

## LEADING BEVERAGE WHOLESALE CONFIDENTLY MOVES FORWARD WITH MPLS AND HOSTED VOICE

### ABOUT

### MATTHEW CLARK

Matthew Clark is the UK's leading drinks wholesaler, supplying thousands of bars, pubs, restaurants and hotels with an unparalleled range of products. Matthew Clark manages, in house, the largest UK On Trade global supply chain for wine by some distance, managing the shipping of over 6 million cases of wine a year from every producing country and continent. It is through this economy of scope and scale that Matthew Clark has developed the most economically efficient shipping and primary logistics supply chain solution in the industry. This enables the operation to offer deliveries on a next-day basis from its own RDC depot network, across the UK with unrivalled quality, range, availability and price.

Matthew Clark was founded in 1810, and is currently comprised of a committed team of 1400 professionals based throughout the country. This allows for the best of their collective knowledge to have the greatest impact during every aspect of any drinks order, no matter what the size of the operation and wherever it might be. The business supplies over 6000 wines, spirits, beers, ciders and soft drinks from 14 Matthew Clark branded depots nationwide, on over 200 vehicles.

Combined with the need for a new voice solution, Matthew Clark wanted a straightforward process; both through the design and deployment of the solution, as well as for any issues post-installation. The solution had to meet certain requirements like read-only management of all routers, multiple Virtual Local Area Networks (VLANs) and Virtual Routing and Forwarding (VFR). Therefore, a trustworthy, well-established partner was required to ensure a robust solution that would meet Matthew Clark's demands for years to come.

Justin Nettley, Matthew Clark's Infrastructure Manager, had experience with TalkTalk Business in his previous employment. After joining the drinks distributor, the contract renewal for MPLS WAN solution was due and Matthew Clark wanted to drive technology change, resilience and efficiencies in the previous incumbent's WAN solution.

After putting the contract out to tender, including propositions from Virgin Media, BT and telephony cloud-based providers Ringcentral and 8x8, Matthew Clark chose TalkTalk Business. Although Justin had previous experience working with the TalkTalk Business team, impressed by their level of professionalism and diligence, this wasn't the only reason why. Matthew Clark's senior management team were also pleased by the fact that TalkTalk Business could meet every deliverable requested. This also meant from a service delivery model there was only one provider.

## THE CHALLENGE

"THE BACK-END ARCHITECTURE DIDN'T SUPPORT THE RIGHT GUEST EXPERIENCE, WE DIDN'T HAVE FULL DIVERSITY TO ALL OF OUR DEPOTS, AND THE PREVIOUS SOLUTION WASN'T COST EFFECTIVE EITHER."

**JUSTIN NETTLEY**  
INFRASTRUCTURE MANAGER

The main issue Matthew Clark had with its previous solution was a lack of full diversity, integration and resilience in its network. They also recognised that they could make their service more cost efficient, while also improving their current service delivery and support model.

The upcoming contract renewal was the perfect opportunity to source a more cost-effective solution and increase the reliability of its network services. Matthew Clark's on-site telephony system was 'End Of Life' and the ongoing support was becoming expensive. Matthew Clark wanted a solution that would replace the current telephony platforms for itself, sister company Bibendum and parent company C&C Group. The upgrade would also need to deliver additional features, such as a modern contact centre, hotdesking and work from home features to meet the demands of modern business communication.

As part of the decision-making process, Justin Nettley, Mathew Clark's Infrastructure Manager and colleagues were invited to Mitel's Technology Centre to see the benefits of the solution and receive a demonstration of additional features including RedBox call recording. TalkTalk Business even arranged for him to meet existing customers to hear their experience directly, getting a first-hand preview of working with the team across TalkTalk Business and Mitel.

## THE SOLUTION

"WE WERE THE FIRST TO USE A NEW MITEL SOFTWARE RELEASE FOR OUR CONTACT CENTRE. IT'S BEEN A BIG WIN AND A GAME-CHANGER FOR US."

**JUSTIN NETTLEY**  
INFRASTRUCTURE MANAGER

TalkTalk Business suggested a fully diverse MPLS connection for absolute resilience across all 18 sites. What's more, Matthew Clark had requested all tenders to include read-only management of all connected routers and packet-level visibility via NetFlow, for increased network understanding and management. TalkTalk Business met both of these conditions.

The team also provided Matthew Clark with Mitel's Hosted Voice solution, which replaced the 15-year-old telephony system and links all sites and related operations under one system for massively reduced operational costs. The platform also provides a modern contact centre allowing Matthew Clark's employees to work from home during the national lockdown and still receive customer orders and offer customer support seamlessly.

TalkTalk Business held regular progress updates throughout the deployment. Even when delays occurred due to the national lockdown, TalkTalk Business took it upon themselves to overcome these setbacks, working directly with Openreach to find immediate resolutions.

## THE RESULTS

"THE ENTIRE EXPERIENCE HAS BEEN INCREDIBLY POSITIVE. YOU PHONE TALKTALK BUSINESS AND THEY WILL GET THE JOB DONE. WHEN AN ISSUE AROSE DURING INSTALLATION, THE TALKTALK BUSINESS TEAM BROUGHT IT UP, AND OFFERED A SOLUTION AT THE SAME TIME THAT WAS ALREADY IN PROGRESS."

**JUSTIN NETTLEY**  
INFRASTRUCTURE MANAGER

TalkTalk Business' holistic MPLS and Voice solution was undoubtedly more cost-effective than the previous incumbent's. Even with an increase in bandwidth and added failover connection, Matthew Clark is saving over £100,000 per year in WAN operational expenditure alone. In addition, the company has been able to roll out a secure VLAN solution for guests. Matthew Clark has enjoyed 100% uptime since the MPLS deployment, thanks to the inclusion of separate routes to different exchanges. The solution automatically switches to the second line if the primary connection fails and, because the lines have the same bandwidth, degradation and delays are a thing of the past. High speed access means that sales and stock levels are measured and corroborated in real time, leading to more accurate data and smoother customer service.

Mitel contact centre training was provided for all contact centre and customer support staff at the Bristol and Glasgow contact centres, which was extremely well received and well timed. Many operators fed-back that it was 'the best training they'd ever had!'

The new communications solution allows employees to work as productively and efficiently at home as they can in the office, enabling Matthew Clark to adopt a more hybrid working strategy. The solution's sophisticated features will continue to promote collaboration and teamwork long after the pandemic is over, giving a consistent experience wherever employees are based. With both MPLS and hosted telephony communications solutions deployed, Matthew Clark is now ready to take advantage of a modern, hosted system that has reduced the management burden on the company's busy IT team and simplified billing.

Even now, TalkTalk Business and Matthew Clark remain in regular communication, with proactive technology reviews to ensure issues are resolved promptly and offering a soundboard for any ideas or further needs that Matthew Clark uncovers.

Combined, Matthew Clark's fully integrated network and hosted Mitel communications solution represents an investment in its future. TalkTalk Business has ensured the company can maximise the operation's agility and ability to adapt, providing efficiency and productivity benefits to meet the unpredictable challenges of operating in the post-COVID economy.