

CUSTOMER CASE STUDY

PUNCH

Punch is a one of the UK's biggest pub and bar operators with around 3,500 premises.

CHALLENGES

Punch wanted to offer its publicans the flexibility to order stock on any device, whenever they want with little hassle. With a traditionally managed private hosted system, during busy periods the site would fail to scale and cause issues with same-day orders.

RACKSPACE SOLUTION

Working with digital commerce company Salmon, Punch was one of Rackspace's first UK customers for Fanatical Support® for AWS. Punch wanted the flexibility of a platform like AWS, but also the management style and support from Rackspace.

BUSINESS OUTCOME

Using Rackspace Fanatical Support® for AWS, Punch was able to adopt a cloud-first strategy and launch a new website portal offering customers the flexibility to order online, 24/7. Punch has seen a huge shift from phone orders with two-thirds now being made via their ecommerce platform. Punch are fundamentally changing how publicans operate their businesses by bringing technology to the fore.



Pub operator Punch brings industry up to date with Rackspace Fanatical Support® for AWS

Punch is one of the UK's biggest pub and bar operators with around 3,500 premises across the country. Formed in 1997, Punch supports publicans with expert industry knowledge, from marketing to legal and financial advice. Publicans are able to order a huge range of stock including beers, wines and spirits through Punch. The company strives to offer trust, value and quality to all of its publicans, and make entering and thriving in this industry as smooth as possible. With Fanatical Support® for AWS from Rackspace, Punch has adopted a cloud-first strategy to offer online ordering to publicans and cope with spikes in demand during busy periods.

MARKET LEADING INNOVATION

Traditionally in the UK, the pub industry has been viewed, perhaps unfairly, as being technologically on the back foot. According to Chris Mountjoy, Head of Business Support at Punch: "It's an industry where publicans have always relied on the personal touch of a call or in-person meeting to discuss their business. Ordering stock has traditionally been done over the phone. For Punch, the number of sales might be relatively low compared to other businesses, but the amount of money spent each time can be fairly high".

Punch, however, wanted to offer publicans more flexibility to order when and how they wanted, with little hassle. "We felt that an online, mobile friendly ordering system was long overdue in the industry and for our customers," continued Chris. "In order to future proof our business, we moved to a cloud-first strategy to offer flexibility to customers".

Another reason for moving to a cloud-first approach was to improve communication by getting information out to their field employees at the right time. "We wanted to ensure our employees working on the ground were easily able to use mobiles and tablets and be less dependent on the business' VPN," said Chris.

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CHRIS MOUNTJOY, HEAD OF BUSINESS SUPPORT, PUNCH

FINDING THE RIGHT PARTNER

Punch also works with Rackspace partner Salmon, who specialise in website hosting, so it started investigating new approaches for its ecommerce site. As the preferred option was cloud based, and having recently adopted AWS, Rackspace was able to offer Punch Fanatical Support® for AWS. "We were one of Rackspace's first UK customers to take this on and it was extremely user friendly. The combination worked really well for us; we wanted the flexibility of a platform like AWS, but also the management style and 'hand holding' support of Rackspace. This allowed us to get the best out of the technology," said David Moulton-Bark, Head of Infrastructure & Service Delivery.

Punch, in partnership with Rackspace and Salmon was able to go live with the new ordering system, including a new portal for publicans to place their orders. They opened a new internal website for Punch employees to track orders, such as viewing baskets and tracking publicans through the system.

"Punch has seen a huge shift from orders solely being made over the phone, to now two thirds being made via the ecommerce platform. Punch is fundamentally changing how publicans operate their businesses, bringing technology to the fore and offering an unrivalled service to customers", reflects David.

CUSTOMER DRIVEN

Offering cloud services to both customers and employees has ensured Punch is more agile in dealing with demand. Peak periods are experienced around Christmas and New Year, as well as other public holidays and key sporting events. "Often during these periods many of our publicans are making orders every day, and we need

to be ready to process these as well as deal with any customer questions. Previously, with our privately hosted service, we were unable to effectively scale our services to meet with this demand. With a cloud-based offering, there is less downtime and more satisfied customers," remarks David.

Punch hopes to go even further with the new infrastructure, offering publicans the opportunity to order food and even manage gas and electricity bills through the portal.

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DAVID MOULTON-BARK, HEAD OF INFRASTRUCTURE & SERVICE DELIVERY, PUNCH

KEY STATS

2/3 orders now made via the ecommerce platform

ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 120 countries, including more than half of the FORTUNE 100. Rackspace was named a leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, and has been honored by Fortune, Forbes, and others as one of the best companies to work for.

Learn more at www.rackspace.com/en-gb or call us at **0208 734 2600**.



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