

The timely and consistent deployment of new technology to multiple locations simultaneously is a core competency of Barron McCann's Project, Infrastructure and Deployment Service (PIDS). This, in tandem with the guarantee of our on-going Customer Service (CS), provides the surety of both rapid, repeatable change and the highest level of support throughout.



- Over the past 5 years PIDS has installed more than 25,000 POS for retailers across the UK and Europe.
- Clients such as TK Maxx, The Body Shop and Primark use this service to build, transport and install all new UK & European stores from our Derby, UK, Configuration Centre, in order to guarantee the quality and consistency of implementation.
- Barron McCann completed the "largest UK retail rollout project this century" across 4,000 stores and 12,000 IBM POS on behalf of The Co-operative Group (TCG).
- More recently PIDS deployed Checkpoint EAS security systems across some 2,000 stores of a tier-1 UK food retailer.
- CS currently supports some 55,000 POS and Back Office systems within 11,000 store locations across the UK and Europe.



## THE REQUIREMENT

Grown to an estate of more than 370 stores in the UK and Ireland, Vision Express is one of the UK's premier optical retailers.

Built on a passion for the optical profession and a drive for unparalleled customer service, Vision Express opened its first 'one hour' Opticians in Metro Gateshead in 1988 and they remain the pioneer of a genuine one-hour service today.

Part of Europe's largest optical retailer, they continue to strengthen their position both in the UK and in Europe through their sister eye care brands, Grand Optical, Solaris and Generale D'Optique.

**BARRON MCCANN LTD**  
**METEOR CENTRE**  
**MANSFIELD ROAD**  
**DERBY**  
**DE21 4SY**  
**UNITED KINGDOM**

Telephone:  
+44 (0) 1332 866 500  
Email:  
[enquiries@barronmccann.com](mailto:enquiries@barronmccann.com)  
www:  
[barronmccann.com](http://barronmccann.com)



With sophisticated and highly integrated in-store systems, Vision Express uses the latest technologies. Since 2005, Vision Express's key in-store system has been the Acuitas Practice Management Suite – an Ocuco software development, utilizing a powerful Oracle database.

In 2011, the Vision Express business identified the need to significantly upgrade existing in-store infrastructure in order to deliver additional functionality and guarantee availability of service on-going. Kerry Hardy – Vision Express IS Support Manager - says “each Vision Express store houses an implementation of the Acuitas Practice Management Suite – enabling stores to deliver the sophisticated and speedy patient care that our customers expect. By 2011, the in-store environment required significant upgrades to incorporate new server and communications hardware, working to the latest version of the Oracle database – which itself required a major operating system upgrade. The support contracts with our multiple existing in-store service providers were about to expire, and we identified the desire for a single service provider who could both perform the upgrades in question, and take on the support of all newly upgraded IT systems moving forward. The business needs the same high level of service across our estate, and on the basis of excellent references from trusted industry sources we selected Barron McCann as our new service provider”.

“ Each Vision Express store houses an implementation of the Acuitas Practice Management Suite – enabling stores to deliver the sophisticated and speedy patient care that our customers expect... The business needs the same high level of service across our estate, and on the basis of excellent references from trusted industry sources we selected Barron McCann as our new service provider”.

KERRY HARDY  
Vision Express IS Support Manager

## THE SERVICE

The scope of the upgrade project was scheduled to commence late in 2011, with timescales largely driven by the development works required of Acuitas. 330 stores worth of new hardware was delivered to Barron McCann from HP and others. PIDS appointed a dedicated Project Manager who managed the upgrade programme in tandem with Barron McCann's Service Transition Manager. The primary objective was to ensure a timely deployment of the new solution, and focus on the on-boarding of the newly upgraded stores into the Barron McCann Customer Service portfolio.



Harry Mee, Service Transition Manager explains "we developed the programme of works and subsequent service take-on in conjunction with the team at Vision Express. Equipment shortages for the old server equipment meant that in addition to the planned store upgrades and service take-on, we also had to deal with live service issues during transition, including the upgrade to a number of stores being brought forward, with just 8 hours notice of the reprogrammed upgrades in some cases". Despite the fluidity of the project, all stores were successfully upgraded and covered under our Customer Service department by the end of April 2012.

## ONGOING RESULTS

As the relationship has developed between the two organisations Vision Express have identified other benefits too....Kerry says "our experience with previous providers has suggested that once the contract has been signed, the innovation and proactive help dissipates. With Barron McCann we're seeing the converse approach and they're assisting us in identifying other means by which we can jointly drive service and cost benefit on-going".

The implementation of this business-critical project in a timely, professional and cost-effective manner was of the utmost importance to Vision Express, as is the on-going support thereafter. Barron McCann was uniquely positioned to be able to support both requirements and reopen each upgraded store for trading on time, every time.

“ Our experience with previous providers has suggested that once the contract has been signed, the innovation and proactive help dissipates. With Barron McCann we're seeing the converse approach and they're assisting us in identifying other means by which we can jointly drive service and cost benefit on-going”

KERRY HARDY  
Vision Express IS Support Manager