



NEWS RELEASE

# Ecolab Launches AI-Powered Solution Designed to Optimize Restaurant Operations and Improve Guest Satisfaction

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RushReady, Ecolab's latest foodservice technology, streamlines back-of-house operations for elevated business success

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab Inc., a global sustainability leader offering water, hygiene and infection prevention solutions and services that help protect people and the resources vital to life, today announced the launch of Ecolab® RushReady™, a new AI-powered program within its Ecolab® KitchenIQ™ platform. Designed to help restaurant leaders improve shift performance and profitability, RushReady combines real-time data, intelligent recommendations, and human coaching to tackle the complexities of daily operations and elevate the overall experience for guests.

The engagement begins with a connection into each restaurant's unique data sources, enabling the platform to work on transforming back-of-house operations through:

- RushReady AI-driven recommendations that help general managers (GMs) meet their goals against the two critical metrics of speed of service and sales per labor hour by optimizing prep inventory, adjusting staffing levels, and prioritizing tasks.
- RushReady streamlined processes made possible by the AI-insights derived from analyzing disparate data sources, including point of sale, labor management, and kitchen display systems.
- RushReady operational performance grounded in enhanced analytics and proactive alerts, helping managers anticipate issues and maintain smooth operations.
- RushReady reports that summarize performance and insights against speed of service and sales per labor

hour, which enable optimization across dayparts and dine-in, drive-thru, and takeout channels.

To drive adoption and execution, the program also includes a dedicated Ecolab Performance Coach to provide in-person expertise on interpreting the data and insights to motivate staff and enhance productivity. This collaborative partnership enables restaurant leaders to refine their strategies for improved performance and sales.

“Ecolab has been an integral part of the foodservice industry for more than a century, so we know what it takes for every restaurant to perform at its very best, especially during a rush,” said Maarten Potjer, executive vice president, innovation growth strategy, Ecolab. “With RushReady, we are combining the insights from AI together with our industry expertise to make the jobs of restaurant operators easier.

“RushReady equips GMs and their teams with the tools and insights needed to excel in today’s competitive landscape. By transforming data into actionable strategies, we help them run more efficient, profitable operations. Our performance coaches and digital technology work alongside the GM to elevate results and ensure restaurant teams are ready for the morning, lunch, and dinner rush.”

This innovation combines Ecolab’s industry expertise and Microsoft’s advanced AI capabilities, enabling restaurant leaders to seamlessly integrate disparate systems and easily uncover insights that were previously out of reach.

“RushReady, built on Microsoft Azure, uses advanced AI, including generative analytics, to deliver actionable insights that streamline operations, enhance efficiency, and boost profitability,” said Aaron Schnieder, vice president, emerging technologies at Microsoft. “This innovation showcases how cutting-edge technology empowers frontline teams, enabling general managers to elevate performance and transform customer and employee experiences.”

RushReady is the newest module in the KitchenIQ portfolio. KitchenIQ is Ecolab’s powerful digital operations platform that combines back-of-house technologies into one cohesive solution for restaurant operators—designed to help every restaurant leader achieve exceptional outcomes. Now, with the launch of RushReady, KitchenIQ expands its capabilities to deliver even greater value through AI-driven insights and human coaching.

Monthly subscriptions for RushReady are now available to restaurant operators across the United States. For more information about RushReady and how it can transform restaurant operations, please visit [ecolab.com/rushready](https://ecolab.com/rushready).

## About Ecolab

A trusted partner for millions of customers, Ecolab (NYSE:ECL) is a global sustainability leader offering water, hygiene and infection prevention solutions and services that protect people and the resources vital to life. Building on more than a century of innovation, Ecolab has annual sales of \$16 billion, employs approximately 48,000 associates and operates in more than 170 countries around the world. The company delivers comprehensive

science-based solutions, data-driven insights and world-class service to advance food safety, maintain clean and safe environments, and optimize water and energy use. Ecolab's innovative solutions improve operational efficiencies and sustainability for customers in the food, healthcare, high tech, life sciences, hospitality and industrial markets.

**[www.ecolab.com](http://www.ecolab.com)**

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