



hawkr

CASE STUDY

CLIENT:

Mannvend

PROJECT:

Mannvend Advertising  
Network

END-USER:

CBRE / Lloyds Bank

MACHINE:

Coffeetek Neo

KEY POINTS

# MannVend

*The Refreshment Specialists*

Mannvend utilise Hawkr to improve efficiency and save time and money on media screen advertising management.

- Save time and money updating advertising screen media content remotely
- Generate advertising revenue using the Hawkr system
- No more tricky USB uploads and media formatting issues
- Easy set up and full management support

CLIENT OVERVIEW

Mannvend is a pioneering coffee machine vending company serving 35,000 drinks daily to customers in the Isle of Mann. They are widely known as early adopters of new vending technology and have been an industry leader in the field of revenue generation through advertising on their unique machine media screen network.



## THE PROJECT

Before partnering with Hawkr, Mannvend would manually update all their advertising screen media content with a USB stick updated with the latest advertising campaign video's. This required a manual process of travelling from location to location, accessing the data drive in each machine and running through the slow download routine for each. Needless to say all those regular site visits were disruptive, time consuming and costly.

## IMPLEMENTATION

With the adoption of the Hawkr system, Mannvend now have remote access and ownership of a sophisticated and flexible digital advertising screen network that can be updated with the latest media content in seconds.

Their screen network continues to grow in number but with minimal extra management effort for every new machine added.

## RESULTS

Mannvend have made significant time and cost savings by utilising the Hawkr system.

“ Since we have started to roll out the Hawkr system, I have saved more and more time. On 18 machines spread across 4 locations, it saves me about 2 days with every media content update. ”

**Peter Richardson, IT Manager, Mannvend**

## HAWKR SAYS

We are proud to provide technology to enable this evolution of coffee machine vending on large scale projects. The industry is historically slow at adopting new technology due to logistical and commercial barriers, but we've proven this can work and is simple to implement for forward thinking operators and end-users.

**Chris Davison, Managing Director, Hawkr**

To find out more and to include Hawkr as part of your project, contact us now at [support@hawkr.io](mailto:support@hawkr.io)