

## CUSTOMER SUCCESS STORY

# CEC Entertainment

Improving our planet and improving your profits,  
**one building at a time.**

## CEC Entertainment Casual Dining

“

ENTOUCH is saving us millions of dollars a year that would have otherwise been sunk into utility or HVAC costs. Their analytics help us make better decisions. ”

- **MAHESH SADARANGANI**  
SVP of Strategic Initiatives,  
CEC Entertainment, Inc.

## SITUATION

CEC Entertainment (CEC) was spending approximately \$25 million annually on utility bills for its 580+ restaurants. Without controls, connectivity or data, CEC could not effectively manage operating expenses or capital asset planning for its large, geographically diverse portfolio.

The company needed a platform for visibility, reporting and analytics across its portfolio with the capability to provide a big-picture overview of the entire system and detailed information such as the status of rooftop units at individual locations.

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By optimizing the HVAC, arcade games' energy usage, and lighting, **every restaurant is now able to save \$26.93 per night, which totals \$9,829 per year.**

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## CHALLENGE

Facilities teams had the painstaking task of manually monitoring utilities and maintenance costs without any insight into energy consumption or the health of their equipment until repairs or replacements were needed. Every maintenance issue was a fire drill, and the cost of energy and maintenance for HVAC systems, kitchen and gaming equipment became a financial burden that demanded a more effective solution

## SOLUTION

CEC chose ENTOUCH for its technology stack, an integrated and validated ecosystem of proven solutions including:

- » **ENTOUCH.one** – a fit-for-purpose suite of devices that collect all the data from a facility's systems needed to digitally transform operations and make better decisions
- » **ENTOUCH.cloud** – takes raw facilities data, performs predictive analytics, and converts the data into actionable intelligence
- » **ENTOUCH.360** – best-in-class service to ensure buildings are comfortable, running well, and within corporate standards

The ENTOUCH.one fit-for-purpose suite of devices includes the Lighting Control Module which provides the ability to manage each location's lighting schedules using a web browser or mobile app, just as the HVAC systems. The lighting can be scheduled by individual location operational hours or across all locations.

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## RELIABLE PROACTIVE

# 24x7x365

## SUPPORT



**PAYBACK  
LESS THAN 1 YEAR**



**VALUABLE ENERGY  
SAVINGS**

## RESULTS

CEC and ENTOUCH have been partners since 2013. With ENTOUCH, CEC has extensive visibility into its maintenance and energy costs, along with expert support for better capital asset planning and reduced capital spending.

By optimizing the HVAC, arcade games' energy usage, and lighting, every restaurant is now able to experience daily savings. Additional benefits include more extensive maintenance reviews, recording of video game power data to be used in development of new games, advanced alerting of energy waste, and ability to deliver a demand response program that can generate future revenue.

Five-Year Savings: The stores realized an average reduction of 3.6 truck rolls and 22 staff hours each year, saving an additional \$5,171 per location. Five-year savings for these 104 locations on energy (\$5,111,080) and maintenance (\$2,688,920) are expected to exceed \$7.8 million.



## FINANCIAL IMPACT

The financial impact continues to provide energy savings since inception.

- \$19.8MM five-year cashflow
- \$4.74MM projected annual utility savings (energy +operational)
- 0.95-year payback
- \$19.8M five-year ROI

## KEY BENEFITS

CEC, a multi-state restaurant chain with over 580 locations, needed a new energy management system with greater flexibility, service, and cost savings.



### BEST-IN-CLASS EQUIPMENT

ENTOUCH's smart thermostat yielded reduced energy consumption, improved facility comfort, and lower operating and capital expenses. This resulted in fewer maintenance truck rolls, allowing the company to focus on proactive maintenance to extend the life of its facilities' assets.



### RAPID DEPLOYMENT, INSTALLATION AND RETROFITTING OF EQUIPMENT

Each system required a different installation skillset. ENTOUCH's trained and qualified technicians installed equipment at all locations on time, on budget and with exceptional quality. This helped increase CEC's confidence in ENTOUCH and our solutions.



### OPTIMIZATION

Once CEC had command of its operating environment, the company found that optimizing the performance of its assets provided verifiable results. These results would drive the highest return on their investment and would be critical to their executive team. ENTOUCH's connected, transparent facility ecosystem gave CEC the insight needed to proactively make decisions and enhance control. The company was able to create a sustainable environment marked by low cost, high efficiency, enhanced margins, and a robust bottom line.



### ASSET INVENTORY

Since ENTOUCH's installation team was already visiting each location, we provided an asset inventory of all energy equipment at every store. This helped CEC understand the age and type of equipment on site without having to use its facilities team to undertake this massive and costly task.

## ABOUT ENTOUCH

ENTOUCH.one is a fit-for-purpose suite of devices that collects all the data from your facility's systems needed to transform your operations and make better decisions digitally. Our ecosystem includes our controller—the smart thermostat, lighting and load control, utility-grade energy meters, and wireless sensors to monitor everything from in-room temperature and indoor air quality to all of your refrigeration assets. Our patented technology stack and unmatched experience with nearly 90,000 installed devices, coupled with our mobile installation app and cloud-based commissioning tools, produce simple, fast, high-quality one-and-done installations that do not disrupt your business.

To learn more about ENTOUCH's smart building solutions, visit [www.entouchcontrols.com](http://www.entouchcontrols.com)