

**Digitalizing the pleasure  
of a good espresso Lavazza Coffee**

**LAVAZZA**

TORINO, ITALIA, 1895

# WHO WE ARE



# LAVAZZA IS A PREMIUM PURE COFFEE COMPANY

LAVAZZA GROUP IS AN  
INTERNATIONAL PLAYER  
ESTABLISHED IN ITALY  
WITH OPERATIONS  
EXCLUSIVELY IN THE  
COFFEE MARKET

IN ADDITION TO THE LAVAZZA  
BRAND, THE GROUP OWNS  
**CARTE NOIRE**, **MERRILD** AND  
**KICKING HORSE COFFEE**, ALL  
LEADING BRANDS IN THEIR  
RESPECTIVE MARKETS, PLUS  
B2B OPERATORS



## *Lavazza Group Highlights*

**1.87****BILLION  
EUROS\*****REVENUES****+9.3%****RISE IN TURNOVER  
IN 2018****64%****OUT OF ITALY RATE**

*Lavazza  
Highlights*

**THROUGH DIRECT  
SUBSIDIARIES IN:**



**OVER 4,000 EMPLOYEES**  
AND A WIDE NETWORK OF DISTRIBUTORS


**SERVING MORE THAN 140 COUNTRIES**



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## *Lavazza Challenge*

The image features four white ceramic coffee cups with the Lavazza logo, arranged in a row on white saucers. They are surrounded by a large quantity of dark brown coffee beans scattered across a reflective white surface. In the background, several light blue upward-pointing arrows are visible, and the bottom of the image is decorated with a pattern of larger, darker blue upward-pointing arrows.

Today the challenge is not simply to expand abroad  
but **to grow sustainably at a global level**  
**without diluting the value of Lavazza**

## Product Renewal

Which also means  
to evolve from a  
**mono-product**  
perception to a  
**product-system**  
perception



## *Three Keywords*

### **THREE KEYWORDS**

are enlightening the  
Lavazza's international  
path to become  
a global cult



### **HERITAGE**

LAVAZZA:  
The Italian Leader of Espresso



### **INNOVATION**

LAVAZZA:  
The Italian Coffee Experience Master



### **CONSUMERS**

Culture influences local preferences  
for coffee types  
Consumers are continuously exploring  
new coffee offers

The background of the entire advertisement is a warm, dimly lit photograph of a coffee roastery. In the foreground, several wooden trays and glass bowls are filled with dark, roasted coffee beans. In the background, a person's hand is visible, holding a small metal scoop over a container. The overall atmosphere is one of traditional craftsmanship and quality.

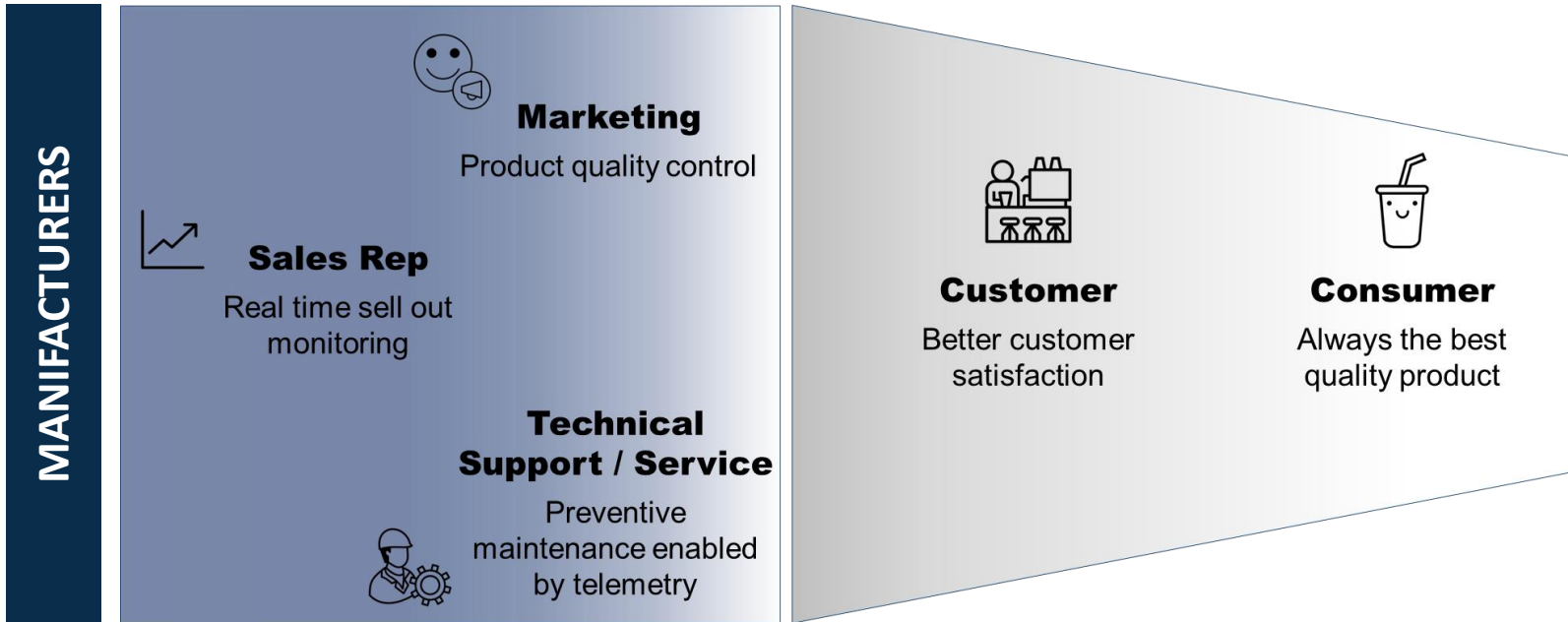
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One principle along all 120 years and more:

***Quality  
above all***

# A complex Environment: How to face the challenge?



**Which are the main info to be managed?**  
**Which are the key Data to be analysed?**



# Working on Data analytics: Main Pillars



Quality: Good Espresso Lavazza Coffee



Service: less concerns for our customers



Cost: optimizing TS cost

# Quality in a Cup

## The 5 main flaws for quality extraction



LIGHT CREAM



DARK CREAM



FAST EXTRACTION



SLOW EXTRACTION



COFFEE GROUNDS

## What characterizes a perfect espresso?



DISPENSING TIME



WATERFLOW SPEED



WASHES



WATER TEMPERATURE



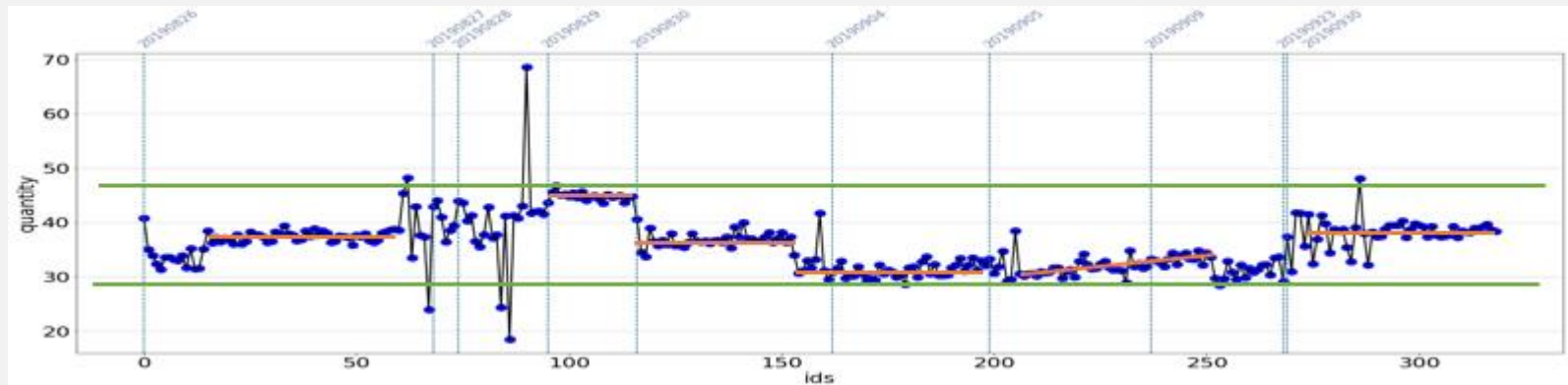
BOILER PRESSURE



PUMP PRESSURE

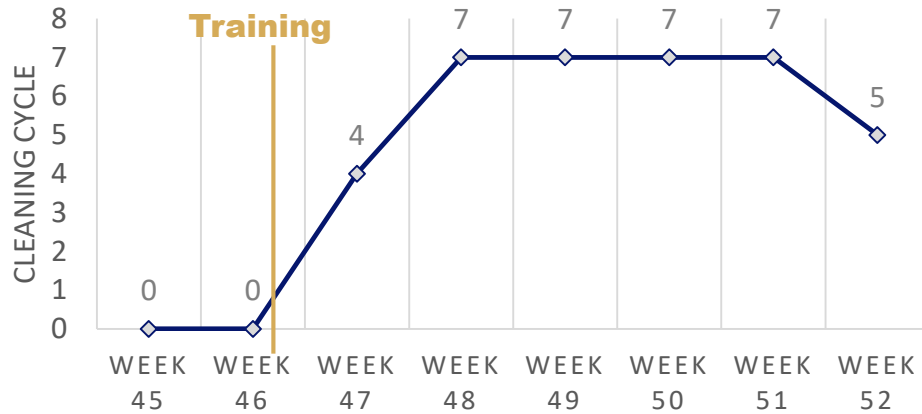


## Definition of quality thresholds



# An Effective Technical Service

Cleaning cycle trend



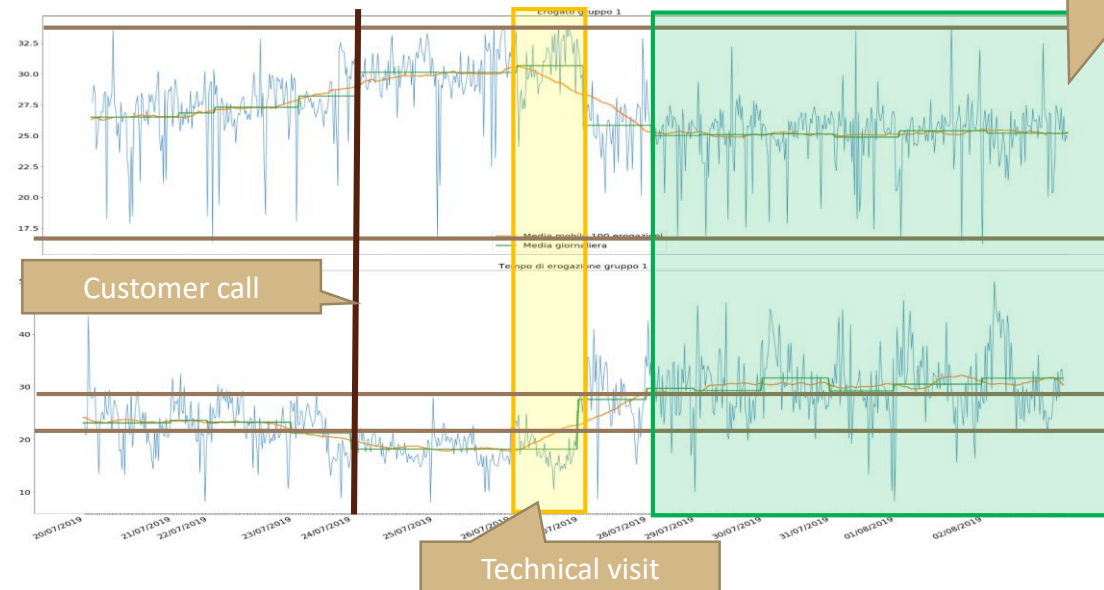
**Training : 19-11-2019**



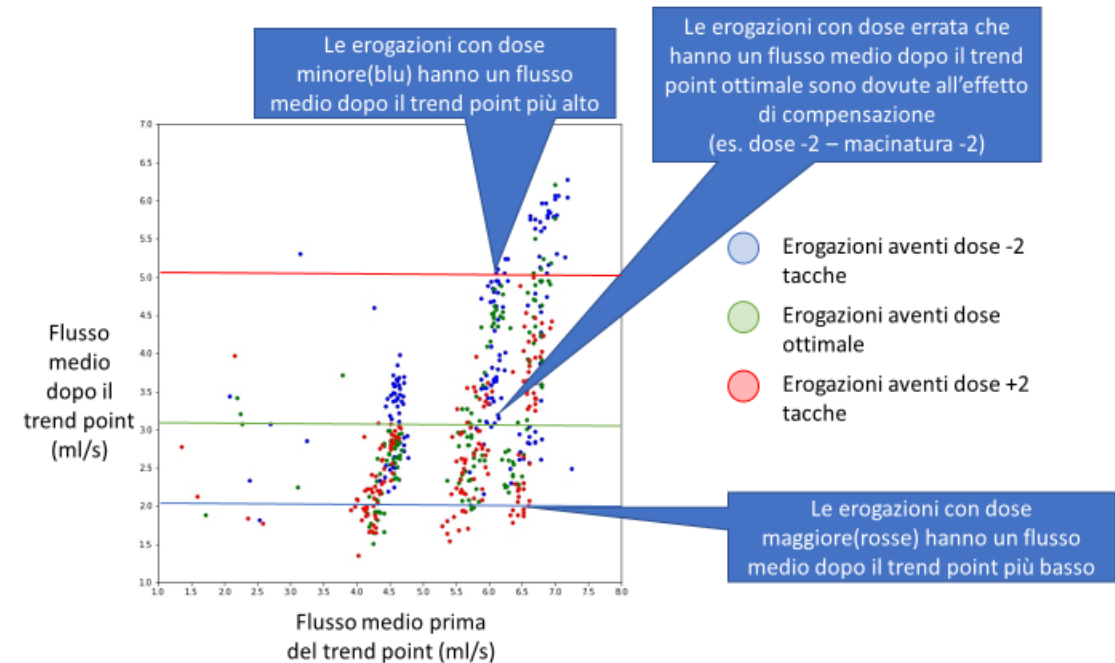
Technical visit and repairing

Issue resolution  
Parameter in  
qualities thresholds

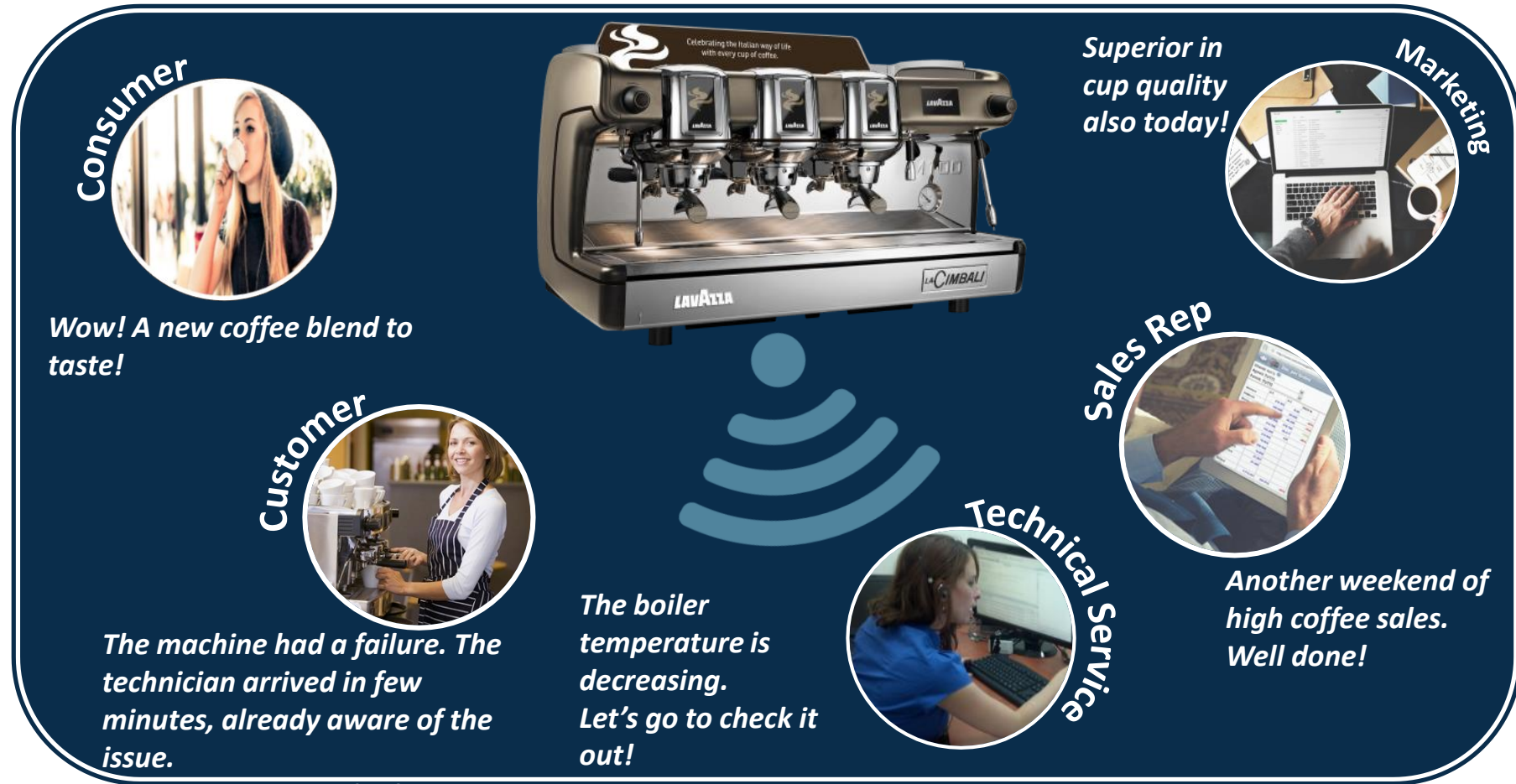
Technical training on  
coffee quality and  
machine maintenance



# From Reaction to Prediction: better Service and Cost Reduction

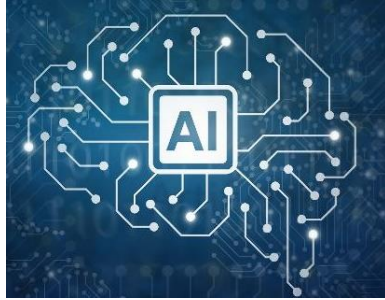


# Change Management

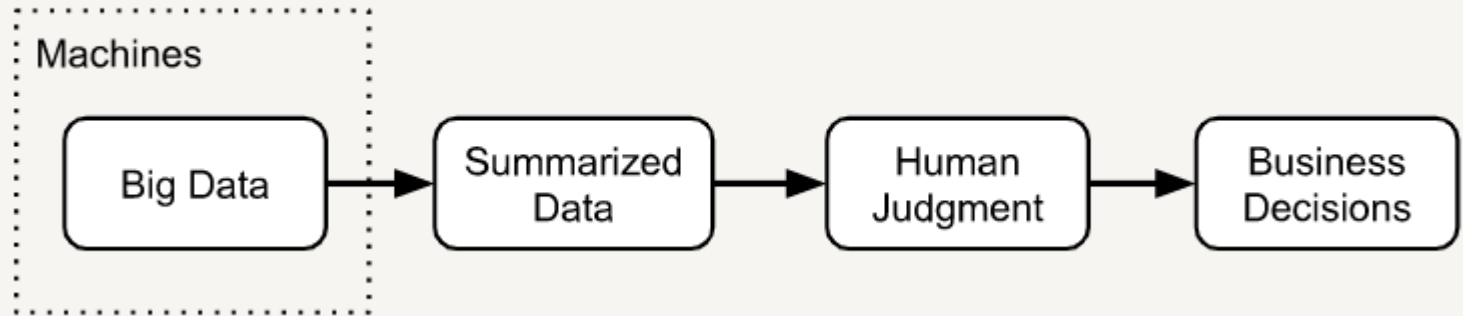


**In a complex environment Data Analysis can be successful only if people change their way to work.  
Sharing data can help the whole system to better understand needs and opportunities  
Let's create a new world!**

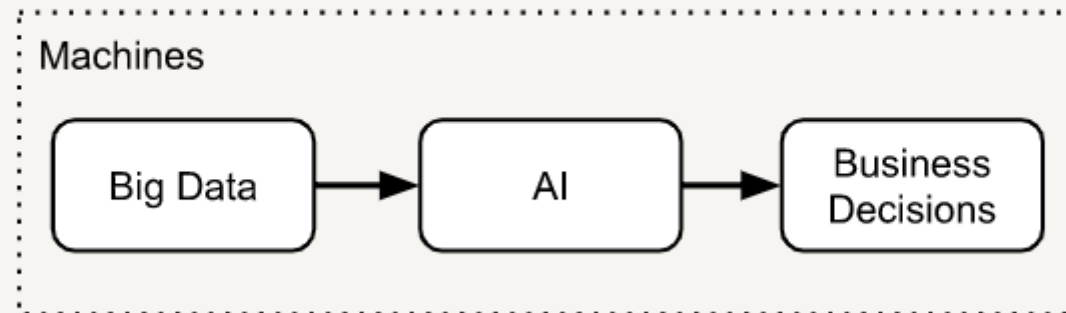
# Next Step: from Data Driven to AI Driven



Data-Driven Decision-making Model



AI-Driven Decision-making Model



Thank you

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