



## **STONEGATE GETS IN THE ZONE**

The UK's leading supplier of hospitality management solutions, Zonal Retail Data Systems has completed the rollout of its Aztec software to the 614-strong Stonegate Pub Company estate in record time.

The rollout, which took three months to complete, involved the installation of Zonal's Aztec POS solution into Stonegate's 2,500 plus tills, together with the introduction of Zonal's system in both back and head office and the complete integration of the company's loyalty scheme and app.

Commenting on the success of the rollout, Stonegate's chief financial officer, Dave Ross said: "We were looking for a partner that was able to implement a new system quickly and effectively with minimal impact on our dynamic business. We now have a solution that enables us to quickly view and understand productivity and efficiency on a site-by-site basis, so that we can analyse business performance effectively."

The ambitious rollout programme included a 40 site trial, to identify any teething problems, followed by a rapid implementation phase, with 50-60 sites converted per week.

To ensure all sites were installed and ready for trading, Zonal hosted a bespoke training session prior to conversion. On the day of switchover, Zonal was on site early, to get the pub up and trading and stayed until the end of the day to support with cashing up. A week after launch, Zonal returned to the venue to ensure all systems were working efficiently and to provide any further training.

"This was a major investment for us, which required minimum disruption to the business. Having a Zonal representative on site on day one was extremely important to make sure that the pub could continue to trade and that the team were supported through this important change. The Zonal helpline was key to ensuring our team had the right back-up and support," said Dave.

Zonal's chief executive Stuart Mclean added: "Aztec has been developed for its versatility and offers a fully integrated product suite. We work closely with our customers to develop a solution that fits their business and culture. For Stonegate, delivering the project on time was crucial with limited disruption to the business. In addition, a new fully integrated loyalty scheme and app was launched into more than 50 of their student venues."

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 6,000 leisure and hospitality businesses across the UK. For over 35 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

**ENDS**

**Issued by Limegreen Communications on behalf of Zonal Retail Data Systems**

**For further information please contact:**

**Sarah Perrins on 07774 925943 / [sarah@limegreencommunications.com](mailto:sarah@limegreencommunications.com)**

**Jo Mathers on 07799 662389 / [jo@limegreencommunications.com](mailto:jo@limegreencommunications.com)**

**For further information on Stonegate Pub Company Contact:**

**Leisure PR & Communications 0208 605 3544**

### **Editors Notes**

Stonegate Pub Company is the largest privately held managed pub operator in the UK, with revenues in excess of half a billion pounds, employing over 12,000 people. The company has 614 pubs, split into the following segments; Classic Inns, Local Pubs, Great Traditional Pubs, Slug and Lettuce, Scream, Yates, Bars & Venues, Missoula, Living Room, Smith & Jones and Varsity.