



Spirit Group  
London, United Kingdom  
www.thespiritgroup.com

#### Industry:

Retail & Distribution

#### Annual Revenue:

More than US\$1 billion

#### Employees:

More than 45,000

#### Oracle Products & Services:

Oracle Database  
Oracle Discoverer  
Oracle Warehouse Builder  
Oracle Portal  
Oracle Reports

#### Oracle Partner:



Edenbrook  
www.edenbrook.co.uk

**“The single consolidated view of the business afforded by the Oracle data warehouse means that managers have the real-time information they need to maximize profitability and efficiency within key business areas and divisions. The reporting tools are superb.”**  
– Dean Elliott, IT Applications Service-Delivery Manager, Spirit Group

## Spirit Group Gains Business Benefits from a Single Operating View

Spirit Group is the managed division of Punch Taverns, the United Kingdom’s leading pub company with over 9,200 pubs nationwide. Founded in August 1999, Spirit Group is dedicated to delivering the best customer offers and outstanding levels of service. It manages over 1,410 pubs and restaurants nationwide, sells 124.5 million pints a year, and makes over 10 million transactions each week.

### Challenges

- Consolidate the data from existing transactional systems across two newly merged organizations, and make it available via an integrated group data architecture
- Improve reporting, transaction reporting, and data analysis

### Solution

- Delivered a single operating view of all group data—including financial, logistics, transaction, order management, and marketing information—using Oracle Database
- Provided a detailed level of real-time reporting using Oracle Reports, taking feeds from more than 1,410 pubs on a daily and weekly basis, plus EDI feeds from suppliers
- Facilitated data analysis at every level and improved management decision-making using Oracle Discoverer
- Provided every pub in the group with key performance indicators via Oracle Portal, so that they can benchmark and improve their performance against budget and other pubs
- Helped managers to maximize profitability and efficiency within key business areas and divisions, by identifying areas of business that are yielding most profit, and identifying trends
- Facilitated more effective marketing due to structured data and the ability to profile and target customer segments effectively
- Reduced labor costs—the group’s biggest cost across the business—by eliminating labor-intensive manual data-gathering and analysis, reversing a 70:30 analysis ratio
- Successfully implemented by Oracle Certified Advantage Partner Edenbrook, which has a strong record of similar implementations, consultancy, and training with Oracle Technology Solutions