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Customer Success Story

Swallow Drinks



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Overview

Swallow Drinks faced growing concerns with their aging on-premise server, which was no longer under support contract and at risk of hardware failures, reduced performance, and software incompatibility. The lack of dedicated IT support left them vulnerable to unexpected downtime, potentially disrupting their operations.

EBC Group addressed these challenges by providing a modernised IT infrastructure and a proactive support system. This solution eliminated the risks associated with outdated technology and ensured Swallow Drinks had reliable, up-to-date systems backed by a responsive IT team. This upgrade allowed the company to focus on their core business with confidence in their IT security and performance.

The impact of EBC Group's solution extended beyond just technical improvements. By providing a seamless transition to a more secure and efficient IT environment, EBC Group also helped Swallow Drinks reduce the stress and uncertainty that had been associated with their previous setup. The company now enjoys greater peace of mind, knowing that their IT infrastructure is in capable hands. This stability has allowed them to shift their focus from worrying about potential IT failures to driving their business forward with confidence, leveraging technology as a tool for growth rather than a source of concern.



“ EBC Group have allowed us to focus on our day-to-day operations with full confidence that our IT environment is secure, up-to-date, and ready for any future challenges.

About Swallow Drinks



Swallow Wholesale Drinks Solutions are a proud family-run business born and built in the West Midlands, celebrating over 38 successful years as Birmingham's leading independent drinks wholesaler. With an impressive product portfolio consisting of Beers, Wine & Spirits, Ciders and Soft drinks, they distribute a vast range of premium brands to the on-trade across the city and its surrounding areas.

They continue to supply a variety of on-trade establishments with a tailored selection of high-quality products. Delivering six days a week in their fleet of branded vehicles, Swallow Drinks aims to provide all of their customers with a fast, professional service that meets their on-going demands.

Their fantastic 24,000 sq ft warehouse based in Birmingham, boasts a stock holding of over 2500 different products, that's forever changing based on both customer and consumer demands and leading industry trends. Due to their recent expansion in customers they have required a new site to expand capacity to fulfil customer needs.



Switching to EBC Group

The transition to EBC Group from Swallow Drinks' previous provider was smooth and well-coordinated. One of the most notable differences they experienced was the level of personalised service that they have received, which has been a significant improvement and a key factor in their decision to switch. EBC Group took the time to understand their specific needs and tailored their approach accordingly, making them feel like a valued client rather than just another account.

EBC Group has demonstrated a genuine commitment to proactive support, consistently offering solutions before issues escalate and maintaining regular communication to ensure their systems were all running optimally. This hands-on, personalised approach has made a substantial difference in their overall experience, providing them with greater peace of mind and confidence that their IT infrastructure is in capable hands.

Issues That Swallow Drinks Faced

Although Swallow Drinks' aging on-premise server wasn't experiencing any immediate operational issues, its increasing age and the fact that it was no longer under contract with their previous IT support company raised several concerns. As the server aged, they became increasingly aware of the potential risks associated with outdated technology, such as the likelihood of hardware failures, reduced performance, and incompatibility with newer software and security updates.

Without an active support contract, Swallow Drinks were also vulnerable to unexpected downtime or technical issues that could disrupt their business operations. The lack of dedicated IT support meant that any problems would need to be addressed reactively, which could lead to prolonged downtime and additional costs. This situation made it clear that they were operating without a safety net, and any significant issues could have a severe impact on productivity.

“Our experience with EBC Group was fantastic, on-site engineers went above and beyond normal service to help us through the transition.”

EBC Group's Solution

EBC Group offered Swallow Drinks a tailored IT solution that directly addressed the challenges posed by their aging on-premise server. Recognising the risks associated with outdated technology—such as potential hardware failures, decreased performance, and compatibility issues—EBC Group proposed a modernised infrastructure designed to ensure long-term reliability and efficiency.

By transitioning Swallow Drinks to a more up-to-date and robust IT environment, EBC Group eliminated the vulnerabilities associated with the old server. They also provided a proactive support system, replacing the out-of-contract situation with a dedicated IT team that could quickly address any issues, reducing the risk of downtime and ensuring business continuity.

EBC Group's solution provided Swallow Drinks with a future-proof IT setup, enhanced security, and peace of mind, ensuring that their business could operate smoothly and efficiently without the looming concerns of an aging server and inadequate support. This meant that Swallow Drinks could focus on their core business operations with the confidence that their IT systems were secure, up-to-date, and supported by a responsive team ready to address any future challenges.

“We were very pleased with the response times and EBC Group's on-site engineers. The project was managed jointly with our software provider, and we were kept fully informed the whole way, with the transition being carried very smoothly.”



Sales Enquiries

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