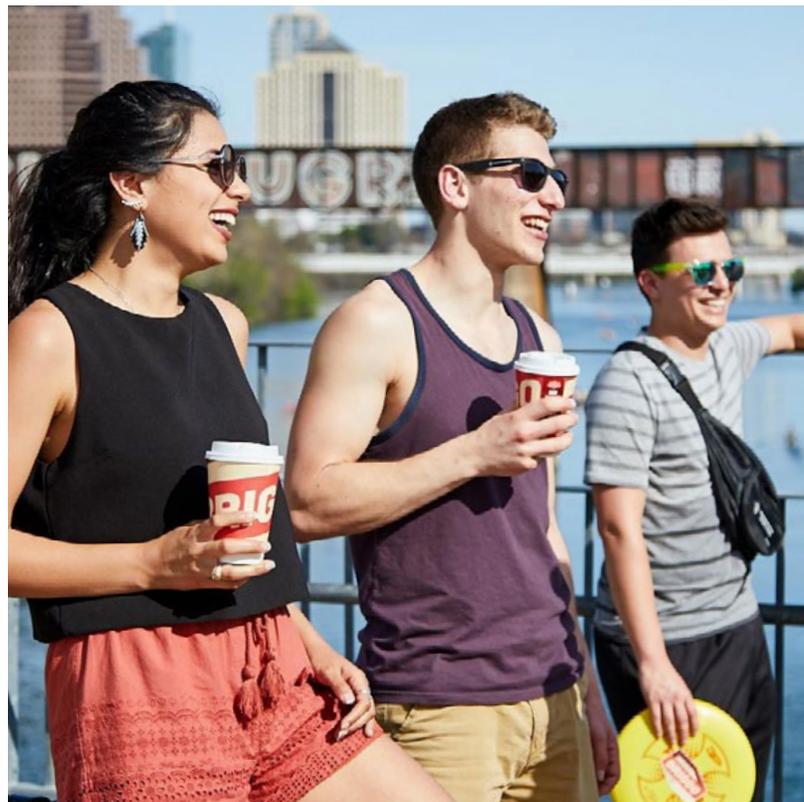


Perfect coffee drinks anytime and anywhere

Briggo Coffee works at lightning speed to brew up to 100 personalized coffee drinks an hour through its mobile app connected to client-computing solutions in its fully automated Coffee Houses.



Industry: Food & Beverage
Country: United States



Business needs

Briggo needed robust, high-performing solutions to power drink production and data aggregation in its Coffee Houses, and to support remote field operations and corporate business management.

Solutions at a glance

[Dell Technologies Client Solutions](#)



[Dell Latitude laptops](#)

[Dell OptiPlex XE3 desktops](#)

[Dell Precision workstations](#)

“We only serve coffee which meets our high-quality specs, and we do it at 100 drinks an hour, relying on Dell Technologies.”

Kevin Nater,
CEO and Co-Founder, Briggo Coffee

Business Results



Enables consistent production of up to 100 gourmet, personalized coffee drinks per hour



Provides data for analysis from more than 200 sensors, measuring 127 quality parameters



Allows real-time management of customer experiences and drink delivery



Supports long-term goals for scaling globally

Briggo Coffee is a fast-growing specialty coffee company that lets customers use a mobile app to personalize their drinks and pick them up from a fully automated kiosk, where they are made by means of robotics and software commands. Briggo retail units, called “Coffee Houses,” can be found in airports, convention centers and corporate facilities in several major U.S. markets. Soon, Briggo Coffee will be available in universities, hospitals and other locations where quality, consistency and convenience are in high demand.

The perfect engine for connected coffee

Digital technology is essential for the functioning of the Coffee Haus and Briggo business operations. The robotic Coffee Houses contain more than 200 sensors connected to the Internet of Things (IoT), measure 127 quality parameters, and can deliver over 8 million possible drink customizations. OptiPlex XE3 desktop computers are at the core of the Coffee Haus. Drew Moore, vice president of engineering and service at Briggo, says, “It’s critical for Briggo to have a reliable Coffee Haus and efficient data analysis. We rely on the OptiPlex XE3 to be the brains of our operations. It drives the pneumatics and pumps, and it collects and sends us all the data we need to make an excellent cup of coffee.”

Briggo diligently tested the OptiPlex devices and reviewed the product roadmap before deciding they were the right solution for the Coffee Houses. “There is no competition for the OptiPlex XE3,” says Moore. “It’s in a class of its own in meeting our Coffee Haus needs.” Explaining the larger context of Briggo’s use of technology, founder and CTO Charles Studor says, “We’ve created a new category: connected coffee. People create their perfect cups of coffee through their smartphone app connected to the cloud and to our Coffee Houses. We enable customers and our own teams in a technology circle with Dell Technologies solutions at its center.”

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Standardizing on Dell Technologies

In another business-critical use case, OptiPlex XE3 desktops enable uninterrupted, round-the-clock monitoring by the Briggo team members who monitor all Coffee Hauses in operation. These employees use Boomi, a Dell Technologies solution, to gather and correlate Coffee Haus and system data for analysis. Briggo engineers work on Dell Precision workstations to refine the electromechanical design of the Coffee Hauses. Other employees rely on Dell Latitude laptops to do their jobs. Field service technicians will soon be using rugged technology from Dell Technologies solutions to support remote operations.

Moore comments, “We’ve standardized on Dell Technologies because it has the only portfolio with all the pieces necessary to achieve Briggo’s long-term vision.”

“As Briggo continues to grow and learn, the OptiPlex XE3 at the core of the Coffee Haus has enough additional capacity and capability to allow us to deliver a perfect cup of coffee anytime, anywhere.”

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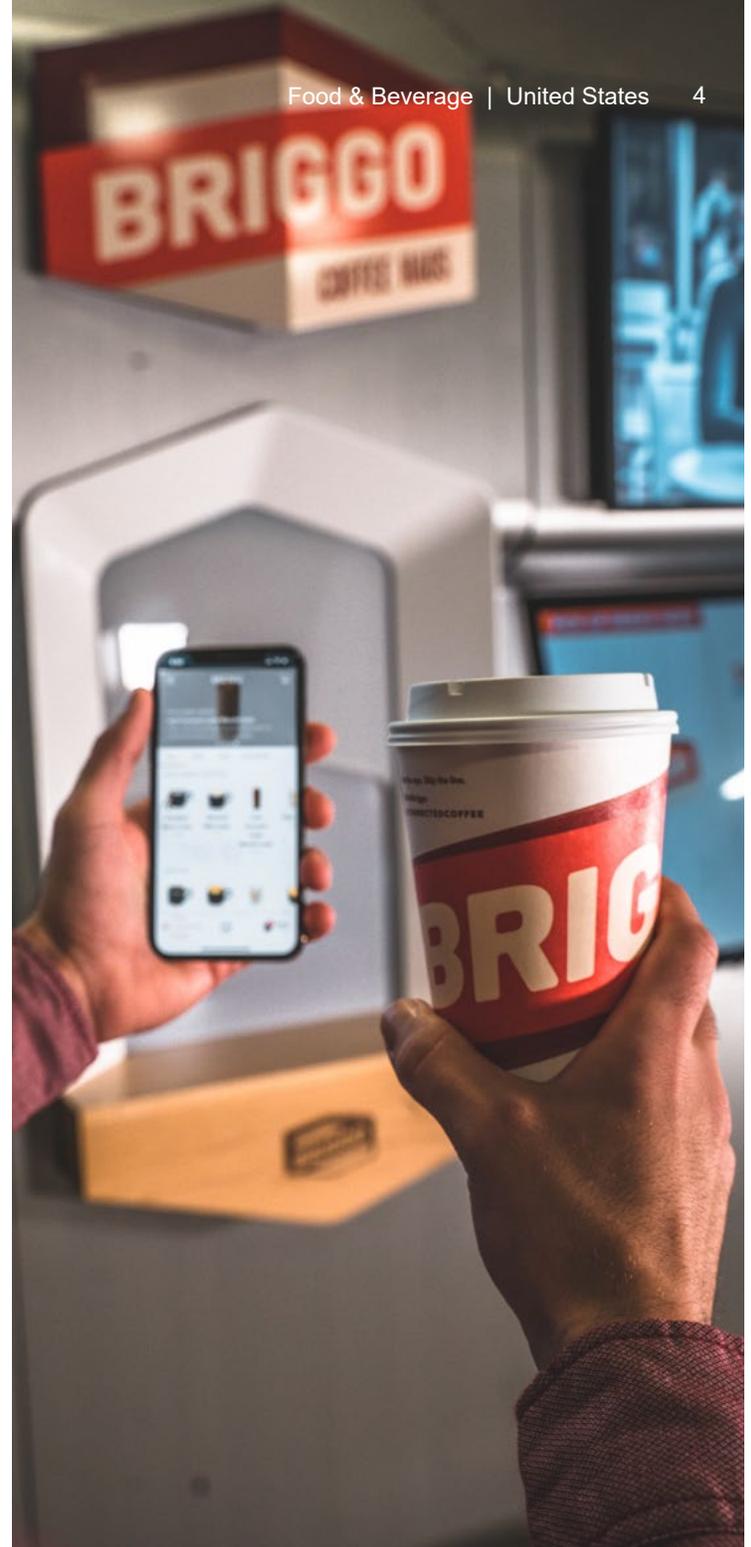
Enabling growth through an excellent customer experience

Briggo aims to provide outstanding customer experiences conveniently and efficiently. “By mixing digital and physical experiences, we can make the whole thing really exciting,” says Briggo CEO and Co-Founder Kevin Nater. “We only serve coffee which meets our high-quality specs, and we do it at 100 drinks an hour, relying on Dell Technologies solutions.” Moore comments, “We’ve standardized on Dell Technologies because it has the only portfolio with all the pieces necessary to achieve Briggo’s long-term vision.”

Dell Technologies offers great synergy with Briggo as the company grows. “I’m excited about being able to draw on Dell Technologies roadmaps as we become a more complex global company,” Nater adds. “There’s an enormous opportunity for Briggo to take advantage of the Dell Technologies portfolio to drive growth.”

Digital blueprint for future automation scenarios

Continuous, real-time learning about customer preferences and Coffee Haus performance enables Briggo to perfect its business and advance data-driven automation scenarios for other industries. “We move into the future by gaining insight from the Coffee Houses we’ve already deployed,” says Moore. “As Briggo continues to grow and learn, the OptiPlex XE3 at the core of the Coffee Haus has enough additional capacity and capability to allow us to deliver a perfect cup of coffee anytime, anywhere.”



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