

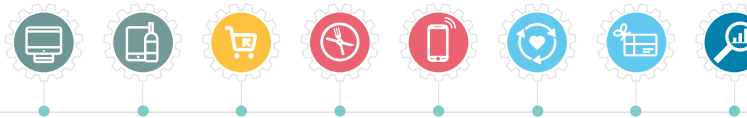
# McManus Pub Company evolves from tech dinosaur to cutting-edge operator

## Introducing McManus Pub Company

- » Founded over 40 years ago
- » Operates 17 venues across Northampton, Middlesex and Leigh-on-Sea
- » Offer a diverse range of venues, from wet-led pubs to snooker clubs
- » Pubs are bursting with character, real ale and great pub food

## The Zonal solution

- » EPoS
- » iServe
- » Acquire
- » liveRES Tables
- » liveRES Bookings by Phone
- » Loyalty
- » Gift cards
- » Dimensions+



**We've gone from an old till and spreadsheet system to a modern day, integrated system. It's made a fundamental difference in improving our business. Overnight it's changed the way we do business."**

**Chris Wright, Financial & Commercial Director, McManus Pub Company**

## The business challenge

McManus were using outdated systems that relied on a lot of manual tasks and Excel spreadsheets. This meant that core tasks took much longer than necessary.

For example, accepting reservations involved the venue manager spending two to three minutes on the phone for each booking. That information would then be manually added to the booking spreadsheet.

Similarly, stock taking was a slow, laborious effort. This made it more difficult to accurately order food and drink from suppliers, which in turn resulted in over-ordering, wastage, ordering from non-preferred suppliers – and ultimately a reduction in profitability.

McManus also wanted greater access to business data to enable them to make more informed strategic commercial decisions. In short, they needed to upgrade their technology and become a modern, digital operator.



## The solution

McManus Pub Company chose Zonal as its new technology partner, with Zonal's Aztec EPoS system at the heart of operations. Acquire, Zonal's integrated purchase to pay solution that gives end-to-end, real-time visibility over every aspect of stock management, was also implemented across the business.

These core solutions were complemented by a range of additional Zonal systems dependant on the particular needs of each site. This included: iServe, Zonal's handheld ordering solution; liveRES Tables, the integrated bookings and table management solution; Loyalty, to recognise and reward valuable customers; and Gift Cards, to encourage new visitors to McManus pubs.

By partnering with Zonal, McManus benefits from:

- » A powerful EPoS that integrates with other existing systems
- » Insightful reporting and business analytics
- » Quick and convenient ordering from tables
- » A centralised, cloud-based reservations diary, giving customers the ability to book quickly 24/7 from any connected device
- » An integrated stock and order solution
- » Complete control and visibility over ordering requirements and status
- » Automated reconciliation between goods in and stock levels

## Key achievements

- » Upgraded to Zonal's EPoS and rolled out throughout the estate
- » Reservations now taken automatically
- » Integrated systems share stocks data and reduce waste
- » Greater reporting abilities enable data-driven commercial decisions
- » Maintenance agreement ensures business continuity
- » Loyalty and Gift Cards keep customers engaged and drive visits
- » Operations staff spend less time inputting data
- » More time available to focus on delivering excellent service



“

**I don't want a portfolio of systems that don't talk to each other. I want a frictionless system, where communication flows like a river, no dams, no obstacles. And Zonal is the bedrock of that.”**

**Chris Wright, Financial & Commercial Director,  
McManus Pub Company**





## Results

Upgrading to Zonal has given McManus a huge range of benefits across every level of the business.

Local managers now work more efficiently, only needing to input information into the systems once and it's automatically shared thanks to the seamless integration. As a result, staff can spend less time back-of-house dealing with admin, and more time front-of-house looking after customers.

liveRES Tables also offers great time savings. A smooth, professional booking experience is what the customer wants, and by connecting to a centralised diary there's no need for time-consuming re-keying of information, as bookings are kept in real-time.

Acquire has proved to be a huge success. Over 90% of wet and dry purchases are now processed through Acquire, which is helping to reduce waste and optimise the ordering process. Chefs find it easy to order the right goods from the right supplier at the right price, and McManus is noticing the effect on its bottom line – food sales deliver a healthy 71% GP.

On a broader level, Zonal's powerful EPoS reporting modules are changing the way McManus make commercial decisions. With the ability to compare year-on-year data and analyse each trading session, the leadership team are armed with all the data they need to plan future strategies. Simply put, data helps McManus reduce costs and improve profitability.

And should the need arise, McManus knows that Zonal's friendly, expert team are always on hand to help. With a support agreement in place, business continuity is assured – no more trawling the web to find local tech support!

## Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.



**The future for us is exploring modules around the EPoS system further. Now we have the bedrock and it's part of our infrastructure we can extract the value out of it. One of our shareholders says it's like driving a Porsche – we know there's a lot more under the hood, now it's time to get out of 1st gear!"**

**Chris Wright, Financial & Commercial Director,  
McManus Pub Company**

## Next steps

Although McManus has seen many benefits already, Chris says they're still learning about the opportunities and benefits open to them. They're happily experimenting with a range of Zonal's integrated solutions across their estate to see which are most relevant for each site.



## Contact us today

Contact Zonal to discuss how our innovative range of technology solutions can transform your hospitality business.

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