

Vianet: Case Study –365 management



“It’s saved me so much money, £1500 a month!”

Steve Hawthorne knew where to turn when he wanted to see improvements to cash-in-till and a reduction in shrinkage at one of his 10 pubs with Ei Group.

The multiple operator, who has a total of 17 pubs across the North West, contacted Vianet and, following installation of the data and insight expert’s iDraught bar and cellar monitoring system, has benefitted from some remarkable results.

The business

Steve Hawthorne has been steeped in pubs and the pub industry since he left Northern Ireland, aged 17. Starting as a glass collector, he quickly moved up the career ladder, becoming a pub manager, and subsequently running pubs for more than a decade.

Steve set-up 365 MSL six-years-ago, and has built a portfolio of, in his own words, ‘middle-range, wet-led pubs with a bit of food’. Based in Birkenhead, on the Wirral Peninsula, 365 MSL’s sites stretch from Blackpool as far south as Stoke-on-Trent.

The challenge

Steve noticed in late 2016 that at one of his 10 pubs with Ei Group there was a discrepancy between beer that was being delivered and the amount being sold. The difference was such that it was costing him around £2,000-per-month, an amount he could not – and did not – want to lose.

Already familiar with iDraught, Steve looked into the system in more detail before approaching Ei Group with a request to have it installed in the pub. The system was connected at the pub in December 2016, and, via the iDraught app, Steve was able straightaway to receive real-time data on everything from sales, yields and line cleaning.

How iDraught helped

The difference iDraught made was immediate. “Within a month that pub went into surplus,” said Steve. “My stock-taker and I use it, and it provides us with real time data, meaning I can see which products are doing well, and, most importantly in this case, where the discrepancies lay between sales and yields.

Steve has set up the system to receive email notifications and weekly retail reports and has since had iDraught installed in another of his pubs.

The results

In the eight months since iDraught was installed, it has saved 365 MSL around £12,000.

“It’s saved me so much money,” Steve said. “It’s also given me peace of mind. I want to know if there’s a problem in one of my pubs as soon as possible, and iDraught, with its live data, provides me with the information I need to put things right and to do it quickly, before too much money is lost.”

Another benefit has been improved levels of stock accuracy. Steve recommends iDraught to other operators, with the advice that they pair the system with compatible tills in order to benefit from what he calls ‘the full effect’.