



## IBM Customer Reference

# *Majestic Wine Warehouse*

**Synopsis:**

Leading UK wine retailer adopts IBM security-rich Lotus messaging and collaboration solution using IBM Lotus Instant Messaging (SameTime), IBM Lotus Team Workplace (QuickPlace) and IBM Lotus Domino Web Access (iNotes) to streamline communication and reduce costs

**Location:**

Watford, United Kingdom

**Industry:**

Retail

**Focus Area:**

Business Continuance, Customer Relationship Management, e-business infrastructure, Small & Medium Business

**URL:**

<http://www.majesticwine.com>

**Customer Background:**

Majestic Wine Warehouses is Britain's leading by-the-case wine retailer. Its 100 stores across the United Kingdom boast approximately 800 quality wines from countries around the world. Majestic differentiates itself through high-quality customer service and advice, product diversity, dedicated onsite customer parking and by offering daily in-store wine tasting. Customers can also place orders from the company's Web site, with free delivery available throughout mainland UK. In October 2001, Majestic purchased the Wine and Beer World retail chain, which comprises four stores in northern France.

**Business Need:**

Majestic Wine's previous messaging system was based on a POP3/SMTP server with Microsoft Outlook Express as the client. Since the deployment of the company's first messaging system in 1997, e-mail had grown from being a peripheral activity to a business-critical activity. Given the limitations of the POP3/SMTP server, data was stored locally on each client and could not be backed up effectively. This was creating a serious concern for Majestic because a hard disk failure could cause major disruptions to users managing their business-critical emails using the Microsoft Outlook Express in-box. The system also could not support collaboration between remote users, which was a growing necessity for the company.

Majestic Wine required a secure messaging infrastructure with that could support additional value-add tools. For example, it was interested in deploying a solution that would facilitate real-time information sharing and collaboration. The overall goals were to provide secure messaging while reducing telephone costs and improving communication between remote locations and the UK home office.

**Solution:**

Majestic Wine implemented an IBM Lotus Messaging system to deliver real-time communication capabilities to each of its stores across the UK. The solution includes IBM Lotus Domino Web Access (iNotes), which is a sophisticated Web client, running on an IBM eServer iSeries system. With the help of iNotes, Majestic Wine was able to provide more than one hundred of its retail

stores in the United States, UK and France with the ability to run a thin client by just having a browser at each location.

IBM Lotus Instant Messaging (SameTime) Version 6.0 and IBM Lotus Team Workplace (QuickPlace) Version 3.0 also help the company provide richer communication functionality and improve enterprisewide collaboration. SameTime facilitates online awareness, instant messaging, application sharing and virtual meetings. QuickPlace helps the company create team workspaces for advanced collaboration.

Three types of users access the Lotus-based solution:

- Office-based, using the full Notes client together with SameTime and QuickPlace
- Mobile, using the full Notes client along with its replication functionality
- Retail stores-based, using an iNotes client via a browser.

The Majestic Wine environment includes both Intel-based servers running Microsoft Windows 2000 and iSeries servers running OS/400. The company has used iSeries (formerly IBM AS/400) servers for more than ten years, and has been very satisfied with their reliability, support, performance and availability.

The company is also now looking to re-deploy its document archiving system and intranet solution on IBM Lotus Domino to improve its support and integration capabilities.

**Benefits of the Solution:**

Majestic Wine has not quantified the benefits of its IBM Lotus solution, but it has benefited significantly from IBM technical development and support and the stable, security-rich solution. With the help of the Lotus software, the company has reduced its telephone communication costs and streamlined its enterprise decision-making processes. The solution also provides a strategic advantage in an area that was somewhat neglected for several years.

**Customer Quote:**

"e-mail has quickly become an integral part of the day-to-day business, and we needed a critical application that would also support our mobile workers. Majestic chose software from IBM Lotus because of its excellent collaborative capabilities."

--Jim Bendon, IT Director, Majestic Wine