

Press Release

England, December 2, 2011

Major UK brewer says cheers to Columbus!

Daniel Thwaites PLC signs deal with Columbus to implement a new corporate business solution

Columbus has entered an agreement with Daniel Thwaites PLC to support the replacement of Thwaites' current systems with a fully integrated ERP system based on Microsoft Dynamics AX2012.

"We operate in a very competitive market, and to remain competitive our business needs access to relevant, accurate and timely information. Microsoft Dynamics AX2012 will enable us to make decisions based on up-to-date analysis, and will help us to streamline our current business processes, and provide the flexibility necessary for our future development. The system will be very user friendly and capable of further development by our own staff, which will provide a very cost effective solution," says Kevin Wood, Finance Director of Daniel Thwaites PLC.

The implementation of the new ERP system in early 2013 is part of a three year IT strategy set by the management of Daniel Thwaites PLC. The Microsoft Dynamics AX2012 with 160 enterprise users replaces two older ERP systems, a JD Edwards system within the Beer company and Pubs and a Great Plains system running the Hotel and Inns businesses.

"The solution will provide a modern user friendly platform across the whole business which will allow for a deeper integration between trading divisions and allow Daniel Thwaites PLC to drive scale by optimizing and aligning their processes across the organization," says Country Manager, Simon Charlton, Columbus UK.

Columbus is one of the world's leading suppliers of business solutions to the food and beverage sector and the agreement with Daniel Thwaites PLC follows a string of sector wins. "We have a clear strategic focus in building targeted solutions to the food and beverage sector, and our ambition is to become *the* leading solution provider in this area. This agreement is a testament to our focus and commitment on providing world leading solutions to the food and beverage sector," says CEO Thomas Honoré, Columbus.

Additional information

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About Columbus

With solid industry know-how, Columbus is a preferred business partner for ambitious companies within the food, retail and manufacturing sectors. Columbus' key deliverables include flexible and future-safe ERP, CRM, BI and related business applications that deliver competitive advantage. We know how to adapt and implement our proven Microsoft-based solution sets to maximize efficiency and overall business performance – for immediate impact. Exceeding 20 years of experience and 6.000 successful business cases, Columbus currently employs over 1.000 dedicated staff working out of 38 offices in 18 countries. Read more at www.columbusglobal.com.

About Daniel Thwaites PLC

Daniel Thwaites PLC is the North of England's major independent family brewer. Founded in 1807, Thwaites has a rich heritage providing welcoming hospitality and award-winning beers that are brewed with skill and care from the highest quality ingredients. Based at the Star brewery in Blackburn, Lancashire Thwaites owns an estate of 350 pubs, a small but growing group of coaching inns and six four-star regional hotels and spas, which trade under the Shire Hotels banner. In addition, Thwaites supplies a full range of drinks to many independently owned pubs, clubs and restaurants in the North of England and beyond, and a wide range of bottled beers to most major supermarkets.