



Customer Case Study



Unwins

The Unwins Wine Group Ltd was founded in 1843 and operates 381 Unwins stores in southern England where it is the largest operator of off-licence wine stores and the nationwide online drinks store www.unwins.co.uk.

The group comprises four distinct stand-alone divisions. Unwins Ltd is the core retail activity, operating from 381 retail stores in the South East, Phillips Newman & Co Ltd is the brands division, owning over 20 product brands and 2 special purpose retail outlets, PN Wholesale Ltd is the drinks wholesale operation and UDS Ltd is the group's logistics division.

The Business Imperative

To be successful in the drinks retail market competitive advantages is critical. Business success is dependant upon store location, cost control, product range and availability with particular focus on an exceptional customer experience in store. A substantial part of the customer interface is centered around the point of sale.

The Solution

Unwins have recently made a substantial investment in their overall business infrastructure. They have deployed a new EPOS system (embracing the introduction of Chip & PIN) and implemented SAP across their organization (for business intelligence), all underpinned by a highly develop network infrastructure.

In the past Unwins were utilizing ISDN circuits for payment transactions with broadband connectivity for less critical applications such as stock management (originally DSL was not an option for their critical applications because of perceived service level issues).

During a tender involving Tiscali, BT and MCI, Unwins felt that only one supplier truly understood their overall business requirements, so they chose to deploy a Tiscali solution.





Unwins replaced their entire network with a DSL based IPVPN from Tiscali giving them permanent & economic connections between their UK head office, key sites, third parties and their outlets. They also have utilized Tiscali's co-location facilities in Milton Keynes to house their servers to manage their business intelligence (for stock control, sales reporting and merchant services) with connections to various third parties.

They are now leveraging their overall business infrastructure investment with immediate business impact and have opened up many possibilities and future opportunities.

The Business Impact

The main and immediate benefit has been a significant shortening of credit card transactions times. Unwins manage 600,000 transactions per week and have reduced each transaction time from up to 55 seconds to an average of 1.3 seconds. This allow Unwins to increase the number of transactions during their busiest periods, generate significant cost savings and also improve the overall customer experience in store – promoting customer satisfaction and retention.

Additional to this they have made considerable CAPEX and OPEX savings by reducing the required number of tills and removing the ISDN lines.

Moving forward Unwins has a strategy of gaining maximum benefit with minimal outlay. Now leveraging their new infrastructure they are running two key business initiatives. Across 5 stores they have a 'panic enabled' CCTV application that digitally records activity in store and allows a remote security guard to 'intervene' and take control of any situation as it arises, supporting staff. They are also piloting a VoIP deployment across 6 stores with connections to HQ and allowing PSTN breakout for voice calls.

