

# In the Zone

Spring 2005 quarterly update

## Zonal gives Bourne Leisure a break with Aztec management software



In the spring of 2004 Bourne Leisure, owner of Haven and British Holidays caravan parks, chose Zonal Retail Data Systems to implement 'an end-to-end EPoS system' across their successful Holiday resort complexes.

Ten months later, the project was completed with over 500 terminals installed with Zonal's Aztec software. The system also offers flexible and comprehensive Aztec Head Office system functionality as well as real-time information via the Management Reporting System – Dimensions.

Bourne Leisure is one of Britain's most successful leisure companies with a portfolio of brands, including Haven, British Holidays, Warner and Butlins. The company has been established for more than 35 years, and manages over fifty hotels, resorts and holiday parks throughout the country.

An important part of Bourne Leisure's business is the operation of its bars and restaurants catering for over 400,000 families and generating over £100 million

in sales in the course of a season. Bourne's growth over the last five years has been through the acquisition of brands from other leisure companies; with each brand having until now its own food and beverage retail management systems.

### Complete end-to-end solution

In early 2004 Steve Glossop, Bourne Leisure's finance director, decided to find a single food and beverage management system to replace the existing systems.

"What we needed was a complete end-to-end solution to enable us to manage the business more efficiently. Our objective was to find a solution that would enable us to maximise all our sales opportunities and put greater emphasis on control - Financial, Stock and Wages."

The company surveyed the market for suitable options, and decided on the Zonal solution. "As the market leader, we knew that Zonal would be able to deliver what we needed, but more importantly they were able to deliver when we needed it," said Mr Glossop.

"We had three goals whilst implementing the Zonal solution at the start of the season. We wanted over 20 of the 35 sites to be installed during the season; we needed the

system to be easy to use as the majority of the team are seasonal and we needed, as a management team, to start receiving greater amounts of management information."

### Trouble free implementation with excellent training

"The initial beauty of the project was that we had a trouble free implementation at all the sites during the season. Zonal carried out installations overnight after we closed at 2.00am, and the new system was up and running again at 9.00am the next morning. The training Zonal provided was excellent, and the company has a real problem-solving mentality. We also liked the fact that Aztec is very easy to use, so that our entire seasonal bar, waiting and kitchen team in all of our sites were able to use the system to its full extent without the need for a huge amount of training."

Continued on back page...

## In this edition...



The inaugural meeting of the Zonal User Group

2



The opening of Zonal's new southern offices

3



New product announcements

4

# A chance to air your views



## No ordinary customer meeting

There were more than just the traditional monks roaming around the corridors of Coombe Abbey – ‘No Ordinary Hotel’ in Coventry, on Thursday 17th February 2005.

The spectacular setting was the scene for the inaugural meeting of the Zonal Customer Group, as Zonal set about proving that they really care and are listening to what their customers say. Zonal initiated and managed this first user group event – with a view to handing over control to the group as part of the ongoing management plan.

The first event was oversubscribed, as customers came together to share IT knowledge, business problems and the **Zonal Customer experience**. The agenda included Zonal product updates and roadmaps, Chip & PIN news and corporate direction, as well as featuring guest speakers and hearing about case studies and user experiences. There was plenty of time for questions, comments and a lively discussion, facilitated by Colin Simpson of Fullers. The event was brought to an exciting and motivational climax over a formal dinner with the after dinner speaker – Mr John Nichol, former Gulf War pilot and hostage.

### Customer responses included:

“very beneficial, both formally & informally through conversation during the breaks”

“an excellent forum with access to senior management”

“a brave & appreciated move by Zonal”

Zonal hopes that the group will run and manage itself as deemed appropriate to achieve the best outcomes for all Zonal customers. All customers will be advised of the next meeting. In the meanwhile, if you would like to take an active role in the group, please email us at [zonal.zcg@fullonmarketing.com](mailto:zonal.zcg@fullonmarketing.com).



#### Attendees:

Charles Wells Ltd

CPL Entertainment Group Ltd

Festival Inns Ltd

Fuller Smith & Turner Plc

Greene King

Hardys and Hansons Plc

McMullens & Sons Ltd

Mill House Inns

Newcastle United Football Club

Outback Steakhouses Ltd

Regent Inns

Saltire Taverns Ltd

Shepherd Neame

St Austell Brewery

Urbium Plc



## More than EPoS...

Hotels,  
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make more profit.



## Data Bureau Services

To configure your system  
us now on [bureauservice.com](http://bureauservice.com)

**Did you know?** Based in our new office in Abingdon, Zonal staff can be your Head Office, your data administrators, your system set up specialists and so much more.

Setting up and maintaining your data to accurately reflect your company structure or business process can be a tricky and time consuming process. Zonal's dedicated Data Bureau Consultants have extensive hospitality industry backgrounds. Based on this 'real life experience', they are proficient in the principles of data set up and of the various profitable business models in use throughout the hospitality industry today.

Through effective and experienced Data

Bureau services, our resources will accurately configure your environment to deliver smooth running of your business, whether tenanted pub or managed house. We expect to leave our clients with a highly tailored configuration that significantly improves effectiveness of their Head Office and Sites. Once running, we will respond efficiently to maintenance task requests, manage any change in the environment efficiently, leaving your staff free to do what you pay them to do. If your business requires it, we will appoint a dedicated member of staff who will develop a close relationship with your business processes and familiarity with you and your

# Abing a good time!

## Zonal's new southern headquarters opens in Abingdon, Oxfordshire

Zonal Retail Data Systems is very proud to announce the opening of a new office in Milton Park.



**20 Milton Park  
Abingdon  
OX14 4SH**

**0870 777 5445**

**0870 777 5446**



“Our office in Waddesdon served us well, but as our company goes from strength to strength, we need new facilities to meet the ever-changing demands of our customers” said Stuart McLean, Zonal’s Managing Director.

The new office is well situated just off the A34 and will accommodate the new Zonal demonstration suite and a revitalised Training Centre.

Zonal looks forward to having the opportunity of welcoming all clients to the new premises. To make an appointment, please email:

[abingdon@zonal.co.uk](mailto:abingdon@zonal.co.uk)

### Training

At Zonal, we believe that training is imperative to ensure all users of Zonal software, get the best out of their system. The new training centre offers a comprehensive training facility, fully equipped for training any audience. It consists of two custom designed training rooms that have the capability of imitating various customer configurations and allows training courses to be run in an interactive classroom style environment.

This training facility enables delegates to learn new functionality and gain knowledge of Zonal products away from any potential day-to-day distractions. It even has a chill out area which is a perfect place to take a well earned break during training courses and provides an ideal opportunity to find out about other Zonal services and products.

### Demonstration

“Seeing is believing.” And this is very true of technology solutions. Providers can make all sorts of claims – but until you’ve seen it with your own eyes, Zonal knows that clients remain to be convinced. This is why the Abingdon demonstration suite is being set up to reflect all customer business environments. Prospects will be able to see Zonal hardware operating in the wet environment of a pub, or at the pace required to deliver beer to football fans, during half time or to the level of service hotel guests are entitled to expect.

Whatever your business, come to the Zonal demonstration suite to see how Zonal solutions will deliver more than you expect.

For more accurately and boost your profits, email [info@zonal.co.uk](mailto:info@zonal.co.uk).

database ensuring a streamlined operation on an ongoing basis.

#### Ongoing maintenance for:

- Retail Prices
- Cost Prices
- Product Lines
- Menus
- Price Bands
- Promotional Pricing
- Maintaining Users and Access Rights
- Routine reporting for key staff
- Business areas of opportunity or concern

#### Planned tasks for:

- Updates to Company Structure
- Changed Data Definitions
- Implementation of new EPoS system
- Cover for staff on training, holiday or sickness absence

## More than EPoS...

**Pubs and bars,  
install Zonal EPoS,  
make more profit.**



## Announcing Zonal Z500 Series EPoS terminals

The Z500 series uses leading edge technology along with Zonal's extensive experience in the EPoS market to provide the ultimate device for the hospitality and leisure industry.

The new terminal combines all of the design features and flexible functionality that you expect for your business, including bright, simple to use devices that look great; low maintenance built in; feature rich intuitive software and the industry conformance (software, electronic and safety standards) that are a 'must' in today's business environment.

However, more than that, the Z500 has a new, larger TFT screen. With a massive 12.1" screen display size, the terminal is the easiest to use

yet, reducing your training needs and greatly reducing the risk of staff. The devices also feature an optional customer display, again larger than the typical industry displays, enabling branding, advertising and special offers to be more prominent.

With video display, wireless connectivity, Chip & Pin and much more, the Z500 will:

- Eliminate errors
- Reduce training requirement
- Lower maintenance costs
- Speed up service delivery
- Enhance brand reputation

**For more details on the device, please email us at [z500@zonal.co.uk](mailto:z500@zonal.co.uk).**



## Announcing Aztec software, Aztec 2.6

The new release includes new versions of:

- **Aztec EPoS program**  
Enhanced capabilities for handheld devices and the Z500 terminal Chip & Pin functionality. Support for barcode readers. Integration for Normal Accounting rules.

- **Aztec Theme Modelling**  
New on-site editing of product prices and names. The extent of site control is configurable at head office.

- **Aztec iStocks**  
This new module has been written exclusively for use with the new Z500 series EPoS terminals. iStocks offers instant stock calculations accurate to within 5 seconds.

- **Aztec Human Resources**  
New management tools for staffing costs and user features.

**For a brochure with full details of the new Aztec release, please email us at [aztec2.6@zonal.co.uk](mailto:aztec2.6@zonal.co.uk).**

### Continued from front page...

#### Unprecedented levels of management information

After a period of ten months the Zonal solution has been rolled out to the 35 Bourne Leisure caravan parks up and down the country. The result is a comprehensive business system, which provides unprecedented levels of management information.

At the individual site level, Zonal's Aztec software provides comprehensive modules for cash management, stock control and staff scheduling.

At Head Office all the data is received from every site enabling senior managers to monitor each site in minute detail, comparing sales of particular drinks between sites or the productivity of individual team members. Using this information, pricing can be changed on a global or per site basis, and promotions can be pushed out to individual sites remotely in response to the data that is fed into Head Office.

#### Enhanced performance monitoring

The Dimensions MIS system produces real-time detailed reports and graphs for individual resorts, regions or the business as a whole. The performance of each aspect of the business and the impact of price changes, promotions and other management initiatives can be monitored easily and effectively.

#### Better customer service, enhanced product portfolio

Although Zonal's solution has just completed its first season in the resort, the benefits are already being felt throughout the organisation. "Before we had Aztec," says Mr Glossop, "the team used pieces of paper or spreadsheets to plan their resources, but now they can get the information they need from the system and plan it far more efficiently, and we have certainly seen an improvement in our sales revenue and speed of service to our customers through the easy to use touch screen terminals."

However Mr Glossop is not a man to rest on his laurels and this season he has ensured that his complex managers are being trained on all the other aspects of the system particularly stock and wage control because this is where his business can improve its bottom line profit.

"Overall last season we were able to improve our customer service and enhance our product portfolio to our customers but this season we want to help our managers run their business with the correct information at their finger tips – they all work extremely hard and we just want to make their job easier."

In the near future Mr Glossop expects to use Zonal's experience within other areas of Bourne's estate. However like any good businessman when drawn upon the financial savings within the system Mr Glossop laughed and said "let's wait until the end of this season and I'll confirm whether I hit my targets."

**Watch this space...**

## More than EPoS...

Restaurants,  
install Zonal EPoS,  
make more profit.



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