

Infoflow Case History:

Merlin Entertainments Group



The Merlin Entertainments Group is the world's second largest family entertainment visitor attraction operator. Over 30 million people visit their 52 attractions each year. In the UK, these include Madame Tussauds, the London Eye and Alton Towers.

The Merlin Entertainments Group employs over 13,000 staff and operates in Europe, North America, Asia as well as Britain. With such a diverse organisation, it is important that they have access to important visitor information as trends are taking place – so that they can act quickly.

Even receiving information on a daily basis is not good enough for a tightly run company like Merlin. Their management needs to know how each leisure park is performing at regular intervals during the day.

Fortunately, Infoflow was already being used by Madame Tussauds when Merlin Entertainments Group took them over in 2007.

Detailed information delivered automatically
Madame Tussauds experience of just how effective Infoflow was certainly impressed Merlin. Being an agnostic solution meant that Infoflow could quickly and easily bring together reports from different technologies – a situation that is frequently required following a merger or acquisition. Its ability to centrally manage reports from any system and filter the content so that each person receives information relevant to their role is what was needed throughout the newly expanded organisation.

“Our experience of what Infoflow had been able to achieve at Madame Tussauds showed us what was possible,” said Chris Dare, Group IT Director. “So, when we were given the opportunity to extend it throughout the whole of the group, we didn’t have to think twice.”

Merlin’s increasing use of Infoflow

When Madame Tussauds originally installed Infoflow it was to manage their Business Objects and Excel reports. Not only has its use increased, it has also become more sophisticated in the way that it is now used. For example, Merlin now uses Infoflow to send key information to park managers by SMS to their mobile phones. That way they are aware of attendance figure and sales per head as they happen.

Merlin is also making far more use of the dashboards which have been introduced since Madame Tussauds first installed Infoflow. These instantly highlight the key metrics needed by Merlin staff.

The Enterprise Information Management Service

In 2008, Merlin not only increased their use of Infoflow, they also upgraded to Infoflow’s Enterprise Information Management Service. This is a combination of technology and services that enables clients to get the most out of Infoflow and the information they have, without having to take on additional resources.

Andy Povey, the Application Support Manager who had been responsible for initially introducing Infoflow to Madame Tussauds quickly saw the advantages of the new service.

“The Enterprise Information Management Service works alongside our internal resources to maximise the use of Infoflow technology,” he said. “That means a faster return on investment for us.”

Merlin pays an annual fee for a minimum contract period of three years for the Enterprise Information Management Service. This covers all aspects of the technology and includes an agreed number of service days each year.

Infoflow is an enterprise report capture, storage and distribution system. For the Merlin Entertainments Group its ability to help them deliver information to employees in real time significantly improves the speed with which they can respond to ever-changing conditions at their attractions.

A solution tailored for Merlin

When Merlin upgraded, they had access to the full suite of Infoflow and all of the available modules.

These included the dashboard module, as well as the collaboration and search modules, together with the adaptors which make it possible to access all of the software they currently have – along with other software they may add in the future.

Their tailored package also includes a considerable number of service days.

“These cover service management, technical optimisation, business optimisation, education and training and call-off days which we can use for things like report writing, data warehousing, and various forms of consultancy,” explained Chris Dare. “These ensure that we really do get the most out of Infoflow.”

A central information point

The Enterprise Information Management Service helps to manage all aspects of Merlin’s information needs across the entire organisation.

Not only does it provide a central information point, it also dramatically improves the management and auditing of that information.

Merlin staff get all their information from one source. Merlin management can monitor both the usage of information and the technologies that produce that information.

Infoflow – agnostic and cost effective

Unlike other technologies, Infoflow is agnostic of all of the systems that produce the information. It is fast and easy to deploy and is also very cost effective.

Part of the reason for this is that Merlin does not need to install multiple technologies onto thousands of desktops to achieve their aim. Infoflow not only avoids the cost of all of these licences, but also the associated cost of training and support.

With Infoflow, one easy-to-learn system supplies all the reports that someone needs from all systems in one central place, when they need them – and in time for them to use the information most effectively.

Eliminating waste

All companies are concerned with their environmental credentials these days. Merlin is no exception.

With Infoflow, it is no longer necessary to print out a large report simply to access a small part of it. Infoflow can send out the section someone needs – usually in such a focused, informative document that it doesn’t need printing at all. The savings in paper and printing costs are very noticeable.

About Infoflow

Infoflow is the world’s leading universal information delivery solution. It was launched in 2006 and is now used by corporate organisations in the UK and across Europe. It is certified for use with both salesforce.com and SAP. Details can be found on our website.

Infoflow Limited

The Quadrant
99 Parkway Avenue
Sheffield
S9 4WG

Phone: +44 (0) 870 116 2500
Fax: +44 (0) 870 116 2501
E-mail: enquiries@infoflow.co.uk
www.infoflow.co.uk



- *Infoflow takes information from reports from different systems and filters it according to the rules set by management - such as name, role, or group, for instance*
- *It allows IT management to manage the information needs of every user securely – and from a central point*
- *It ensures that each user gets the information they need from all sources in one central place*
- *It reduces bottlenecks in the IT department by limiting the number of requests for information they have to handle*
- *There is less duplication of information and effort – even in an ever-changing environment*
- *It makes information more available and accessible to a wider audience - without the need and cost of the technologies that produce it*

To discover what Merlin Entertainments Group already knows, call Infoflow on 0870 116 2500 to arrange a demonstration