



# | Costa Coffee case study

## Implementing technology to pave the way for growth

“Costa was in the process of looking for a tool to carry out an archiving exercise. Based on the size of the company and the growth of the business, we needed to archive some of the data we hold in our database. Which was at the time extremely large. If we hadn’t taken action then, our database would have kept on growing at the rapid rate of 12 GB data per month.”

- Keith Patterson, IT Operations Manager for Costa Coffee

Costa Coffee is UK success story, a coffee specialist which has grown tremendously in the last decade. Opening a new store somewhere in the world every single day, the name and fame is spreading rapidly. And that entails an explosion in data, too. Costa would not let their overload of data slow the company down, and took action pro-actively. Through Micros, their Microsoft Dynamics NAV-agent, they came in touch with SQL Perform. By archiving 1/3 of their data in different departments, the efficiency of their work stream in Finance, Sales and Administration is guaranteed for years to come. Costa will repeat this exercise annually to make sure the amount of data will always remain manageable.

When the two Italian brothers Sergio and Bruno Costa started their coffee shop in London in 1971, their only concern was to bring their passion for coffee to the UK. Today, Costa Coffee is a household name in almost 30 countries worldwide. Their success in this very competitive market is not coincidental. Costa has gotten this far thanks to their continuous quest for quality, their concerns for sustainability and the environment, and their ambition based on ample experience. And thanks to their secret coffee blend recipe, of course.



At the end of 2015, Costa Coffee will have more than 3,200 stores in 30 countries, and more than 4,000 Coffee Express vending machines. By 2020, Costa targets to create an additional 5,000 new jobs, reduce their carbon emissions by 15% and have built a total of 100 school projects.



# COSTA



# IN NUMBERS

40

years of experience

3200+

number of Costa  
Coffee stores

30

number of  
countries selling  
Costa Coffee

4000

Coffee Express  
vending machines

## Step it up.

**Internally, Costa holds the same high ambitions. However, Costa is growing so fast that measures needed to be taken to keep the increase in data under control. Keith Patterson, IT Operations Manager for Costa Coffee, explains:**

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Costa Coffee decided to step it up and look for a partner to deal with the growing amount of data. “Our Microsoft Dynamics NAV-agent Micros highly recommended SQL Perform,” Patterson continues. “Ludo van den Ende of SQL Perform then gave us a very good demonstration of the capabilities and solutions they could offer, which suited our requirements perfectly.”

Costa and SQL Perform went on to split up the archiving effort in different phases. The first phase concerned the general ledger of the Finance department - which held more than 100 million records of data at the time - and was the most urgent. “We were required to carry out an archiving solution which allowed us to remove the oldest three years of data, into a new archiving database. We still have access to that information, but it is not held

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directly in the production database of our ERP solution.”

After phase 1, the number of records in the database had been reduced by 31.5%, and the database size in KB by 38.3%. “After the first phase was delivered successfully, we started the second phase. In August 2015, we will begin a new archive, to improve the work stream of Purchase & Sales Invoicing. It’s a similar exercise as for the Finance Department, but now we’re looking at three years worth of invoices, both purchase and sales.”

” SQL Perform’s archiving solution allowed us to remove the oldest three years of data. We still have access to that information, but it is not held directly in the production database for our ERP solution.

## Paving the way for a bright future.

As a rapidly growing company, Costa Coffee needs to plan two steps ahead. With the start of the archiving effort, the IT department is paving the way for an even brighter future. “The advantages that this will give us are manifold. The improvement in performance of our Finance systems and the suitability of our data in the future, the efficiency of the users, who will be able to carry out their database searches quicker, and so forth. The archiving

is definitely worthwhile from a business point of view.”

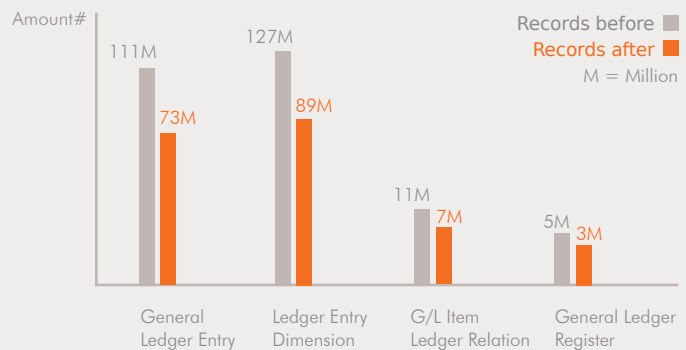
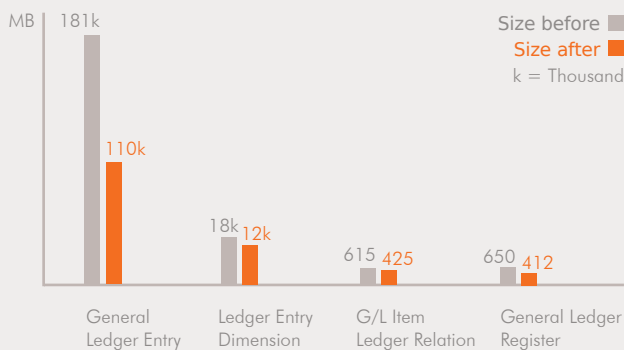
SQL Perform implemented the archiving seamlessly. “The Finance department is benefiting most from the new solution. We have approximately 180 users working in the Finance system, who could have been affected in many ways by changes to the system. But they experienced no transition problems at all.”

## ARCHIVING -TOOLS // BENEFITS FOR COSTA COFFEE



- | Three years worth of database records archived
- | Slimmed down the database with 77GB, or 38.3% of total database size
- | Reduced number of database records with 80 million, or 31.5% of total
- | 180 users in the system benefit from the archiving

### Results that speak.



The advantages that this archiving method will give us are manifold.

### Happy customer

Keith Patterson is very happy about the cooperation with SQL Perform: "The solution worked fantastically well. We have formed a very good relationship with SQL Perform and Ludo has been fantastic. He has a very interesting perspective and a wealth of knowledge in his area. The people from SQL

Perform are very easy to work with, and are able to listen to our requirements and concerns. They also worked with us to find the right solution and implement their own technology to meet these requirements. I'm looking forward to working with them again on the second phase."

