



The Challenge

With an average of around 25,000 visitors a month to its Mountain Centre, the Brecon Beacons National Park Authority decided to invest in an efficient POS solution to improve business management and customer service at its popular visitor centres. The centres, including the Mountain Centre, offer stunning views of Pen y Fan, the highest mountain in South Wales, and its sister centre at Craig-y-nos Country Park.

The Solution

Cunninghams Solutions, a leading supplier of point-of-sale (POS) to both the retail and hospitality sectors, was selected from a number of potential suppliers to update the existing systems. The chosen solution involved using the tried and trusted partnership of Datasym.POS software running on the latest Toshiba hardware.

Cunninghams installed Datasym.POS software on Toshiba ST-70 integrated POS terminals in each of the two visitor and information centres run by the Brecon Beacons National Park Authority. Prior to the Toshiba / Datasym solution, there was no integration between the tills at the various sites and no interface to the head office system, necessitating a time-consuming effort to manually feed the information onto the head office system. Efficient and effective stock control was also proving difficult, involving manual systems which were prone to human error. The existing tills were not robust enough for the large number of visitors, resulting in failures and unacceptably slow customer service.

Cunninghams was selected as they were able to demonstrate that the Toshiba / Datasym system provided the functionality required to meet the current and future needs of the business. Commenting on the selection, Paul Funnell, IT Manager said, "We had confidence in Cunninghams and their professional approach. The Datasym.POS software was the only system that offered the combination of quality, functionality and affordability that we were looking for, whilst the Toshiba hardware gave us the assurance of robustness from a trusted brand."

Cunninghams installed Toshiba ST-70 terminals into each of the visitors and information centres, all linked into the back office system based at Brecon's headquarters. The National Park Authority uses Datasym.POS for its retail front-end management and Datasym's 'Stockade' software for control. With the new system in place, the National Park Authority has seen major benefits in its business operations.

The Benefits

The Toshiba / Datasym system has enabled the Brecon Beacons to implement a 'Just In Time' (JIT) stock policy at each of the centres, generating efficiencies and improving profits. Instant management information is available to analyse sales data and make informed business decisions on the management of stock lines and shop layouts. Richard Levy, Visitors Centres Manager, comments, "The system has enabled us to quickly and easily identify profitability of all lines, giving an overview of which areas of the shop are performing compared to others. This has given us invaluable information resulting in the re-designing of our centre layouts, opening them up and enabling us to provide an improved professional customer service."

Automated stock control and other efficiencies gained from the Toshiba / Datasym system ensures that staff are now freed up to serve customers. The Toshiba ST-70 integrated terminals with their bright touch screens and Datasym's intuitive menu options are easy for staff to operate, reducing customer queues—especially important in peak periods, such as when coach parties arrive at one of the visitors centres. Compact yet robust, the small footprint of the ST-70 fits perfectly into the small counter space.

Aspirations

Future initiatives being considered by the Brecon Beacons Management team include linking the Toshiba / Datasym POS solution to the front-end catering system to provide a completely seamless service. Commenting on the future potential, Richard Levy said, "In recommending and supplying the Datasym / Toshiba POS, Cunninghams Solutions has delivered us a fully scalable system that offers value for money and an investment for the future, capable of meeting out future business needs."

About the Cunninghams Solutions and Toshiba Partnership

As a leading manufacturer of retail and industrial information systems, Toshiba TEC Europe is focused on IT solutions for the retail and hospitality sectors and auto-identification fields.

Datasym UK has written several generations of applications software offering cost-effective, state of the art solutions in catering management, hospitality and retail. Datasym software integrates the whole trading cycle from purchase order to point of sale.

As one of the largest UK independent POS providers, Cunninghams has industry experience gained over four centuries of trading and service providing.

Cunninghams Solutions operates across the UK and currently looks after more than 19,000 sites.

Cunninghams supplies the very best in hardware and software by working with 'best of breed' organisations like Toshiba and Datasym UK.

**To find out more about Cunninghams, please contact us on
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