

MARSTONS

Flooid Beanstore EPOS Upgrade



WHAT WAS THE CHALLENGE

The spark for this project ignited back in October 2016 when Marston's embarked on a colossal task to upgrade their entire 1100+ pub and restaurant estate from its existing software solution to a brand new, cutting-edge system. This upgrade also highlighted the need to invest in a new network and power infrastructure in preparation for the subsequent EPOS implementation.

Following a successful pilot in 2017, Marston's chose Flooid's Beanstore EPOS solution, which was the first use of this very successful POS solution in the hospitality market. This system was supported by the introduction of new EPOS hardware, including the new Flytech PoS 350 Tills (find out how we supported the development of this till), Tablets, Worldpay PEDS and Star Printers.

Due to the size of the Marston's estate and the variety of environments these solutions had to be installed into, this became one of the most ambitious projects undertaken by Celestra, and this project became a showcase for every service we have in our arsenal.

This was at the time, this was by far one of the most ambitious and extensive projects undertaken by Celestra, which utilised the whole plethora of services Celestra has to offer. This has now been replicated across many of our clients who see the value in one expert partner.

SERVICES PROVIDED

 Installation & Engineering	 Network and Power Cabling	 Project Management	 Warehousing and Logistics
 Surveys & Consultancy	 Shop Fitting	 EPOS Systems	 Configuration

PROJECT HIGHLIGHTS

- Full Celestra service catalogue used
- 14,000+ Hardware pieces deployed
- 1055 Go lives
- 900 Sites Cabled
- 43,920m of patch leads
- Bespoke belt printer solution

WHAT WE DID

Moving on from the pilots, the rollout began in February 2018 with the estate being split between Table Service sites which included the portable tablet, PED and printer solution and Call Order sites which consisted of the standalone PoS 350 tills, a more traditional pub set up.

Cabling Infrastructure activity was the precursor the EPOS Roll-out and without months of scoping this activity including many site audits and Client review meetings, we would not have been able to smoothly deploy the new EPOS till solution. We installed both power and data cabling and, in several sites, we even completed music cabling too!

We tailored our internal Project Management approach to reviewing the infrastructure surveys and detailed the scope of works for each site. This comprehensive approach guaranteed all futureproof cabling requirements had been covered and continued throughout the 3-year project.

Moreover, we also upgraded the Wi-Fi capabilities throughout the estate. With a large amount of WiFi access points needed for the Mobile POS (Tablet) solution and Table Service sites, we completed WIFI surveys, as well as cabling and installation activity, to ensure excellent coverage through the estate. This led to us winning additional cabling and WiFi works directly for Marston's sister company, Marston's Telecoms - Strikeforce project.

This leads onto the jewel in the crown, the bespoke customised vented 9u tablet cabinet with charging and storage bays to safely, and securely, house their Mobile POS Tablets, PED's and Belt Printers. This was something brand new to the industry and was never seen before in hospitality. This bespoke unit went through 5 iterations and provided the basis of Marston's future Mobile POS roadmap.

This new system also, more recently, supported Marston's Portable PoS solution (Table Service Tablets and peripherals) to allow for contactless service during the COVID-19 pandemic and the government restrictions placed on the hospitality industry.

Another one of the key elements, future-proofing the sites, also played a key part across this project. This included incorporating additional data and power sockets to support Fibre Broadband, VOIP and Kitchen Management Systems, should they need it.

At every level, we attacked the project with our tried and tested 5C ethos and management systems, standardising the estate as we progressed and improving the quality of infrastructure currently installed. The entire rollout was completed on schedule with no aborts. At the height of the project, Celestra was completing 12 sites a week on average, and after 3 years of work, this gargantuan project finally concluded with all 1155 sites fully completed.

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WHY MARSTON'S CHOSE CELESTRA

At the beginning of this project, we embarked on an installation piece with our partners Flooid (then PCMS) of the cjsen software solution. As the project developed Marston's recognised Celestra's ability and capacity to complete several IT services under one roof.

This fledgling relationship then developed and lined the way for Marston's to then utilise Celestra's knowledge and expertise gained from years of experience with previous large-scale installations. Celestra at every level was able to support, consult and recommend solutions around existing problems and the project became more extensive through joint knowledge.

The project was a triumph due to the synergy of those involved. From our Partners teams through to our very own Project Management, Warehouse, Configuration and Engineering teams. Without their comprehensive and expert craftsmanship, this project would not have been such a success, and this is where Marston's chose to develop with Celestra.

HOW DID MARSTONS BENEFIT?

The benefit to the Marston's customer has been extensive. The new solution delivers a much quicker service platform which leads to shorter queues and higher customer satisfaction. The new solution allows for new technology, which enables the team at Marston's to move forward, ensuring more accurate and timely orders, faster cooking times and great all-round connectivity.

But this was only the beginning and with future enhancements across loyalty, stock management and pricing and promotions, the future at Marston's looks bright.

WHAT MARSTON'S SAID

"The rollout process in place worked well, ensuring all the EPoS equipment was built and shipped to the pub on time. The engineers arrived on time and had the expertise to upgrade the EPoS system successfully, so we didn't experience any delays. Overall, the rollout was a big success!"

