



Case Study

Better communications and connectivity: A recipe for storied restaurant chain's success

Client

A Midwest Restaurant Chain

The iconic regional restaurant company, with more than 120 locations and franchises in several states, is committed to community and ensuring customer and employee experience lives up to its modern brand with multi-generational appeal.

Challenge	CBTS solution	Results
<ul style="list-style-type: none"> • Company needed to unify disparate business operations, PoS, and communications systems across its restaurant network. • Aging infrastructure unable to support advanced cloud-based applications. • Customers and employees suffered from poor Wi-Fi connectivity. 	<ul style="list-style-type: none"> • Network as a Service (NaaS) with POE switching, multiple access points, and 100Mbps broadband connectivity. • Managed SD-WAN, hosted Unified Communications (UC), and Webex solution to better connect corporate with all restaurant locations. • Single source support, monitoring, and management. 	<ul style="list-style-type: none"> • Unified ERP, PoS, and communications across all sites. • Provided better Wi-Fi and digital experience for customers and employees. • Reduced costs significantly by bundling services, replacing MPLS, and outsourcing support and management. • Enabled franchise growth and future-proofed for digital advances.



Challenge

In the competitive restaurant industry, customer service is everything. Today's clientele demand faster, more personalized, and satisfying dining experiences. To that end, the company recently installed new PoS and ERP solutions, which had to be integrated with billing and other business systems across its multiple locations.

Additionally, the company required a hosted Unified Communications (UC) system to handle the combination of voice and data, capable of the same performance and reliability in both urban and remote rural locations.

Finally, the restaurant chain recognized the need for a state-of-the-art disaster recovery solution to withstand the extreme weather conditions often experienced in the Midwest.

CBTS solution

After assessing the company's existing wide-area network infrastructure, and reviewing the challenges and costs of integrating their new ERP and PoS systems, CBTS engineers recommended:

- Upgrading to PoE switch and access points via Network as a Service (NaaS), and connecting restaurant locations using a managed SD-WAN that can better handle their existing cloud applications.
- Provide enhanced Wi-Fi experience for customers and employees by upgrading to 100Mbps broadband connectivity.
- Replace old and disparate phone systems with hosted Unified Communications (UC) and Webex for connecting better between corporate and individual restaurant sites.

Once in place, the company would have a single source for all current and future voice and networking needs at a cost significantly lower than their existing environment. Moreover, the new solution would be fully managed and bring several significant advantages over its existing infrastructure, like:

- End-to-end visibility and advanced orchestration.
- Automated alerting and monitoring of network health status.
- Rapid and dynamic scalability, and resource consumption.
- Full redundancy with instant rerouting of traffic through another location until the restoration of services is complete.
- Cloud-based management.

Results

The company's customers and employees now reap the benefits of high-speed connectivity, advanced communications, better access and reliability of its cloud-based applications, and full redundancy and failover, while significantly reducing network costs. Also, by offloading the network management and monitoring to CBTS experts, the company can now focus on initiatives designed to thrill their customers to grow current locations and scale when demand supports expansion. Now that's one tasty recipe for success.

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