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*Tristram Hillier, Marketing Director, Corney & Barrow Group Ltd*

## Bar group Corney and Barrow places IBM Cognos at the core of their award winning business

**Corney & Barrow has been established in the City of London since the late 18th Century, after beginning life in 1780 as a small retail premises in Old Broad Street, where Edward Corney and Robert Barrow sold port, old sack and claret. Over the years Corney & Barrow has acquired a pre-eminent reputation as a fine wine merchant and wine bar operator and is still in private hands.**

Its wine merchants now hold two Royal Warrants and have exclusive importation of the world's most expensive and exclusive wines such as Pétrus and Domaine de la Romanée Conti.

Corney & Barrow became a limited company in 1983, with the aim of creating a chain of wine bars known for quality wine lists, modern designs, fresh food and efficient service. They now have 13 successful and original bars in the group, and their focus is on exceeding their City customers' high expectations for quality and service.

### Challenges faced

The main challenge faced by the Wine Bars business was to improve reporting and so gain a better understanding of its performance at both a bar and corporate level. The merchant side of the business had already invested in IBM COGNOS as its reporting tool, but were not using it to its full potential. Meredith

### Industry

- Hospitality

### Geography

- City of London

### Information needs

- Reporting & Analysis

### Platform

- Microsoft Windows Server 2003 and SQL Server 2005

### Solution

- IBM Cognos PowerPlay & Impromptu

### Benefits

- Improved strategic insight and decision making
- Increased understanding of trends at company and bar level
- Improved cash control

Avery, IT Manager, had used IBM COGNOS before so was well aware of its benefits and was keen to take advantage of an existing

company investment. She had also worked with IBM COGNOS Partner Tahola and was confident that they had a strong understanding of the hospitality industry and could add significant value.

### **Benefits realised**

IBM COGNOS sits on top of Corney and Barrow's EPOS system and "is now at the very core of our business" says Marketing Director Tristram Hillier. "We absolutely rely on the information and insight that the system provides for us. It impacts the strategy of our business as well as our day-to-day operations".

### ***Improved strategic understanding and decision making***

The addition of IBM COGNOS's PowerPlay has moved Corney and Barrow way beyond its initial intention to improve reporting. Users can now perform their own multi-dimensional analysis and create their own reports. "This is really impressive" says Avery. "Not only does it save my department a lot of time and effort but, more importantly, our managers are able to look at whatever information they want, in whatever format suits them. It is hugely flexible and allows individual managers to explore scenarios that (with standard reports) they might otherwise not have seen".

Corney and Barrow have also been taking advantage of Tahola's BI Delivered solution, which promises to help clients get the most from their investment in business intelligence. "The support we get from Tahola is fantastic", says Hillier. "They have really helped educate us to gain insight way beyond the basic information. We can really interrogate our data, understand what's happening and so make better decisions".

"Our operations team all use IBM COGNOS on a day-to-day basis to look at strategic trends at both a company and a bar level, ensuring that our managers are far more in touch with the business. Through strong analysis we identify the trends driving many different parts of our business and we are able to respond much more quickly and much more appropriately".

### ***Return on Investment***

For example, Corney will look at specific time slots throughout the day and take measures to increase, for example, evening business. They can then monitor the results, see what works and make improvements next time around. Analysis and monitoring of this metric alone enables Corney to measure the return on its investment in their business intelligence solution. They also analyse the impact of marketing operations and are able to measure and improve its effectiveness. Forensic analysis of their cash control also enabled Corney to record a clear return.

### ***Effect on bottom line***

According to Hillier "The combination of IBM COGNOS and the support we get from Tahola has significantly changed the culture of the way we approach our business analysis. Everyone in the team is much more curious about understanding trends and outcomes – and seeing how their decisions directly impact our bottom line."

### ***For more information***

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