

Case Study

Network as a Service (NaaS)

Client:

Food Service Retail

Customer is a Southern-based company with stores around the U.S. Customer offers specialty food for events, catering services, and sandwiches and sides to go or to eat inside its stores. Some of these stores are corporate-owned; others are owned by franchisees. Customer generates revenue through the sale of its products for special dinners, and its lunch and catering businesses. CBTS, an OnX sister company, provided the Network as a Service solution to add new store locations to the customer's network and offer marketing analytics to drive future growth.

Challenge	CBTS Solutions	Results
<ul style="list-style-type: none"> Franchise model requires turn-key solution to efficiently add new locations to company network. Business requires a uniform solution at every location for its customers, but individual store managers/franchisees typically lack IT experience. 	<ul style="list-style-type: none"> Network as a Service allows new locations to quickly and efficiently join customer's network. CBTS remotely administers and supports the product, mitigating lack of IT support at individual store locations. Network as a Service offers marketing analytics to drive future growth. 	<ul style="list-style-type: none"> Network as a Service provides uniform experience at individual locations and provides useful analytics to better understand customer behavior. Customer will use Network as a Service to connect new franchise locations to its network.

Communications, covered.

Business Challenge

Across its over 300 stores, customer increasingly relies on the Internet to handle orders, but the company also takes orders over the phone. There are typically 2-3 customer support terminals, 2-3 phones, and a computer in the store manager's office. It offers Wi-Fi service to guests who eat lunch in its stores. Customer wants to offer its guests a uniform experience when they interact with the company over the phone, on the website, and in person. In short, customer's stores require voice services, Point of Sales applications, online ordering applications, and guest Wi-Fi for in-store guests. Customer contacted CBTS about testing a turnkey solution to efficiently add new stores to the company's network.

CBTS Solution

Network as a Service provides a powerful turnkey solution for companies like this customer that are leveraging a franchise model to scale the business. Key selling points include:

- We will install Network as a Service at any location in the country through its network of IT vendors.
- Network as a Service allows new locations to connect seamlessly with the parent company and creates a uniform experience for guests and employees.
- Ends technology obsolescence by building hardware refresh in the solution lifecycle.
- Moves network infrastructure to the cloud.

Results

CBTS successfully demonstrated the ability of Network as a Service to offer a uniform experience at the two franchise locations. Parent company will use Network as a Service to connect future franchise locations to its network.