

Case Study

PENN Connected Digital Food Safety



How O'Brien's Costcutter used PENN Connected to drive food safety compliance and increased efficiencies

The customer

Costcutter is one of Ireland's most respected and well-known retail groups. The chain was established in 2000 by its parent company, the Barry Group, and today operates more than 120 stores in the Costcutter franchise, including O'Brien's Costcutter in Cork.

The challenge

Prior to working with the PENN team, O'Brien's Costcutter did not have a refrigeration monitoring system for its in-store units. This not only presented food safety challenges but also a lack of efficiency and standardization. Staff had to manually record HACCP temperatures on paper twice a day, leading to a complex, error-prone process with a higher number of hours dedicated to manual tasks. Troublesome byproducts of the paper-based system included searching physical document folders for data and difficulty ensuring tasks were completed on time.

Additionally, it was difficult to quickly trace products through their in-store life cycle. A lack of remote access to data also impacted the retailer's ability to meet compliance standards. These unfortunate issues led to tedious, time-consuming in-house processes costing the organization an increasing amount of time and money. O'Brien's Costcutter needed help. Enter PENN Connected Digital Food Safety.

The solutions

PENN Connected Digital Food Safety is an innovative digital compliance management solution that manages all aspects of food safety within a retail environment. With PENN Connected, O'Brien's Costcutter quickly replaced pen-and-paper clipboards with digital tools to automate data monitoring, recording and reporting to ensure food is stored, prepared and consumed in a safe manner. The retailer's new end-to-end system includes software modules, mobile applications and state-of-the-art hardware.

24/7 IoT refrigeration monitoring: O'Brien's Costcutter relied on PENN Connected's 24/7 monitoring platform to protect food in its fridges and freezers. The system sends alerts to staff when they are both on and off-premises to provide immediate awareness to any problems. The alerts can be sent by



"Using PENN Connected has resulted in cost savings for our business while encouraging staff to maintain compliance and keep up-to-date food safety records. We especially benefited from the automatic reminders."

*Michelle O' Brien
Managing Director
O'Brien's Costcutter*

Costcutter
Proud to be local

SMS, email, push notification, and automated phone calls and include time delays for defrosting cycles.

Customizable Module Builder: The PENN Connected Module Builder allows the O'Brien's Costcutter team to create personalized food safety workflows configured to the facility's unique applications and food safety risks. From there, staff can track and monitor on-site processes such as traceability, cooking and delivery. The platform was also configured with scheduled tasks, which send automatic notifications to staff to remind them to complete important duties.



Efficiency

Increased efficiency

Gone are the days of paper filing systems. With all information in one digital system, users can quickly and easily filter to a particular day, a specific module or search by product.



Time

Significant reduction in the number of hours spent for daily checkpoints

Approximately 240 hours saved each year with manual processes.



Compliance

Improved compliance

The Daily Sign Off feature provides managers with a simple and streamlined overview of all in-store activity. Armed with data, they can ensure all tasks are completed on time and correctly as well as analyze trends to make smarter business decisions.

The positive results

These innovative and efficient digital solutions have brought real peace of mind to PENN Connected's valued customers. O'Brien's Costcutter is now in control of its food safety journey as it harnesses the power of a sophisticated yet easy-to-use platform to protect its products, customers and brand. In addition to meeting local food safety and compliance regulations, O'Brien's Costcutter has also increased productivity to free up staff to focus on other core areas of the business.

Compliance

O'Brien's Costcutter is fully equipped to meet HACCP food compliance and safety standards. Managers can now easily trace products throughout the store's delivery, storage, cooking and cooling processes to ensure foodstuffs remain safe.

Reduced stock loss

Thanks to 24/7 refrigeration monitoring and alarming, O'Brien's Costcutter has experienced a critical

reduction in stock loss through the prevention of damaged or spoiled food.

Increased productivity and efficiency

The number of hours O'Brien's Costcutter previously spent manually recording HACCP temperatures has been trimmed significantly. Today, managers can review all in-store activity and sign off knowing their food is safe and secure. The team also has access to vital data should they need to quickly retrieve it in the event of a food safety audits or investigative incident. Furthermore, remote access to data has been crucial during the COVID-19 pandemic as management navigated new working conditions.

The easy-to-use PENN Connected Digital Food Safety platform keeps the user at the forefront to create a simple and effective experience for all stakeholders—from the food safety compliance department to store team members. This all adds up to improved food safety compliance, increased efficiency, and smoother day-to-day operations that have prepared the O'Brien's Costcutter team for the next generation of food retail.

Learn how PENN Connected Digital Food Safety can help you achieve food safety compliance, protect your assets and increase your productivity. Schedule a demo today at www.pennconnected.com

