

CASE STUDY

SECTOR

Hospitality
Food & Drink

SERVICE

Internet
Managed Services

LARGE RESTAURANT CHAIN + GTT

ACCELERATING DIGITAL TRANSFORMATION





60% of American adults agree that restaurant technology such as smartphone applications, tableside tablets and order kiosks increases convenience.”

Source: National Restaurant Association, <https://www.restaurant.org/Articles/News/Tech-trends-driving-changes-in-restaurants>, April 16, 2019.

LARGE RESTAURANT CHAIN ENHANCES DINER EXPERIENCE WITH NETWORK UPGRADE FROM GTT

Digital technology and software applications are improving the in-restaurant experience for diners everywhere. One large restaurant chain upgraded its network across more than 450 sites in order to serve up a smooth experience for all its customers.

THE OPPORTUNITY

A large restaurant chain wanted to ensure that the IT systems that are critical to seamless operation of its business, including point-of-sale systems, financial systems, employee management and payment transactions, would perform seamlessly across all its locations. To achieve this, it needed to modernize and upgrade connectivity for over 450 of its sites in the U.S. and Canada. Reliable and scalable network connectivity is crucial to ensure that restaurant operations always run well and support great service for the chain's customers.

THE SOLUTION

Diverse and resilient connectivity

GTT provides the restaurant chain with fast, reliable access to its business operating systems across its more than 450 locations. GTT provides internet connectivity utilizing a mix of broadband and Dedicated Internet Access circuits, with 100Mbps download and 10Mbps upload speeds for each connection. GTT also managed the deployment of new circuits to ensure access redundancy and resilience. The service is monitored 24/7 by GTT's Network Operations Center and backed with a response time SLA for any repairs.



OUTSTANDING CLIENT EXPERIENCE

GTT worked with the restaurant chain to prepare a carefully designed project plan, to ensure a successful transition from the client's incumbent network. GTT offered a constructive commercial structure to fit the client's requirements during transition and provided professional installation for each of the chain's hundreds of sites across the United States.

Bandwidth fit for digital business

The GTT service has enabled the restaurant chain to move cost-effectively from a low bandwidth network to a higher-speed, dual broadband solution across all its sites. The improved network performance is enabling new ways of working for the chain's employees. For example, the company is now able to reach and train many more staff through the use of video content shared and streamed across its new, high-speed network.

THE CONNECTED FUTURE

As a leader in the casual dining industry, the restaurant chain is always looking to create a better customer experience. Forward-looking initiatives to improve the in-restaurant and online experience for customers include deploying guest Wi-Fi networks, individual entertainment systems for diners and leveraging new networking technologies such as SD-WAN for optimizing bandwidth utilization.

Better connectivity can directly influence the dining experience, for instance, by supporting servers in using handheld devices to take table orders. The restaurant chain is currently rolling out such a system to many of its sites. It has found that by eliminating the need for returning to the point of sale to complete orders, the kitchen receives orders faster and servers have more time on the floor to attend to guests.

ABOUT GTT

GTT is a managed network and security services provider to global organizations. We design and deliver solutions that leverage advanced cloud, networking and security technologies.

We complement our solutions with a suite of professional services and exceptional support teams in local markets around the world. We serve thousands of national and multinational companies with a portfolio that includes SD-WAN, security, Internet, voice and other connectivity options. Our services are uniquely enabled by our top-ranked, global, Tier 1 IP backbone, which spans more than 260 cities on six continents.

The company culture is built on a customer-first service experience reinforced by our commitment to operational excellence and continuous improvement in our business, environmental, social and governance practices.



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