

# Case Study – Woburn Abbey & Safari Park

Fidelity's G-POS and Total Control manages all Retail and Catering operations

Woburn Safari Park first opened in 1970. It was established by the 13<sup>th</sup> Duke of Bedford on the grounds of his estate, as a way of improving its financial position and enabling the restoration of the Abbey, which had fallen into disrepair during the 2<sup>nd</sup> World War.

The site has a large number of retail and hospitality outlets.

The retail outlets which include Junglies, and the Woburn Abbey Gift Shop, use Fidelity's G-Pos software which is ideal for coping with the large variety of merchandise on offer to visitors. In March 2009 Fidelity G-pos software with new touch screen hardware for use at two new ventures on the Park – Go-Ape and The Trading Post.

The G-pos screen for Go-Ape was set up to be site specific, whereas the brief for The Trading Post was that G-Pos screens should mirror those set up for Junglies.

G-Pos is ideal for these point of sale applications as it has the flexibility to cope with the differing products & services.

Fidelity's Total Control with Stock Software communicates with all PoS locations throughout the estate enabling Managers to pull in all the sales & stock information to one central point. Woburn is an excellent site in showing the differing ways in which Fidelity Software can be utilized which is demonstrated in the different way the G-Pos & Total Control is set up for the hospitality outlets.



As all software supplied by Fidelity is written in house, we had the capability to give Woburn exactly what it required. Most off the shelf EPOS software will only give around 80% of the functionality a customer requires – with the Fidelity solution this rises to 100%.

“With the help the Fidelity System we get accurate management information, which in turn helps us to maximize our business.”



## WOBURN



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