

Ireland's largest independent drinks retailer O'Briens Wine began working with Retail Integration in early 2004, rolling out their Meridian EPOS application to 22 stores. 7 years later and with a branch network that has grown to 31, Meridian continues to be an integral part of our retail operation proving a highly flexible, reliable solution that has proven to be a strong return on investment.

There are several key benefits that we see in Meridian that continue to make it our EPOS solution of choice;



Flexible and Adaptable

We've seen many changes to Meridian since we started working with Retail Integration including integrated phone credit sales, integrated store ordering solution and the successful introduction of Gift Cards and a Loyalty Card programme. In every instance it is Meridian's ability to adapt and cater for our needs while maintaining a highly reliable and cost effective EPOS platform that continues to impress us.



Meridian has enabled us to introduce a gift card and a fully integrated loyalty program, functionality such as instant balance transfers to a replacement cards in the event of loss or damage to the original Gift or Loyalty card, fast balance look-ups directly within the Meridian EPOS system and detailed account statements all work to improve the customer experience. Behind the scenes, detailed reporting and real-time Gift and Loyalty data available across our entire branch network provides us with a highly reliable and effective solution. Having both Gift and Loyalty as an integrated part of meridian means our staff do not have to

work across different systems. It is also cost effective avoiding the transaction charges associated with some other external offerings we reviewed.

Reliable and Manageable

With 3,000 active SKUs and more than 300 products on promotion at any given time O'Briens need a solution that allows us to maintain accurate and effective product and promotion information with minimum overhead. Meridian allows us to maintain group wide and store specific promotions and pricing, schedule future promotions or price changes and seamlessly integrate with our ERP solution to synchronise product and order information.

An integrated Crystal Reporting solution and a SQL backend provides access to a suite of pre-built reports that allow us to monitor product and promotion effectiveness and detailed data stored in the central SQL server allows us to conduct detailed ad-hoc analysis of specific events on demand.

Outstanding Customer Service

We cannot over-emphasise the strength of the Meridian support service. When we first implemented Meridian we were assigned a dedicated transition manager responsible for the smooth roll-out and comprehensive staff training. 5 years later and the support remains as strong as it was on day 1. Calling the support number that is displayed on every Meridian interface takes you directly to a support engineer, no automatic call handler, no front desk, just a one of the support team that will work directly with you to help resolve the issue quickly and usually on the spot.

Grattan O'Brien - O'Briens Wines

Retail Integration +353 1 4296800
or visit www.retail-int.com