

From Broken Equipment to Protected Revenue

How a multi-outlet Gelato café group in Southeast Asia used TreeAMS to connect asset malfunction data, daily checklists, and revenue impact — exposing the true cost of downtime and reclaiming hours of wasted staff effort on equipment that was already out of service.

1 The Challenge

When a Broken Waffle Maker Quietly Bleeds Revenue

Sarah Lim, Operations Director of Dolce Gelato (32 outlets across Malaysia and Singapore), couldn't explain why Suria KLCC's Q2 sales kept dipping. Waffle-based items account for 58% of average ticket value at her outlets — but the waffle station's downtime was invisible. Maintenance tickets lived in WhatsApp. Staff still ticked off daily checklists for the broken machine. By the time she pieced it together from the monthly P&L, three weeks of lost waffle revenue had already evaporated.

Downtime Hidden in WhatsApp

Maintenance issues reported via chat groups. No timestamps, no SLA, no link to the affected asset record. By the time a manager scrolls back to find it, the machine has been down for days.

Checklists on Equipment That Doesn't Work

Staff continued completing 14 daily checklist items on a waffle maker that was out of service — wasting 25+ minutes per shift and creating false-positive compliance data that masked the real problem.

Revenue Loss Never Quantified

Without linking POS data to asset status, no one could answer the basic question: *"How much did this breakdown actually cost us?"* Lost waffle attach revenue was buried inside the overall sales dip.

Audit Confusion & False Compliance

Cleanliness audits showed inconsistent scores — sometimes flagging a broken machine as unclean, sometimes passing it because staff ticked the box anyway. The audit trail told a story that didn't match reality.



Closing the Asset–Checklist–Revenue Loop

TreeAMS connects the Issue Tracker, Asset Registry, Checklist Engine, and POS revenue data into a single operational loop. The moment a malfunction is logged, the system automatically suspends related checklist items, starts a maintenance SLA timer, and begins quantifying revenue exposure in real time — so nothing falls through the cracks

2 The Solution

Starting in Q3, Dolce Gelato deployed TreeAMS's Asset-Linked Issue Tracker. Each piece of revenue-generating equipment — waffle makers, gelato display freezers, batch freezers, espresso machines — is registered with its own asset ID, attached checklists, and historical revenue contribution. When a fault is logged, TreeAMS doesn't just create a ticket. It reshapes the entire operational picture around that asset until the issue is closed.

How the Asset-Linked Issue Tracker Works

- ✦ Auto-suspension of checklist items tied to a down asset
- ✦ Live revenue-at-risk estimate from POS attach rate
- ✦ Maintenance SLA timer starts on ticket creation
- ✦ RAG alerts escalate when downtime exceeds threshold
- ✦ Audit scoring excludes suspended items automatically
- ✦ Reopens checklist items the moment maintenance closes the ticket



What Outlet Teams & Operations Directors See

- ✦ Greyed-out checklist items with reason: "WM-02 out of service — Ticket #4471"
- ✦ Daily lost-revenue tally per broken asset, per outlet
- ✦ MTTR (Mean Time To Repair) benchmarked across the network
- ✦ Staff hours saved by auto-suspension, surfaced weekly
- ✦ Root-cause patterns: which asset model breaks most often, where, why
- ✦ Joint accountability log linking outlet, maintenance, and brand HQ



The shift is fundamental: instead of treating equipment failure as a separate maintenance problem, TreeAMS treats it as a revenue event — one that triggers a cascade of automated adjustments across checklists, audits, training prompts, and financial reporting. Downtime becomes visible, costed, and acted upon, often before the outlet manager even sees the dip on the P&L.



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3 Suria KLCC Asset Downtime Scorecard · Q3 2025

Outlet Manager: Daniel Ong Operations Director: Sarah Lim Network: MYSDG002 Asset: Waffle Maker WM-02

At the end of Q3, Sarah opens the Asset Downtime view for Suria KLCC. In one screen she sees the waffle station's downtime history, the revenue it cost, the staff hours wasted on suspended checklists, and how the outlet ranks across the 32-outlet network. No spreadsheet reconciliation needed.

PEER RANKINGS (Q3)

31/32
Asset Uptime Rank

29/32
MTTR Rank

22/32
Waffle Revenue Rank

9/32
Ticket Logging Rank

DOWNTIME & REVENUE IMPACT

Target not met ●
Target achieved ●

Metric	Actual	Target	Status	Peer Avg.	vs Peer
WM-02 Days Down (Q3)	9 days	≤ 2 days	●	1.8 days	+400%
Mean Time To Repair (MTTR)	3.1 days	≤ 1 day	●	0.9 days	+244%
Estimated Lost Waffle Revenue	\$4,260	≤ \$800	●	\$720	+492%
Gelato Attach Rate (waffle-pairings)	34%	58%	●	56%	-39%

CHECKLIST & AUDIT EFFICIENCY

Target not met ●
51-71% of target ●
Target achieved ●

Metric	Actual	Target	Status	Peer Avg.	vs Peer
Staff Hrs Spent on Suspended Items	6.5 hrs	0 hrs	●	0.4 hrs	+1,525%
False-Positive Checklist Completions	17	0	●	1.2	+1,317%
Cleanliness Audit Score	71%	90%	●	86%	-15%
Ticket Logging Discipline	92%	90%	●	78%	+14%

4 Insights TreeAMS Surfaced · Q3 2025

Revenue Bleed Pinpointed

Waffle Maker WM-02 was down 9 days in Q3 across 3 incidents. Estimated **\$4,260 in lost waffle revenue** — confirmed by tracking the drop in gelato attach rate during downtime windows.

Hidden Staff Time Drain

Before auto-suspension was enabled, staff spent **6.5 hours over the quarter** ticking off checklist items on a machine that was clearly broken — and creating 17 false-positive completions in the audit log.

Maintenance SLA Failing

Average repair time at Suria KLCC is **3.1 days vs the 1-day target**. Root cause: vendor escalation only happens after manual WhatsApp follow-up, not automatically.

Ticket Logging Bright Spot

Despite the downtime issue, the team logs faults quickly — ranking 9/32 in ticket discipline. The issue is downstream: the system wasn't acting on those tickets. **Process, not people.**



What Sarah's team did differently in Q4

With Asset-Linked Issue Tracker live across all 32 outlets, Sarah ran a targeted intervention at Suria KLCC: auto-escalation rules for any wafflestation ticket open beyond 24 hours, automatic checklist suspension on every "Out of Service" status, and a weekly downtime-revenue review with Daniel, the Outlet Manager. TreeAMS made the previously invisible cost of downtime impossible to ignore – and equally impossible to leave unresolved.

5 Business Outcomes · Suria KLCC, Q4 2025

With the loop closed, Surid KLCC reclaimed the revenue it had been silently losing. Waffle Maker WM-02 downtime dropped from 9 days to 1.2 days. Lost revenue fell by 86%. Staff stopped wasting time on broken-asset checklists. And critically, the same playbook scaled to the other 31 outlets — preventing the next breakdown from compounding before anyone noticed.



Metric Area	Root Cause Identified via TreeAMS in Q1	Actions Taken	Q4 Results
Asset Downtime	WM-02 down 9 days across 3 incidents. Vendor SLA only triggered after manual WhatsApp chasing. No automated escalation path.	Auto-Escalation Rules Vendor SLA Integration Backup Unit Onsite	9 days → 1.2 days MTRR: 3.1d → 0.8d. Asset uptime rank: 31st → 14th out of 32.
Revenue Impact	\$4,260 lost waffle revenue in Q3 invisible until P&L close. Gelato attach rate dropped 24 pts during downtime windows.	Live Revenue-at-Risk Dashboard POS Attach Rate Linking Weekly Downtime Review	\$4,260 → \$590 Attach rate: 34% → 55%. Total outlet sales recovered +19% vs Q3.
Checklist Efficiency	Staff spent 6.5 hrs on checklist items for a broken machine. 17 false-positive completions polluted the audit log.	Auto-Suspension on "Out of Service" Audit Exclusion Logic Reason-Coded Greyout	6.5 hrs → 0.2 hrs False-positives: 17 → 0. Cleanliness audit score: 71% → 88%.

"Before TreeAMS, our waffle maker would break, someone would post in the WhatsApp group, and then nothing — until I saw the dip in monthly sales weeks later. Now the moment a ticket is logged, the system tells my team to stop wasting time on that station, tells the vendor they're on the clock, and tells me in dollars what every extra day costs. We stopped guessing where revenue was leaking, and my team stopped pretending broken equipment was clean."

— Sarah Lim, Operations Director, Dolce Gelato

Ready to stop letting downtime hide your revenue?

See how TreeAMS links your asset health, daily execution, and POS data — so a broken waffle maker, slushie machine, or ice cream dispenser never silently costs you another quarter.

Purpose-built for multi-outlet F&B, retail, and franchise operators in Southeast Asia. One platform. Every asset. Real-time revenue protection.



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