

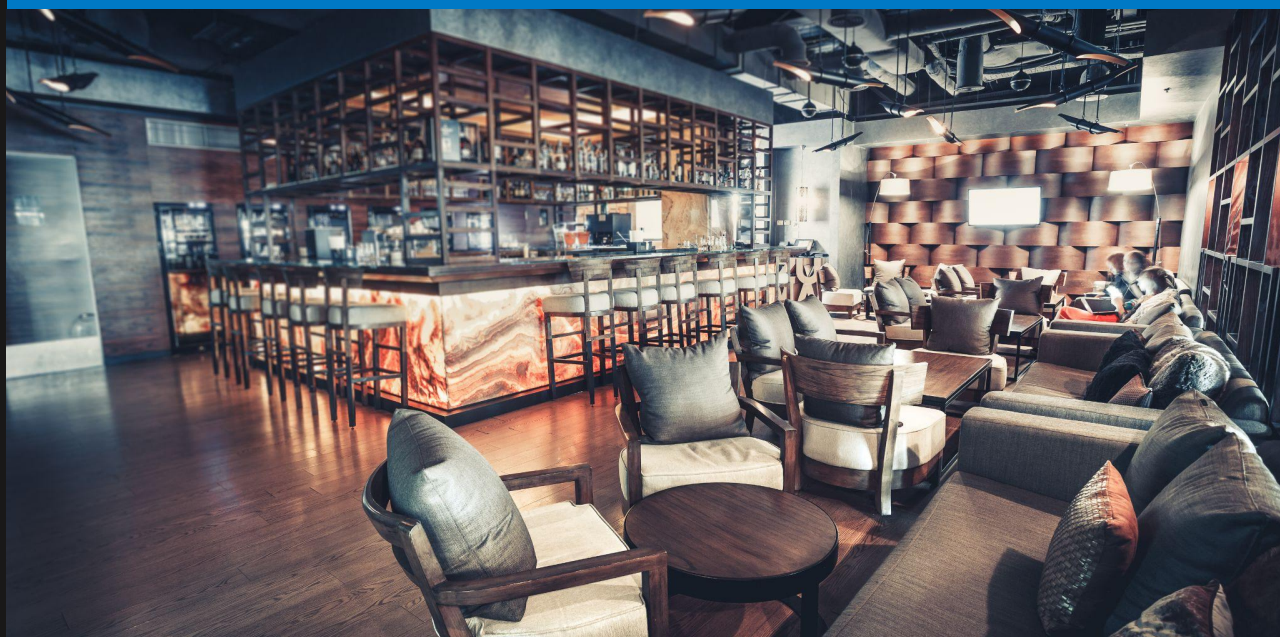
VAN MARCKE SCOTT
International



Modern E-Business Strategy

Case Study

Modernising British Pubs



vms.international



I. About the Company:



Hawthorn is an ambitious community pub company who own and manage more than 700 leased, tenanted and operator managed pubs in communities around the UK.



II. The Challenge:

Following the acquisition of Hawthorn by NewRiver in 2018, the newly integrated firm partnered with us to help them modernise their e-business presence, and seek opportunities to apply new technologies to help them achieve their aim: to be the best community pub company in the UK.

III. What We Did:

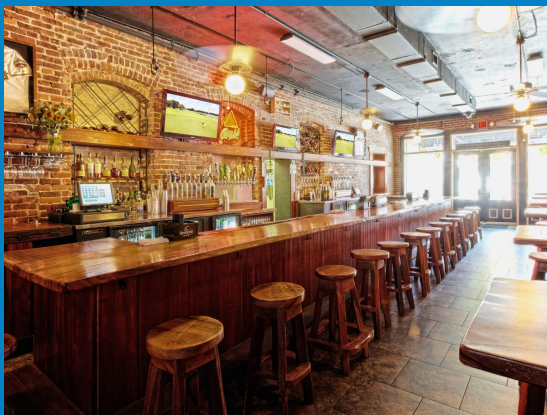
We began by listening to the needs of the company, understanding its customers, and building a clear understanding of the opportunities for improvements and positive change.

We built and configured their entire Data Center, as well as managed the development of all back-end services – required APIs, Servers, Databases, and the entire Content Management System (CMS) to enable the business to operate and scale.



III. What We Did:

Over the years, we have been a key partner providing strategic web development for multiple new services and product launches. We have integrated Customer Relationship Management (CRM) systems, centralised Microsoft Dynamics solutions, deployment strategies, change management systems, project coordination services, digital compliance, and all CMS development (including integrating payment solutions, marketing automation solutions, regulatory certificate management, GDPR Control solutions into the CMS).



Years later we continue to work closely with the company on new initiatives and innovative service offerings. As lead technology and strategy partners, we work side by side with the business supporting the launches of new sites, products, services, and brands across their portfolio.

IV. The Outcomes:



The value of the work we have delivered in strategic initiatives, website design, platform creation, and CMS can be seen in the continued thriving growth of the business itself.

We continue to add value to the business as primary partners, and look forward to helping the company grow and flourish into the future.



How may we help you?

Book a call today to learn more
about the work we do and what
we can do for you.

Book A Call

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