Tech Odyssey at Lilley's Cider During a Global Crisis

Empowering Growth, Ensuring Resilience, and Redefining Success in Somerset's Heartlands

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How Netitude Navigated Lilley's Cider Through the Pandemic to a New Era of Innovation

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We unite people, processes, and technology to propel businesses towards sustainable, long-term growth."

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The Client
Lilley's Cider

Lilley's Cider is a family-run business based in Somerset, England. The company was founded in 2007 by father and son Chris and Marc Lilley, who have been at the forefront of cider production in the Southwest.

Their mission is to provide "More Choice – More Taste" to their customers across the UK, and they certainly deliver on this front by creating a unique blend of fresh and modern ciders and perries for all to enjoy.

After 17 years of hard work and graft in the cider trade, Chris and Marc are still actively involved in running their award-winning business. They contribute by sharing knowledge and leading the development of new ideas and flavours.

They have a lot to be proud of, as they have created some award-winning ciders, such as the Bee Sting Perry, which received a prestigious Gold 3-star Award at the Great Taste Awards in 2018.

What's more, all of their ciders are brewed on-site in Somerset, and we're incredibly proud to work with a successful business that has deep roots in the local community.

Strategic Roadmap

Netitude and Lilley's Cider began their relationship towards the end of 2019. At the time, the Cider manufacturing company were based in the charming town of Frome. As a fellow Frome-based business, we were keen to partner with a local company that aligned with our values and ambition for growth.

Lilley's Cider's riveting success meant they intended to scale their business quickly. They wanted to be able to deliver a more extensive range of products in more quantities than ever before. However, their on-site location was holding them back.

They had set their sights on a new manufacturing and operations site on Rosewood Farm, Bunns Lane, just on the outskirts of Frome. The project was a real challenge, and the Netitude team needed to overcome many technological challenges in the coming months.

Adam Harling
Managing Director

The Brief

Lilley's Cider had indicated from the outset that their focus was firmly placed on ensuring manufacturing operations and productivity achieved minimal disruption throughout the move.

They wanted high availability in their technology, meaning they needed robust and resilient tech that ensured operational performance (no downtime/power outages, etc.).

One of their other non-negotiables was to have redundancy built into their critical IT systems; redundancy means backup components that can seamlessly take over if one part of the IT infrastructure (such as the primary server) fails.

The Brief (Continued)

Lilley's Cider's primary focus has always been on maintaining the high availability and redundancy in their manufacturing operations whilst adopting a budget-conscious approach. However, there were numerous logistical and connectivity challenges which we were set to face in their transition to a new, larger site, which would help them elevate their business to new heights.

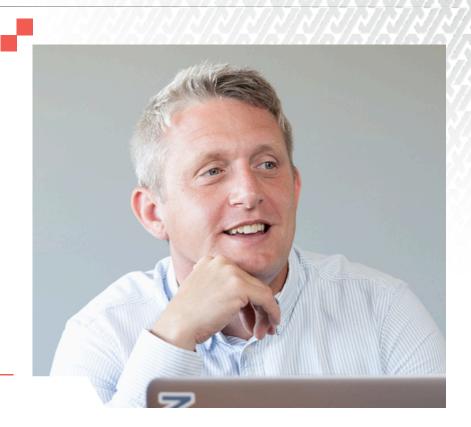# Providing Lilley's Cider with an Innovative Solution

The new site Lilley's Cider has settled on is much bigger; their previous site was about 1/8 of the size of their new manufacturing hub. However, as the site is located in the middle of the Somerset countryside, it took months to get their broadband cable hooked up to the new location.

That meant that for the first few weeks, they were facing the prospect of having no internet whatsoever. Luckily for them, our team of experts came up with a creative solution in the form of 4G dongles so they could continue running their business operations via mobile data rather than broadband on a short-term basis. The supposed short-term fix supported their business operations for four to five months.

Various other IT-related issues were encountered, such as the required cabling, setting up the UPS (uninterrupted power supply), and the additional IT infrastructure requested for an expanded office space. However, our friendly team of experts in the Solutions, Technical Alignment, Projects Team, and Service Desk all played their part in ensuring Lilley's Cider's site transition was as seamless as possible.
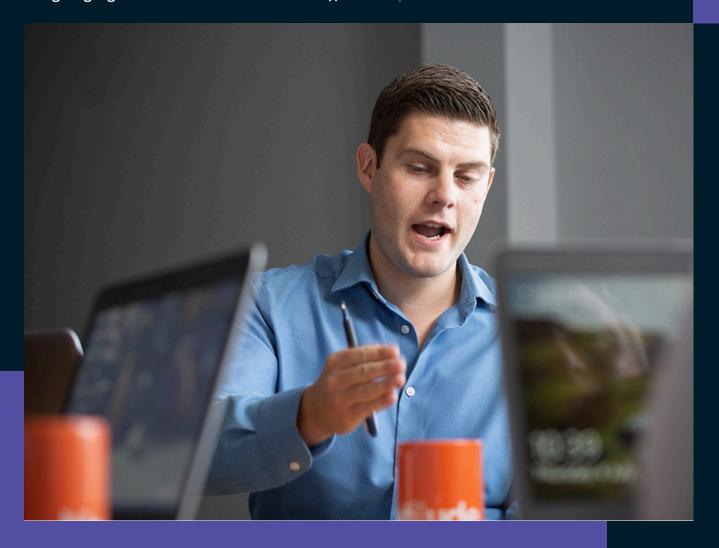
The Result

We are thrilled to announce that the Lilley's Cider team is well and truly settled in their new business operations environment. The Netitude team was delighted to see the project through to its completion, especially after navigating most of the transition during the COVID-19 pandemic.

Lilley's Cider dramatically enhanced its offering by moving to a site 87.5% bigger than its previous location. The transition was completed while maintaining ongoing IT infrastructure and security improvements, improving productivity, minimising downtime, and advising the business on adopting a more robust IT strategy.

Lilley's Cider is now well-positioned to grow its business at scale. Thanks to the enhanced IT systems that Netitude has installed, the organisation is perfectly set up to achieve its mission of providing "More Choice— More Taste" to its customers across the UK and internationally.

Next Steps

Lilley's Cider recently signed up for our EVO package, which means they are now reaping the rewards of a much more enhanced security offering. Signing up for our EVO standard of service means clients can stay ahead of their competitors from a cybersecurity standpoint and can have undoubted peace of mind when it comes to taking any cybersecurity insurance claims in the future, as they know their trusted managed service provider (MSP) has left no stone unturned in ensuring their entire business is compliant from top to bottom.

Is Netitude the Right Fit for your business?

We are very proud of the relationship we have built with Lilley's Cider over the last five years. Over time, a deep level of trust has been cultivated, backed up by our endeavours to meet their IT-related needs at every juncture of their IT roadmap to success.

At the end of the day, when our customers succeed, so do we. We want to facilitate growth for our customers so they can grow and prosper; that's what we're all about. For us, it's all about putting the right technology in the right place at the right time.