



## Europacom and Marston's Breweries

### About Marston's

Marston's PLC is the UK's leading – and largest – independent brewing and pub retailing business. It operates four breweries and an estate of 2,258 pubs.

Marston's impressive estate ranges from the sophisticated Pitcher and Piano chain to your local pub. They employ 10, 000 people across the UK.

Marston's brew some of the UK's leading ales including Marston's, Jennings, Banks's, Mansfield and Ringwood.

Marston's is now listed in the FTSE4Good Index - a list of FTSE companies that meet a high standard in corporate responsibility.

Marston's have been in the pub industry for well over 100 years, and were known as the Wolverhampton and Dudley Brewery until January 2007.

### Europacom in action

Marston's Inns and Taverns invest millions of pounds in new acquisitions and improving their estate and facilities to meet changing tastes of their customers. They invest in their people, and part of that commitment means giving those people the technology to meet the challenges of the fast-paced world of hospitality.

With such a diverse estate, Marstons' have a similarly eclectic range of clientele, with very different needs and

expectations. Of course, for anyone in the hospitality sector, the primary focus of each business is on service and customer satisfaction, so technological change has to be worthwhile, delivered within the time constraints allowed and cannot disrupt to the day-to-day running of the business.

Marstons' realised that the move to broadband would add value to their existing business processes. They briefed Europacom of their requirements, which included stock control monitoring and food management reporting via EPOS systems.

Europacom were able to build on the initial brief, and are still adding WiFi hotspots at suitable establishments and adopting conventional broadband services to pave the way for future VoIP services – all within a few months of the initial rollout.

Europacom are now helping Marstons' explore some exciting new applications for their sites, including gaming, broadcast audio and video, to further exploit the broadband opportunity in the future.

### Not small beer

The Marston's proposition was complex; over 450 licensed premises supporting computers and EPOS systems, plus more than 150 home-based workers. The brewery also considered the congestion issue surrounding the well-used platform, and wanted to achieve near real-time business activity reporting.

Unsurprisingly, they accepted that a migration away from ISDN data services to a broadband network was the way forward. But which one?





Europacom showcased their broadband services in conjunction with the ATLAS network management tool, demonstrating its sophisticated online provisioning and estate management software. It met the Marstons brief for unrivalled visibility, and capacity for managing the network and associated equipment and services, perfectly. Europacom ATLAS means more beer!

The cost efficiencies realised from the cancellation of ISDN lines and 0870 polling traffic not only funded the capital expenditure of a fast, efficient broadband network and ATLAS but additionally the subsequent financial they realised allowed Marston's to channel extra funding into other areas, including stock management ... and beer production!

Marston's are now benefiting from a number of Europacom's business management assets; the ATLAS network is augmented by the Aphelion application, and they have taken on our Connectivity and Telephony services.

#### **Raising the 'bar' for Marston's**

Europacom oversaw an efficient migration to the new network, with minimal disruption to the business, over a 10 week period using the ATLAS Portal.

To ensure that Marston's staff were not distracted from the day-to-day activities of their businesses, Europacom took responsibility for activating the broadband services and physically installed the VPN routers on all sites. We believe that to really see the benefits of your new system in operation, you need transparency. ATLAS achieves this for Marston's; it acts as an online window to the future,

current and past activities of the physical broadband rollout, detailing customisable information detailing as little as head office needs – or as much as they want.

So next time you're out and about, and choose to pop into a Marston's house to enjoy a drink while checking for new emails, you'll know what made it all happen...

#### **A word from our client**

*"Europacom quickly understood our very specific voice and data telecoms requirements and implemented solutions for our existing and future business needs. They managed a large broadband roll-out efficiently and their day-to-day operational services mean our business processes take place in a fraction of the time previously taken."*

*"We continue to work with Europacom to reduce costs and are now looking to roll out Wi-Fi enabled technologies – including the installation of Aphelion services – to meet our customers' needs."*

Mike McMinn – Director of IT, Marston's Breweries

