

## Gamebird Inns



Gamebird Inns are a small chain of quality pubs and inns located in the south west of the country, predominantly in Somerset. Gamebird have recently installed a SoHoBlue unit in each of their five pubs with sixth unit installed at their central IT and administration offices in Gloucester.

Unlike some of Gamebird's vast competitors, the company has allowed each of its managed houses to retain its own uniqueness. It has not imposed top-down branding and uniformity. Each pub has to be successful within its own locality and has to adapt and grow accordingly. This flexible approach implemented by the chain allows for specialisation and has proved to be successful in a highly competitive market.



To manage and coordinate business and accounts processes the group has implemented common IT systems to automate stock control, accounting, staff payments etc. Phillip Snook, Director of Gamebird Inns, explains "To off-load as much back-end administration and accounting as possible, leaving our managers free to undertake the not inconsiderable tasks of managing front-of-house as far as possible, we have installed centralised IT systems. We have installed SoHoBlue at each of our outlets enabling secure communications back to our central administration. SoHoBlue has performed perfectly for us, with the added peace of mind that should any unit fail a replacement is provided as part of the purchase price"



By deploying SoHoBlue, Gamebird Inns have found that they can provide a variety of business communications from each site to their central office. Managers can send and receive emails to/from central admin staff, as well as using central site based accounting systems.

SoHoBlue enables overnight financial and stock information to be transmitted securely and reliably. At the central office this information is combined so directors can see on a daily basis exactly how each inn is performing, as well as being able to review combined information concerning the whole chain.

# SoHoBlue Case Study



Phillip Snook continues “Because some of our inns offer accommodation we were looking for an internet access device that could offer both the business communication we needed, but also offer guests wireless internet access. It was paramount that this guest access be undertaken in a totally controlled manner so it did not impact the security, reliability or performance of our own communications.”



“We have protected our guests (as well as ourselves) by enabling the SoHoBlue’s content filtering system. This ensures no illegal content can be seen and just as importantly protects both our guests and our own PCs from viruses. We have achieved a lot with SoHoBlue and are suitably impressed!”

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