

**FCB  
COFFEE**

## Datasym case study



### FCB Artisan Espresso Coffee

FCB Artisan Espresso Bars is a quality coffee shop chain with 11 sites based at railway stations across London, the South Coast and large-scale conference centres including NEC and Olympia. FCB also attend events throughout the year with their mobile coffee cart solution such as Eastbourne Tennis Tournament in June.

FCB Coffee opened its first store in 1998 with their aim being to bring great quality coffee and pastries, as quickly as possible to commuters. Their business is continually developing by increasing the variety of their menu, ensuring all products are of the highest quality and FCB are even creating their own roastery.

FCB were looking for a flexible POS solution to replace their current system which had become slow and was not giving them the information and reporting they required to run their ever-expanding business.





## FCB Artisan Espresso Coffee

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Datasym worked with FCB and put forward a selection of hardware solutions to suit their needs to go along with Datasym's DPOS front end and Stockade back office solution with additional modules such as cash office and bespoke reporting.

Datasym have installed 20 POS terminals across their estate with an all in one solution selected due to the small footprint but with the benefits of a full-sized POS terminal.

Due to FCB's locations, network reliability could not be guaranteed and therefore FCB were needing a complete solution to handle this along with integrated chip & pin. This has eased busy periods at sites increasing revenue.

With FCB's head office needing detailed financial and business reporting and information, the back-office solution provided by Datasym was easily able to provide this at the touch of a button. In addition to this the web-based dashboards made available on mobile or tablet to the area managers provides a snapshot of the sales performance in real time.

FCB opened their 11th location at Blackfriars in February 2018 and required a versatile POS solution with a small footprint and a tablet and dock solution was the proven choice.

Datasym's ongoing close working relationship with FCB has allowed the client to focus on their products and providing excellent customer service.



**FCB are continuing to expand with a number of high foot fall sites opening soon.**

**“Since introducing the solution to our business it has automated our reporting, giving our managers more time away from paperwork and allowing them to be more productive on the shop floor and focus on staff development”**

Mike Jones  
Brand Developer  
FCB Coffee