



**NUCLEUS DATA
LAUNCHES NEW
GENERATION
MANAGEMENT
INFORMATION SYSTEM
FOR PUBS**

Nucleus Data has launched Starway™, a new and innovative management information system that has been specifically designed and developed for the UK pub and leisure industry.

Starway™ delivers key insights at every stage of the supply chain and gives brewers, brand owners, cellar dispense manufacturers, pub companies, tenants and individual licensees the ability to manage the growing range of technology and services that are now vital to the operation of a successful retail business.

The system's intelligent software capabilities allow it to deliver a host of services, tailored to the requirements of different end users, for example: precise cellar diagnostics with in-built alarms and warnings; data on beer volume to within a decimal point of a pint; temperature at the point of dispense; stock management; post-mix soft drinks and draught wines measurement ; the effectiveness of new electronic point-of-sale promotions, as well as recording the on-going - and rising - cost of core utilities.

Due to Starway's in-built 3G GPRS capability, end users also have the opportunity to access the data remotely from a laptop through a dedicated and secure website. Given that the system is 'always on', this delivers real-time information twenty-four hours a day and can be set up to pro-actively alert managers of performance and costs that fall outside of agreed operational parameters.

Nucleus Data can also provide the first point of call in terms of diagnostic analysis, ensuring the right action is taken promptly, avoiding the need for unnecessary and expensive call outs. For example, the team can provide a 24/7 helpline service that will deliver immediate advice and guidance on cellar-related problems, co-ordinate the despatch of an engineer to the site if required and quickly provide an analytical report of the incident to the client.

Clive Consterdine, Nucleus Data's director, says, "Starway™ will enable those involved in the pub and leisure industry to get the measure of their business. Increasing pressure on operating margins and the need to ensure a consistently high quality of beer at the right temperature means that pro-active and reliable information is no longer a luxury but a necessity in the battle for front-line profitability.

"Starway™ was developed in response to the growing complexity of the retail environment and is a bespoke solution that can be tailored on a case-by-case basis. Like Microsoft Windows, Starway™ is a core operating platform on to which a range of services can be added.

"Our communications technology can be found under the bonnet of a host of applications for leading businesses such as Nintendo and Camelot. We've created a market-leading solution which is important given that the imminent smoking ban in England will highlight more than ever before the need for every stakeholder with a vested interest in customer service to have reliable information on quality issues and overheads."

Prior to the launch, Starway™ completed a successful and extensive field trial that involved the technology being placed in a range of customer estates including a number of Daniel Thwaites' award winning houses.

The system is compatible with all of Nucleus Data's existing data services and can be easily retro-fitted allowing 27 existing clients with over 3000 pubs to benefit from this technology.

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