



Wild Beer Co Tames Intermittent Connectivity Aiding profitability across retail and manufacturing environment whilst boosting memorable customer experiences.

Guided by flavour and wild seasonal ingredients the Wild Beer Co brews craft beers using alternative fermentations and unorthodox yeasts alongside barrel-ageing and a unique blending program.

#### **The Issues**

Being able to take card payments in retail, shopping and social environments is business-critical and intermittent connectivity increasingly lead to revenue loss. The Wild Beer Co needed rock solid, reliable internet connectivity to maintain business continuity and profitability.

#### **The Solution**

Push IT consulted with The Wild Beer Co to find a viable solution that ensured constant 'up-time' and dependable communications for staff and customers across the multi-site business.

A new telephone and fibre optic broadband service was installed into the bar and restaurant to allow card payments to be taken quickly and professionally.

#### **Extensive Communication Resolution**

The Wild Beer Co benefit from face to face IT consultancy and a fully managed telephone and gigabit fibre Internet communication system.

**/ Business Telephone Systems** – modern VoiP supporting unified communications enable multi-site calling from soft phone connected computers and instant connectivity

**/ IT Consultancy** – to tailor business goals and IT capabilities for future growth

*“Life is complex enough and with Push IT we have a single point of contact. As a customer we are listened to and the capabilities of our business is understood well - you get what you want, not what the ‘IT professional’ thinks you need and not something that comes out of a box.”*

**Richard Owen, The Wild Beer Co**

#### **The Outcome**

Reliable Internet connectivity and a complete VoIP telephony system included public Wi-Fi for guests to use. Card payments are now simple and quick to process and the integration of communications within the existing till system and computer networks make contact and transactions between sites and staff easy. Expectations were fully met with a swift turnaround and Push IT kept things simple at every stage for the growing company.

#### **It's all in the detail**

Liaison with the local authority, site developer and construction teams took place, with over 180 metres of underground cabling and groundworks needed to connect the site to the city's main fibre infrastructure. Push IT was involved in the consultation and planning stages for the work and assisted on-site when needed.