

## Case Study

# OnX and NaaS enable transformative service modernization for Arby's

### Client: Restaurant Management, Inc. (DBA Arby's)

When your enterprise operates in the fast-paced service industry, providing a product quickly is just the tip of the iceberg. For Restaurant Management, Inc. (DBA Arby's), a renewed concentration on creating a unique and satisfying customer experience was made possible thanks to a managed network transformation process.



In an age of app-based product delivery and personalized promotions driven by artificial intelligence, Restaurant Management, Inc. (DBA Arby's) understood it needed to make changes to stay relevant with its core market. To this end, one franchisee sought out a partner to help modernize its aging legacy infrastructure. OnX Canada's parent company in the U.S. was ready to answer this call thanks to its deep experience in the IT and communications industry and worked quickly to implement a custom Network as a Service (NaaS) solution on a tight deadline.

As a result of this partnership, Restaurant Management, Inc. (DBA Arby's) now enjoys a scalable and secure NaaS solution that supports the networks across dozens of locations, all while being fully managed by OnX's parent brand. The following case study will explore how Arby's' challenges were addressed via the simplification of vendor-provided services, modernizing hardware, and the enabling of new customer experience initiatives.

Challenge	Solution	Results
<ul style="list-style-type: none"> <li>The client needed to transition to a new, cloud-based infrastructure as existing licenses were nearing expiration.</li> </ul>	<ul style="list-style-type: none"> <li>OnX's parent brand deployed a customized NaaS solution powered by Cisco Meraki to more than 138 client devices at 67 locations.</li> </ul>	<ul style="list-style-type: none"> <li>By offloading the burden of network management to a provider, the client was able to invest more heavily in customer service efforts.</li> </ul>
<ul style="list-style-type: none"> <li>Hardware shortages and logistical issues caused by COVID-19 complicated the client's cloud transition.</li> </ul>	<ul style="list-style-type: none"> <li>An existing relationship with Cisco was leveraged to provision crucial technology and minimize logistical delays.</li> </ul>	<ul style="list-style-type: none"> <li>The client now has the adaptability of a network that can be scaled up or down as needed to allow for expansions and reconfigurations.</li> </ul>
<ul style="list-style-type: none"> <li>An oversized network of service vendors presented management challenges and made it difficult to invest in customer service improvements.</li> </ul>	<ul style="list-style-type: none"> <li>The nature of the client's cloud transition required OnX's parent brand to implement NaaS solutions on two separate point-of-sale systems.</li> </ul>	<ul style="list-style-type: none"> <li>Cloud networking boosts store efficiency and allowed the client to place a greater emphasis on boosting customer satisfaction.</li> </ul>

## Challenge

When the partnership between Restaurant Management, Inc. (DBA Arby's) and OnX's parent brand began, an early priority was improving upon the client's legacy cloud environment which was largely based on licenses and was quickly showing its age. When an early approach left some of the client's needs unmet, OnX's parent brand turned to a NaaS solution enabled by Cisco Meraki—this pivot allowed for the rapid and cost-effective expansion of Restaurant Management, Inc. (DBA Arby's) networking capabilities. Another roadblock emerged during this Cloud transition in the form of the COVID-19 pandemic, which created a drastic shortage of cloud computing hardware. To minimize the impact of these shortages and logistical challenges, OnX's parent brand leveraged its partnership with Cisco to provision key hardware early in the process.

With these efforts in progress, Restaurant Management, Inc. (DBA Arby's) hoped to eventually transform its customer experience and begin offering next-generation services, including mobile ordering technology to reduce wait times and new, device-driven procedures to make the drive-through process more efficient.

## Solution

The proposed NaaS solution, powered by Cisco Meraki, was successfully deployed at more than 67 Restaurant Management, Inc. (DBA Arby's) franchises in a span of 30 days. This was made possible by custom program scripting from OnX's parent brand, which catalogued and organized existing Restaurant Management, Inc. (DBA Arby's) storefronts and online footprints.

By calling upon a wide range of partners and service providers, OnX's parent brand was able to complete installation on several NaaS solutions each day; transforming Restaurant Management, Inc. (DBA Arby's) network infrastructure before the chain's license-based architecture expired. NaaS delivered by OnX's parent brand, complete with Meraki's single-pane-of-glass interface, brought Restaurant Management, Inc. (DBA Arby's) hardware and interfaces up to date while also streamlining the client's network operations and vendor relations.

Another key feature of the OnX NaaS solution's Meraki dashboard is the managed service provider's (MSP) portal, which enables simpler upkeep of customer networks and greater functionality compared to most simple network management protocol (SNMP) tools.

Perhaps most importantly, the OnX/Meraki NaaS solution can be easily scaled at any time to integrate new locations or adapt to new network configurations. This interface also allows for total visibility into all network functions, allowing the client to always stay informed of network performance. Additionally, Meraki equipment licensing is built into the OnX NaaS framework and is refreshed automatically.

With the OnX/Meraki NaaS solution in place, Restaurant Management, Inc. (DBA Arby's) headquarters was able to spend less time on improving and managing a franchise-wide network, and more time on boosting rates of customer satisfaction. Nimble navigating the hurdles of the COVID-19 pandemic and delivering results on an aggressive timeline, OnX's parent brand worked tirelessly to put the best possible solution in place for the client.

## Results

It's common for enterprises with numerous and widely dispersed locations to encounter difficulty in managing these storefronts through traditional wide-area networks (WAN). By bundling hardware, co-management, licensed services and network configuration into a single monthly expense from one vendor, OnX's parent brand allows Restaurant Management, Inc. (DBA Arby's) to process thousands of transactions per day safely and efficiently. Meraki's inherent data security measures also ensure compliance with Payment Card Industry (PCI) data security standards.

NaaS by OnX also enabled Restaurant Management, Inc. (DBA Arby's) to improve the customer experience thanks to the reliable in-store Wi-Fi signal the managed network solution created. This experience could be easily replicated at Restaurant Management, Inc. (DBA Arby's) locations across North America, allowing for a consistent standard of service and giving customers new options for placing orders.

Thanks to its partnership with OnX's parent brand and Cisco Meraki, Restaurant Management, Inc. (DBA Arby's) is now positioned to create a next-generation customer experience with innovations like mobile point-of-sale systems and streamlined drive-through operations. New technologies can also be easily onboarded in the future thanks to the user-friendly NaaS interface.

**Contact OnX** today to learn more about how customized NaaS solutions can help you take your enterprise's service offerings to the next level.

