

SmartSense for QSRs

Verifying Cold Status in Every Fridge & Freezer with Automated Temperature Monitoring

Arcos Dorados Holdings leverages SmartSense for real-time temperature alerts to proactively schedule equipment maintenance.



Arcos Dorados Holdings, McDonald's largest franchisee, integrated SmartSense in their fridges and freezers to monitor cold holding in real-time, leading to better maintenance scheduling.

The Challenge

As the largest operator of McDonald's restaurants in Latin America and the Caribbean, Arcos Dorados Holdings must hold a significant amount of perishables at proper temperature, and respond promptly to an equipment failure. If a fridge or freezer is unable to hold temperature in the desired range, McDonald's employees must schedule a maintenance check to fix the problem. To improve their operations at scale, Arcos Dorados Holdings required a systematic approach to their equipment performance monitoring strategy.

Arcos Dorados Holdings partnered with SmartSense, a leading IoT company, to implement two key capabilities in each of their McDonald's stores:

- Verify status of their cold-holding equipment throughout every store
- Improve operations as a result of more efficient maintenance scheduling



The Solution

Complete Visibility into Cold-Holding Equipment

Arcos Dorados Holdings operates thousands of individual fridges and freezers, each of which need to operate to the high-standards set by the McDonald's Corporation. Many of the food products that McDonald's serves are temperature sensitive, and require tight controls around storage, preparation, and handling, otherwise they must be discarded. During storage, perishable foods need to be kept out of the danger zone (40°F - 140°F). This ensures consistent quality in the wide variety of foods they serve, prevents foodborne illness, and reduces food waste.

Before SmartSense, verifying cold status in each store was a daunting and time-consuming task. Now, Arcos Dorados Holdings has automated temperature logging, which enables both real-time alerting for temperature excursions and a historical view into temperature performance for analysis. This new visibility has enabled McDonald's employees to quickly and easily verify cold status in every store. This has reduced the risk of illness, and prevents food waste – saving money and improving their environmental impact.

Efficient Maintenance Scheduling

In addition to gaining complete visibility into their vast expanse of fridges and freezers, Arcos Dorados Holdings has greater efficiencies with maintenance scheduling. Prior to implementing an IoT solution, employees at McDonald's had to visit each location and manually check fridge and freezer temperatures. With a centralized dashboard accessible from any device, McDonald's employees are able to schedule maintenance remotely and efficiently.

Arcos Dorados Holdings now has a single platform for monitoring equipment performance, which has significantly reduced the amount of time it takes to determine their maintenance plan. Rich analytics provide insight into each individual fridge and freezer, making ad-hoc repairs a thing of the past. McDonald's employees have more time to spend with their customers, and no longer have to spend unnecessary trips to store locations.

The Results

Now that Arcos Dorados Holdings has an automated temperature capture system to verify cold status of their fridges and freezers, McDonald's employees have access to equipment analysis not previously available:

- Remote monitoring of cold-holding equipment for temperature excursions
- Increased operational efficiency from eliminating unnecessary trips to individual stores

Thanks to SmartSense, Arcos Dorados Holdings has significantly reduced employee's time and effort spent on verifying cold status of each fridge and freezer throughout their stores. Fewer temperature excursions means they are wasting less food, and simultaneously reducing their carbon footprint.

"Quality of our food is the key to our business, so undoubtedly, having a system that allows us to further strengthen our standards by significantly reducing food waste, not only has a positive impact on our operational logistics, but it also aligns with our environmental commitment to the planet and our consumers."

*Palo Díaz,
National Director of Operations,
McDonald's*

They are confident in their equipment performance monitoring knowing they have trusted a leading IoT provider. With over 30 years of experience, SmartSense by Digi provides operational excellence to customers who value consistency, quality, and a great customer experience, all top priorities at McDonald's.

