



Soaring Performance.

## Zonal Deploys BluJay's MessageBroker to Deliver Fully Integrated Customer Communications

*Leading hospitality business solutions provider moves toward full connectivity and supplier integration for customer supply chains*

BluJay Solutions, a leading provider of supply chain software and services powered by the world's first Global Trade Network, today announced that Zonal, the UK's number-one tech innovator for the hospitality industry, has deployed BluJay's MessageBroker platform. The solution will offer Zonal customers access to over 40,000 suppliers for its purchasing management system, Acquire.

BluJay's MessageBroker platform helps unlock Acquire's full potential as a real-time, order-to-pay tool for Zonal's customers and their suppliers, by providing a fully integrated and automated communications service.

Zonal's Director of Online Commerce, Helen McMillan, said: "BluJay impressed us with their extensive list of suppliers and the flexibility to integrate seamlessly with our Acquire platform, ultimately delivering cost reductions and an even better service for our customers.

"With the implementation of MessageBroker, we will quickly and easily provide more customers with an enriched and wider range of Acquire's features, such as a real-time, more accurate view of order status and vastly improved invoice matching.

"As BluJay fully supports the onboarding of new suppliers to the platform, we have also freed up specialist technical resources within Zonal to focus on delivering more industry-leading innovations more quickly."

Zonal was looking for a partner with experience in its field, who it could trust to provide an affordable, tailored solution with a focus on excellent service, and BluJay stood out from the crowd.

Enhanced integrations across the supply chain are already yielding a reduction in errors across customer operations. Improving these collaborations will also empower Zonal customers to develop strategic and operational action plans to effect cost efficiencies and enhanced customer service.

"BluJay is proud to partner with Zonal to improve integration across customer supply chains," said Sian Hopwood, SVP B2B Operations at BluJay.

“We know that consumer expectations in hospitality are increasingly high. The complexity of the technologies needed to achieve customer satisfaction and the pressure for hospitality firms to increase efficiency are also growing. The integration and automation of MessageBroker will help Zonal achieve its goals in the face of this double challenge.”

### **About Zonal**

For nearly 40 years, Zonal has helped hospitality companies achieve their business goals – large or small, pub, bar, restaurant, hotel or leisure venue. Zonal deliver an end-to-end suite of world-class solutions, built around individual customer needs. The unrivalled financial stability and success of Zonal has enabled the business to invest significantly in product development, and it leads the market with innovation especially in the field of customer engagement, guest management, optimising the power of social media and digital marketing. To learn more, visit: [www.zonal.co.uk](http://www.zonal.co.uk).

### **About BluJay Solutions**

BluJay Solutions delivers supply chain software and services to the world’s most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the BluJay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With BluJay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimise their future in the global economy. To learn more, visit: [www.blujaysolutions.com](http://www.blujaysolutions.com), or follow us on Twitter at [@myblujay](https://twitter.com/myblujay) and [LinkedIn](https://www.linkedin.com/company/blujay).

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