



# Rock's implementation of an innovative WiFi solution and hardware install helped Marston's Telecoms gain competitive edge

**CASE STUDY**  
Marston's Telecoms



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### Marston's Telecoms

Marston's Telecoms was formed in 2008, originally providing services to its parent company, brewer and restaurant operator, Marston's PLC. Marston's needed to cost effectively improve communications between its 2,000 individual pubs and its head office, as well as providing services such a customer WiFi and internet-connected gaming.



EDUCATION



PUBLIC



EVENTS



SME



CORPORATE



HOSPITALITY

### The Challenge

Marston's Telecoms had provided WiFi services across its managed pub estate using best of breed Ruckus hardware. However, customer access was open and un-authenticated, meaning there was potentially a compliance issue, as well as a missed opportunity to capture valuable customer data. Aware of these potential challenges, Marston's was introduced to Rock via a mutual supplier who was aware of Rock's captive portal product and Marston's desire to procure one.

Marston's found that contact with Rock, from the first meeting onwards, to be friendly, understanding and collaborative. Rob Derbyshire, Head of Telecom's, at Marston's added "They took the time to understand the Marston's business, the nuances of running both a Telecoms business and a hospitality business, and sought to ensure they engaged appropriately and respectfully."



**Rock delivered a great service and their style of engagement made it easy for us.**

**Rob Derbyshire,**  
Head of Telecom's, Marston's Telecoms





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Rock goes the extra mile to support us. Their excellent service and approach, is extremely valuable to us.

**Rob Derbyshire,**  
Head of Telecom's,  
Marston's Telecoms



### The Solution

Once Rock had a complete understanding of Marston's requirements, they proposed two solutions. First, a captive portal system, based on Encapto, that would grow with Marston's and support current and future requirements. Second, a turnkey provisioning and logistics solution for in-pub hardware including switches and access points.

Rock took particular care to understand the complex supply chain involved in rolling out services to Marston's pubs. The team actively engaged with other suppliers to identify their ways of working, and acted to slot themselves in smoothly so as not to disrupt the schedule of pub openings and refurbishments.

Rock also spent time engaging with the Marston's Telecoms team to educate them on vendor technology, such as the roadmap for WiFi hardware. This partnership allowed for longer-term judgements to be made with regards to hardware selection.

Rob continues, "Rock's style of engagement made it easy for us – they hold stock of kit, which is called off by elements of the Marston's supply chain, and this kit is delivered to site configured, ready to work, and assigned on Marston's centralised management systems. It's this zero-touch approach from the main Marston's team that gives Rock an edge in this space, and allows us to focus on supporting our customer – our pubs."

In addition, Rock acts as Marston's technical expert to support the Ruckus hosted management platform. Rock takes calls on Marston's behalf from pubs and suppliers. Rob states, "Rock goes the extra mile to support us, and the depth of knowledge they have, combined with their excellent service and approach, is extremely valuable to Marston's."

### The Result

Marston's believes that WiFi isn't just a nice to have – it's a must-have, and have found that their enterprise grade WiFi solution, underpinned by enterprise-grade connectivity, gives their pubs a distinctive edge over their competition.

Rob concludes, "Rock delivered a great service, and on the back of a comprehensive hardware solution, we are now rolling out the captive portal to support a richer engagement with our customers.

We see this engagement with Rock as the first stage in our relationship. We wish to review the options for taking the **SMART WIFI** product and extending it to our channel partners as a value add, distinctive service to their customers."