

manage your profits on every pour

DID YOU KNOW?

Draught Beer is one of the most profitable products sold by on-premise Operators generating profit margins of **70%-90%**.

On average, **15%-30%** of all draught beer poured is lost. This reduces revenue, increases costs and diminishes quality.

The primary causes of loss are **human behavior**, draught beer **equipment** and incorrect **gas mix**.

TapDynamics Snapshot

TapDynamics is the leading provider of draught beer management solutions to the hospitality industry.

Through our The TapAdvisor Service offering, TapDynamics offers a comprehensive draught beer monitoring service.

TapAdvisor provides simple, yet powerful tools to increase the profitability, quality and visibility of draught beer poured on-premise.

THE CHALLENGE

Key questions for Operators: How is it lost? When is it lost? How much was lost? Why was it lost? How much revenue did I lose? How much did my costs rise? What I can do to drive improvement?

THE OPPORTUNITY?

By having actionable information delivered daily, Operators can immediately increase **Sales**; reduce **Costs**; improve draught beer **Quality** and Increase **Operational and Marketing Visibility**.

TAPADVISOR

Powered By TapDynamics

WHAT IS TAPADVISOR?

TapAdvisor is a **Service Offering**. Specifically designed for Restaurants, Bars, Hotels, Stadiums, Event Arenas and Casinos, **TapAdvisor** is a draught beer management service which identifies the root causes of draught beer loss at a location.

HOW DOES TAPADVISOR WORK?

COLLECT DATA

- TapAdvisor collects dozens of draught beer metrics
 - Every ounce of draught beer poured by brand, time, date, & location in real-time
 - Point-of-sale data
 - Real-time temperature
 - Real-time flow rates
- TapAdvisor communicates all of this data from the location to Tap Dynamics' servers via the Internet
- TapAdvisor organizes and automatically analyzes the data to create actionable information used to solve problems

REPORT DATA

- TapAdvisor hosts all of the data recorded from each location
- TapAdvisor facilitates 100% of the analysis
- TapAdvisor offers several reporting tools such as Scorecards and Dashboards
- The reports available through the TapAdvisor Web Portal can be accessed through any internet-enabled device (laptop, iPhone)

"Applebee's made the decision to deploy the TapAdvisor service in all of our Company-owned stores based on the significant financial results it delivered. TapAdvisor helped us to deliver a better quality product to our guests while increasing profitability."

Sam Rothschild,
Senior Vice President
Operations,
Applebee's Services Inc.

The TapAdvisor System is deployed at an on-premise location and automatically measures and reports dozens of specific metrics associated with a draught beer system in real time.

TapAdvisor then automatically analyzes all of this information and provides the Operator with easy-to-use information which they can act on immediately to drive change.

Deploying TapAdvisor is the equivalent of hiring a full time loss prevention manager for your location—a Virtual Draught Beer Manager. Your new virtual manager's sole responsibility is to monitor and report on every aspect of your draught beer business at all times.

TapAdvisor Value Proposition

- Increase Profitability
- Reduce Draught Beer Theft
- Reduce Draught Beer Waste
- Improve Draught Beer Quality
- Identify Equipment Problems
- Identify Temperature & Pressure Issues
- Increase Sales
- Increase Draught Beer Yield
- Improve Operational Visibility
- Monitor Line Cleaning

WHAT IS INCLUDED IN THE TAPADVISOR SERVICE OFFERING?

Independent Draught Beer System Survey: TapDynamics provides a comprehensive keg-to-glass evaluation which identifies any potential issues or problems with each location's draught system. This survey highlights and recommends necessary actions to bring each location's beer systems up to optimal performance.

Installation & Activation of the TapAdvisor System: TapDynamics manages all aspects of the installation and activation of the TapAdvisor service. An experienced draught beer technician will install the TapAdvisor monitoring equipment at your location(s).

Point-of-Sale Integration: TapDynamics will manage an easy, secure and reliable method of transmitting your point of sale data for each site. We seamlessly integrate data from the majority of the leading point-of-sale providers in the market today.

Data Management: TapDynamics will customize the TapAdvisor system to include each site's draught beer product information, cost details and recipe list including retail price points and serving sizes.

TapAdvisor Web Portal: Available 24 x 7 x 365 through any internet-enabled device, the TapAdvisor Portal provides the user access to all reports and dashboards including draught beer variance, sales by hour of the day, temperature, flow rates or cleaning information.

Training: As part of the TapAdvisor Activation process, TapDynamics provides detailed training for your team at each location.

Daily Draught Beer Scorecard: The Scorecard summarizes the performance of each location's draught beer performance and automatically highlights the specific issues that occurred during the day. The Scorecard is sent to each location each day allowing managers to view the report and then immediately address specific issues.

Client Services Representative: A dedicated Client Service Representative will be assigned to each location and is available to assist in the monitoring of the draught beer activity and provide assistance.



"Draught beer monitoring equipment is only as good as the service that goes with it. The TapAdvisor service from TapDynamics manages all of the analysis for us which is the key reason for our improvement in draught beer profitability."

Paul Potvin, CFO
Elephant Bar Restaurants

WHY IS TAPADVISOR THE INDUSTRY LEADER?

Industry Leaders Have Chosen TapDynamics: The leading Restaurant Operators, manufacturers of draught beer equipment, and beer suppliers have chosen TapDynamics as their partner in increasing draught beer profitability and quality.

Applebee's Services: Applebee's, the largest casual dining company in the world, selected TapDynamics to deploy TapAdvisor into all 398 corporate locations.

Micro Matic USA: Micro Matic, one of the most innovative and fastest growing draught beer equipment companies in the industry, selected TapDynamics as their strategic beverage management partner.

Anheuser-Busch: Anheuser-Busch InBev, the largest beer company in the world, selected TapDynamics as the exclusive beverage management company to participate in the new Anheuser-Busch Center For Draught Excellence.

Features That No Other Company Can Claim: TapAdvisors' feature offering is based on simplicity and flexibility which is a result of our innovative technology platform.

Whether it's your daily Draught Beer Scorecard which tells you at exactly what time of day and on what tap a product was given away, or an alert because of a pressure problem in one of your lines at a specific location, the proprietary features of the TapAdvisor Service provides you with actionable data.

TapDynamics facilitates 100% of the analysis work for you eliminating the need to do this analysis yourself..

Designed For All Locations Where Draught Beer is Served: The needs of an Independent Operator differ from those of a Multi-Unit Operator which differ from which differ from the needs of a Beer Distributor. Each type of operator has a different profile of customers, different products they sell and different challenges in offering their products.

The TapAdvisor Service was designed to be flexible enough to support all of these requirements.