**30 August 2017**

## Zonal creates new Marketing Technologies division

To cater for the ever increasing demand for online marketing services and mobile app technology, Zonal has announced plans to restructure its business.

The UK's leading provider of technology solutions for the hospitality sector will create a new division, Zonal Marketing Technologies. This division will bring together TXD's digital agency, mobile and web development business and the liveRES online booking and table management offer.  Olivia FitzGerald will head up this division of Zonal and the team will operate out of Zonal's Staffordshire office.

Olivia said: "Both TXD and liveRES have experienced significant growth over the last few years as operators seek to capitalise on the opportunity presented by mobile ordering, loyalty schemes, payment and online reservations. Operators are also frustrated with having to manage multiple third party suppliers and disconnected systems for their business-critical customer engagement tools.

"Being part of Zonal and offering full integration of these services with EPoS has enabled us to expand in this marketplace, so it makes sense to restructure as one unified team under Zonal Marketing Technologies."

As part of the restructure, Zonal's key marketing technology products and services, which include online reservations and table management solutions, order and pay apps, voucher management, loyalty, app development and campaign management tools, will sit under the one umbrella.

Zonal's chief executive Stuart McLean added: "The company was established over 37 years ago as an EPoS provider, but today we are so much more than that, offering our customers a totally integrated suite of technology solutions that not only

support hospitality operations, but also improve the customer journey from the moment they book online to settling their bill and beyond.

"The launch of our new Zonal Marketing Technologies division is a reflection of this progression and will help us focus on improving our business and delivering our long-term strategy and vision for the future."

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 11,000 leisure and hospitality businesses across the UK.  For over 37 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

For further information please contact Jo Mathers on 07799 662389 / jo@limegreencommunications.com