

## CATALYST CASE STUDY

# McDONALD'S FRANCHISEE SEES 35% HVAC ELECTRICAL ENERGY SAVINGS WITH THE CATALYST

In the quick-serve restaurant business, optimizing HVAC systems to cut operational costs, improve energy efficiency, and enhance customer comfort is what helps one McDonald's franchisee stay ahead.

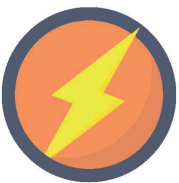
## THE CHALLENGE

Nearly 90% of McDonald's franchises in the U.S. are operated by small business owners like Paul Goodman of Manhattan, New York. An essential part of maintaining a successful quick-serve restaurant includes customer comfort through effective temperature control. At the same time, HVAC rooftop unit (RTU) usage accounts for nearly 30% of total utility expenses for a business. Franchisees like Paul must focus on streamlining operations and reducing maintenance costs while keeping outstanding customer experience and employee comfort in mind.

## CATALYST UPGRADE BENEFITS



REDUCES  
ENERGY  
COSTS



SAVES  
ENERGY EACH  
MONTH



MAINTAINS  
BUILDING  
PRESSURE



IMPROVES  
INDOOR AIR  
QUALITY

## THE SOLUTION

Transformative Wave provided the solution Paul Goodman was looking for. Their CATALYST technology RTU upgrade kit provides dynamic energy savings with Advanced Fault Detection and Diagnostics to take the stress out of troubleshooting. In case of performance issues, their web-based monitoring system, the eIQ Platform, visually alerts Paul via email or text with fault diagnostics early, saving nearly 5 hours, on average, for repairs.

## POWERFUL RESULTS



Annual Cost Savings:  
**\$4,900**



Average Gas Savings:  
**10% Annually**



Average Electric Savings:  
**35% Annually**

"AUTOMATED FAULT DETECTION & DIAGNOSTICS ALERTS ENABLE US TO PROACTIVELY SCHEDULE SERVICE CALLS WHEN DAMPERS AND ECONOMIZERS ARE NOT WORKING CORRECTLY, A COMMON ISSUE WHICH TYPICALLY GOES UNNOTICED AND CONTRIBUTES TO HIGHER ENERGY COSTS."

- PAUL GOODMAN,  
McDONALDS

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## STRIKING RESULTS

Since installation, energy spend in Paul's restaurant has been cut in half. Notably, he saw nearly a **35% reduction in RTU electric usage** and **10% reduction in gas usage during the winter** (December 2016—March 2017). With these electric and gas reductions, Paul saved his business an average of **32%** (nearly \$400) each month in the first year.

## INCREASED INSIGHTS

Cost and energy savings aren't the only positives this McDonald's franchisee experienced. The CATALYST's eIQ Platform, a web-based building management system, showcases Paul's facility data in an easy to understand format, allowing Paul to see how varied HVAC performance affects energy use and indoor comfort levels. The eIQ Platform even notifies building owners of HVAC operation abnormalities and where potential failures could occur. This pinpointed information can help owners save time and money on repairs.

## EIQ IN ACTION

### DIAGNOSE

PAUL RECEIVES AN EMAIL OR TEXT ALERT WHEN AN ISSUE OCCURS IN HIS RESTAURANT'S RTU



### REPAIR

HE SCHEDULES A REPAIR WITH DIAGNOSTIC INFO DIRECTLY FROM THE UNIT, SAVING TIME AND MONEY

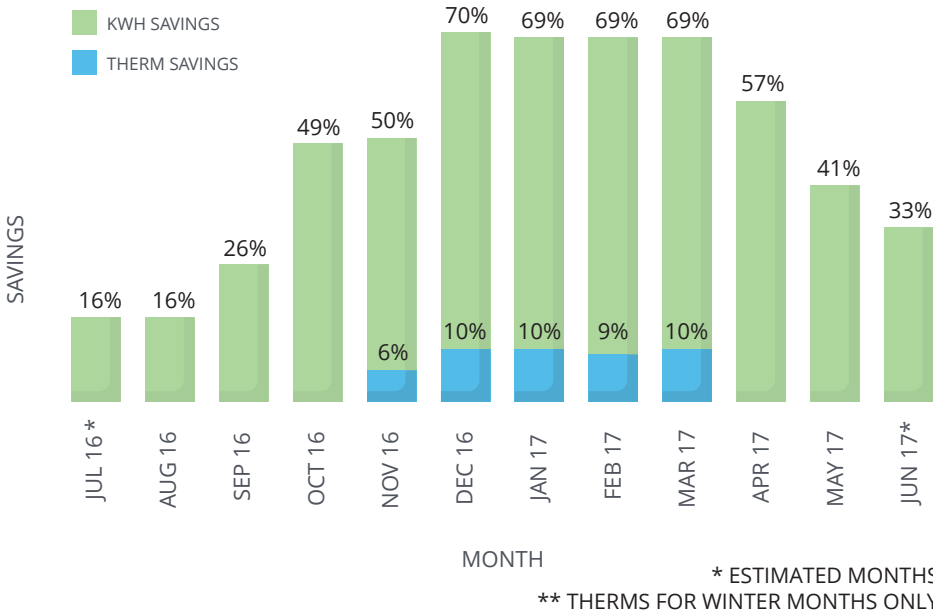


### SAVE

THANKS TO ADVANCED MONITORING, PAUL SAVES ABOUT 5 HOURS OF PHYSICAL REPAIR TIME PER INCIDENT



## RTU ENERGY SAVINGS PER MONTH



### GET STARTED TODAY

To learn more about the technology visit [transformativewave.com](http://transformativewave.com).