31/13)
 - Active Period (May to date, 5/1-13/13)

In the Beginning...



Multi-Unit Operator Pilot iDraught Summary

Total Sites = 2

Review Period

21 Mar - 31 Mar 2013



Summary	Pour/POS Variance 					Dispense Variance 			Operational Loss			Total		
	Sold (Oz)	Poured (Oz)	Loss* (Oz)	Pour/POS Variance (\$)	% of Category \$ Loss	Oz Loss	Dispense Variance (\$)	% of Category \$ Loss	Operational Loss (oz)	Operational Loss (\$)	% of Category \$ Loss	Total \$ Impact	Total Variance	Over All Yield
Site 1 Total	22768	25037	-2269	-\$862.19	91%	-1587	-\$79.36	8%	-110	-\$5.52	1%	-\$947.07	-10%	91%
Site 1 Daily Average	2070	2276	-206	-\$78.38	91%	-144	-\$7.21	8%	-10	-\$0.50	1%	-\$86.10	-10%	91%
Site 2 Total	33588	37148	-3560	-\$1,352.66	80%	-2845	-\$142.27	8%	-4114	-\$205.71	12%	-\$1,700.64	-11%	90%
Site 2 Daily Average	3053	3377	-324	-\$122.97	80%	-259	-\$12.93	8%	-374	-\$18.70	12%	-\$154.60	-11%	90%

- Baseline reporting: 3/21-31/13
 - Pour/POS \$ Loss (unregistered transactions & mis-rings) accounted for -\$100.68 of the daily \$ loss per site
 - Dispense Variance \$ Loss (over-pouring & equipment) accounted for -\$10.07 of the daily \$ loss per site
 - Operational \$ Loss (line cleaning & keg changes) accounted for -\$9.60 of their daily \$ loss per site
- Average daily \$ loss avg per site during the initial baseline reporting period was -\$120.35

Performance Improvement Continues





Multi-Unit Operator Pilot iDraught Summary

Total Sites = 2

Review Period

01 May - 13 Myr 2013



Summary	Pour/POS Variance 					Dispense Variance 			Operational Loss			Total		
	Sold (Oz)	Poured (Oz)	Loss* (Oz)	Pour/POS Variance (\$)	% of Category \$ Loss	Oz Loss	Dispense Variance (\$)	% of Category \$ Loss	Operational Loss (oz)	Operational Loss (\$)	% of Category \$	Total \$ Impact	Total Variance	Over All Yield
Site 1 Total	22257	23552	-1295	-\$492.07	89%	-1122	-\$56.10	10%	-101	-\$5.05	1%	-\$553.22	-6%	95%
Site 1 Daily Average	1712	1812	-100	-\$37.85	89%	-86	-\$4.32	10%	-8	-\$0.39	1%	-\$42.56	-6%	95%
Site 2 Total	35559	39209	-3650	-\$1,374.71	89%	-1836	-\$91.82	6%	-1606	-\$80.28	5%	-\$1,546.81	-10%	91%
Site 2 Daily Average	2735	3016	-281	-\$105.75	89%	-141	-\$7.06	6%	-124	-\$6.18	5%	-\$118.99	-10%	91%

- Latest Active Period Data: 5/1-13/13
 - Pour/POS \$ Loss (unregistered transactions & mis-rings) accounted for -\$71.80 of the daily \$ loss per site, improvement vs. baseline period of +27%
 - Dispense Variance \$ Loss (over-pouring & equipment) accounted for -\$5.69 of the daily \$ loss per site, improvement vs. baseline period of +43%
 - Operational \$ Loss (line cleaning & keg changes) accounted for -\$3.28 of the daily \$ loss per site, improvement vs. baseline period of +66%
- Average daily \$ loss avg per site during the initial baseline reporting period was -\$120.35, overall improvement of +33%

Driving Revenue Back to the Bottom Line



Two Locations Total (Average Daily \$ Loss Per Site)

	(3/21-31/13)	(5/1-13/31)	\$ Change	% Change
Pour/POS \$ Loss (Unregistered Transactions & Mis-Rings)	\$100.68	\$71.80	\$28.88	27%
Dispense Variance \$ Loss (OverPpouing, Equipment)	\$10.07	\$5.69	\$4.38	43%
Operational \$ Loss (Line Cleaning, Keg Changes)	\$9.60	\$3.28	\$6.32	66%
TOTAL	\$120.35	\$80.77	\$39.58	33%

Financial Impact

- Average daily \$ loss improved by +\$39.58 per site from the baseline period to the most recent data period
- Annualized, would account for +\$14,447 of savings per site based on pilot results

Summary



- Overall Variance has been reduced by an average of +33% across both locations
- Average Daily \$ Loss has been reduced from -\$120.35 to an average of -\$80.77 per site, an improvement of +33% to your bottom line
 - Reducing unregistered sales transactions/mis-rings drove a+ 29% improvement in \$ loss
 - The Pilot locations experienced +\$39.58 average daily \$ loss improvement during the pilot
- The Service Proposition requires NO up front incremental capital investment; including NO up front costs for installations or equipment
- iDraught is your Virtual Draught Beer Manager providing actionable information and insights to help your location teams drive out loss and increase profitability
- Our strategic alliance with Micro Matic ensures that all installation / service components are addressed consistently & expeditiously for all client sites
- iDraught will help you manage your draught beer business effectively and efficiently in just minutes a day
- Next Steps – Deploy iDraught in all locations