

BURGER KING



KIO (Klemsan Internet Objects) Platform Case Studies





AIM OF THE PROJECT

- ▶ To increase the monitorability and the operational efficiency.
- ▶ To minimise all energy costs in correlation with the number of customers, temperature and humidity.

Location: China

Number of branches: 250
(will be extended to 1000+
in the second stage)

Solution: Basic module + Invoicing
module

ROI: Maximum 6 months

ABOUT BURGER KING (CHINA)

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. Every day, more than **11 million** guests visit BURGER KING® restaurants around the world.

Burger King entered the Chinese market in 2005 and now BK China holds the exclusive master franchise rights for Burger King for all of mainland China (excluding Hong Kong and Macau).

The company has expanded from **56 to more than 1034** restaurants across the nation.

BK China is the largest **franchisee** of Burger King in the world.

BUSINESS NEED

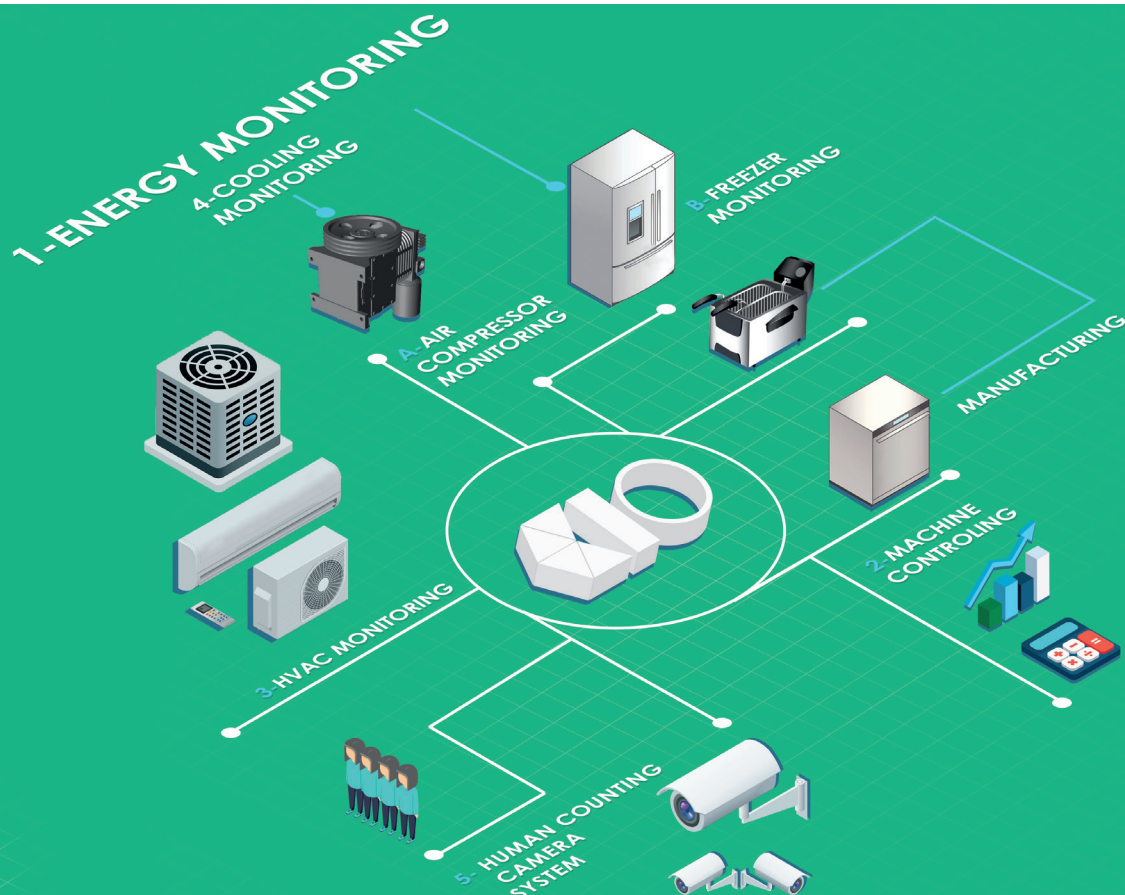
Utility costs are often overlooked in cost saving projects in big food chains.

Unneeded gas or electric burners, hoods, fryers and ovens can use thousands of dollars in wasted energy each year. Before targeting to minimize all utility costs, all you need is to increase the monitorability and the operational efficiency.

For example, freezer doors are opened and closed several times during a busy day, and if the door stays open, a lot of energy is lost. With KIO platform, you can monitor how long the door is left open.

Turning off unnecessary fryers, burners or ovens during off-peak times, and controlling HVAC according to the number of customers in the restaurant

would **help a lot** to **minimize losses, improve efficiency** and **overall profitability**.





SOLUTION

Burger King adopted and configured KIO (Klemsan Internet of Objects: Basic module + Invoicing module) platform to focus on the energy consumption of all the below items in an initial study consisting of **250** restaurants in **25** cities:

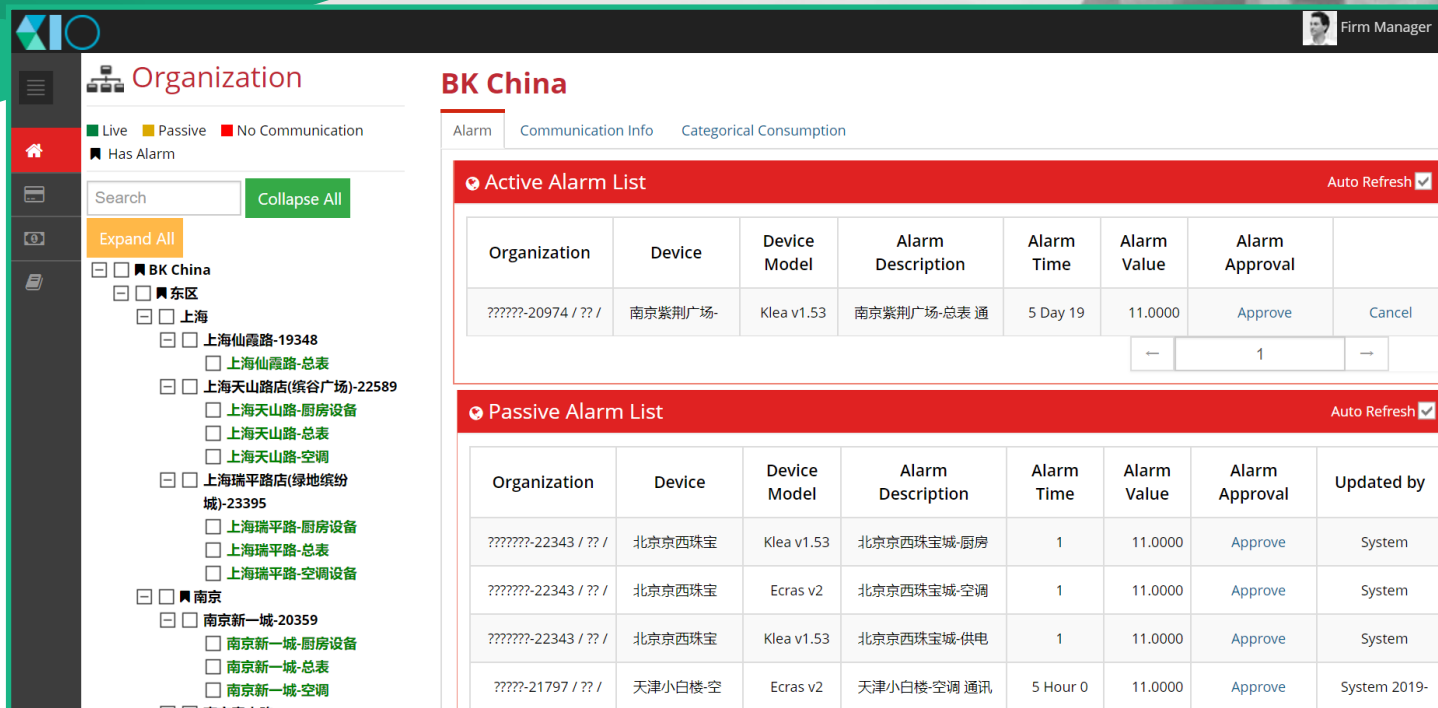
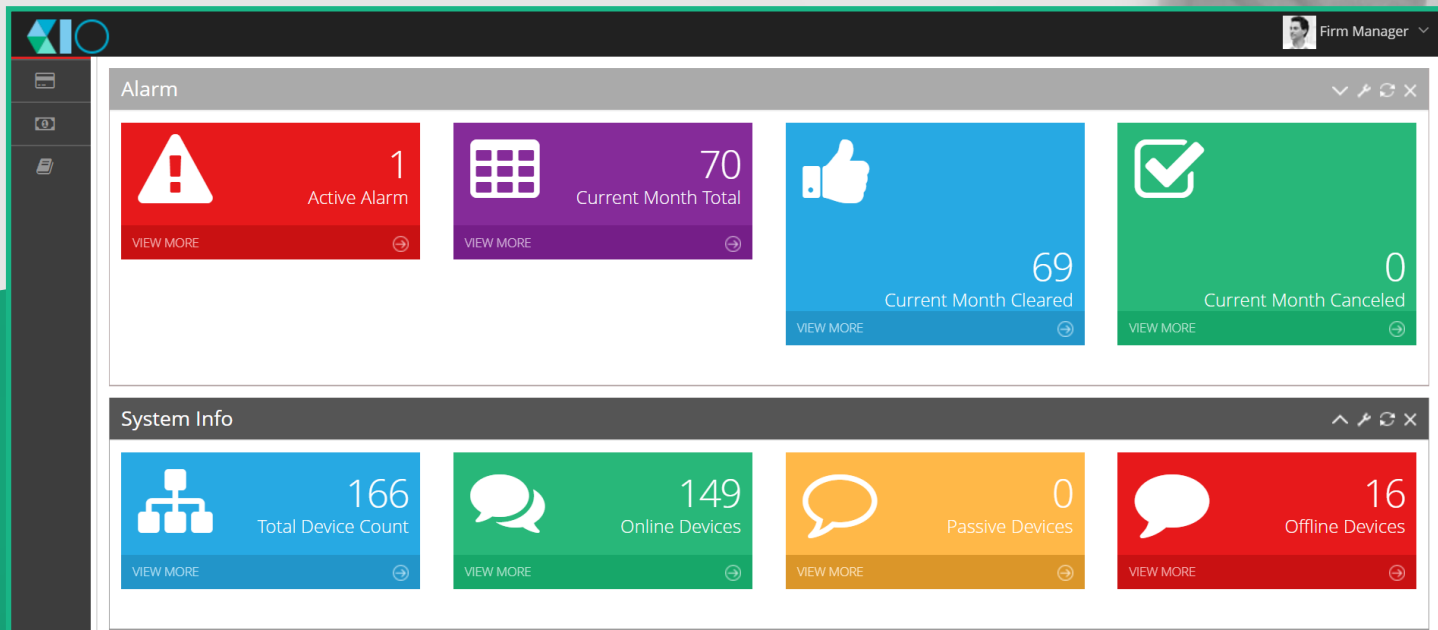
- ▶ **Production line:** Fryers, burners, ovens
- ▶ **HVAC:** Heating, ventilation and cooling
- ▶ **Refrigeration**
- ▶ **Air compressor**
- ▶ **Lighting**

Human counting camera system, which provides accurate number of customers, is installed in each branch. In each restaurant, a considerable amount of data is collected.

After witnessing the success of the initial study, the scope of the project is extended to **1000+** restaurants in **50 cities**, in order to further delight both Burger King customers and restaurant managers.



KIO DASHBOARDS FOR BURGER KING CHINA

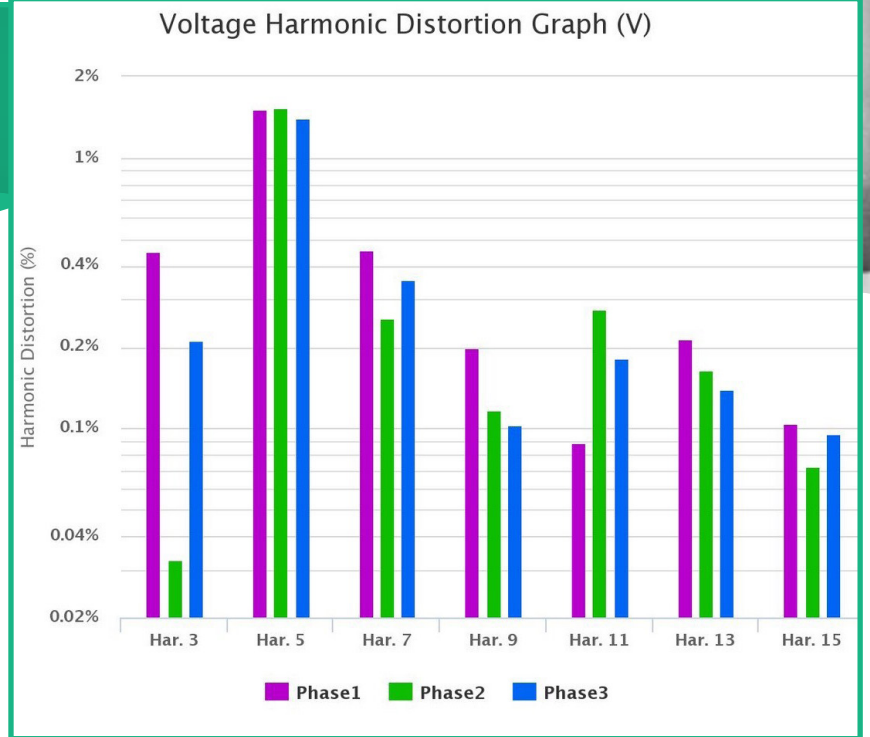
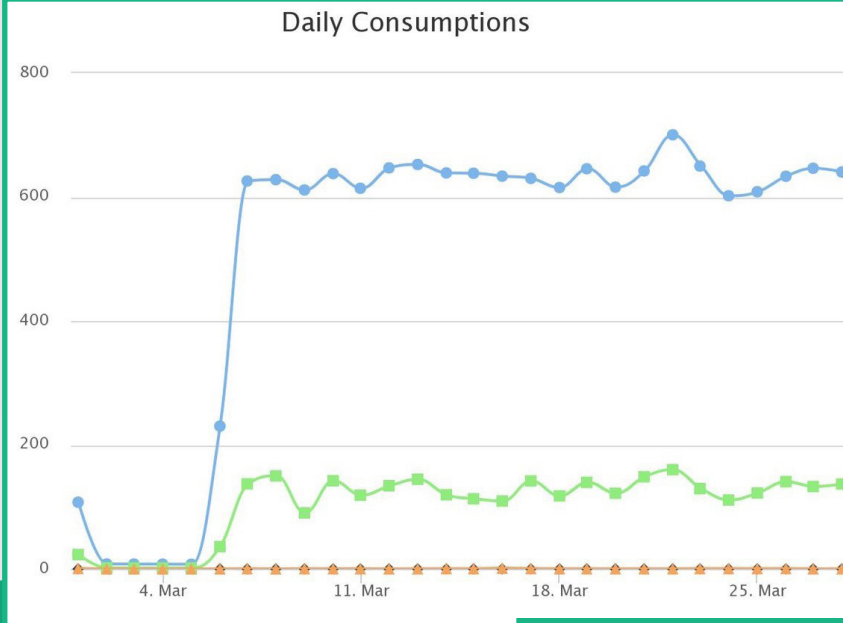




BENEFITS

- ▶ **Energy Costs Saving:** Klemsan reduced electricity costs of Burger King by up to 16% at 250 restaurants in 25 cities in China. The longest investment payback period of KIO project at BK China Restaurants is 6 months after KIO implementation. Estimated annual energy saving with KIO for 1034 restaurants will be 6 million USD.
- ▶ **HVAC Monitoring:** In addition to the savings, better ambient conditions are provided for improved customer satisfaction.
- ▶ **Cost Management:** Number of cashiers can be adjusted according to the number of customers in the restaurant for an efficient service with higher speed. Profitability analysis can be made by correlating sales figures with production costs.
- ▶ **Real Time Monitoring And Advanced Reporting:** Managers can customize and trace their target parameters in order to be able to take decisions in a widespread network of 250 restaurants.
- ▶ **Freezer Monitoring:** Required level of inner temperature is maintained, since improper usage of doors is minimized. Hence, energy costs are reduced.
- ▶ **Air Compressor Monitoring:** Run hour timing and energy consumption can be monitored at real time.

SAMPLES OF KIO REPORTS FOR BURGER KING



Visit our website for detailed info !

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