# Case Study
## CBTS spearheads Restaurant Management, Inc. (DBA Arby's) migration to the cloud using NaaS solution

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

Speed of service is just the beginning; the modern competitive marketplace also requires a steady eye toward loyalty and guest satisfaction. Restaurant Management, Inc. (DBA Arby's) needed to enhance its technology to stay relevant with its customer base.

With other fast-food chains dabbling in everything from artificial intelligence and LED boards to drone delivery, Restaurant Management, Inc. (DBA Arby's) approached CBTS about enhancing the aging network infrastructure that was putting it behind its competition. CBTS, offering deep capabilities across the IT and communications landscape, helped Restaurant Management, Inc. (DBA Arby's) meet its long-term goals by implementing a reliable Network as a Service (NaaS) solution on an aggressive installation timeline.

After partnering with CBTS, Restaurant Management, Inc. (DBA Arby's) now has a fully managed NaaS solution that boasts scalable methods of supporting, maintaining, expanding, and securing enterprise-wide networks. This case study will illuminate how CBTS assisted Restaurant Management, Inc. (DBA Arby's) in streamlining its entangled provider network and modernizing its service capabilities.

| Challenge | CBTS solution | Results |
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| • The client required an upgrade of its legacy cloud environment. | • CBTS implemented a custom-designed NaaS solution powered by Cisco Meraki. | • A managed network that allowed the client to focus on improving the customer experience. |
| • The client needed to pivot to new infrastructure to meet licensing requirements. | • CBTS rapidly built reliable NaaS solutions at 67 client locations across 138 devices. | • A network that can scale at will to accommodate new locations or other reconfigurations. |
| • Pandemic-related shortages of microchips slowed innovation worldwide. | • CBTS engaged Cisco early on to expedite cloud migration and substitute key hardware. | • A viable cloud network solution that improves store efficiency for the client. |
| • Dated technology and a bloated collection of service providers hindered efforts to enhance customer service. | • CBTS worked closely with the client to nimbly deploy distinct NaaS solutions across two disparate POS systems. | • Streamlining the client's network of managed services allowed for a greater focus on improving the customer experience. |

## Challenge

Restaurant Management, Inc. (DBA Arby's) required an upgrade to its legacy infrastructure, a largely license-based environment rapidly nearing expiration. After an initial solution didn't completely meet the client's needs, CBTS quickly pivoted toward NaaS, powered by Cisco Meraki, which enabled fluid expansion and increased revenue without compounding operational expenses.

During the cloud migration process, CBTS and the client were also faced with pandemic-heightened shortages of microchips vital to cloud technology. As COVID-19 protocols added further shipping, receiving, and staffing challenges, CBTS engaged Cisco early on to expedite the allocation process and allow for the substitution of key hardware.

Additionally, at a time when casual dining was quickly transforming into an experience-based industry, Restaurant Management, Inc. (DBA Arby's) was dedicated to taking its customer service offerings to the next level with future-forward amenities. These include mobile ordering to cut down on in-store wait times and outdoor POS devices to enhance the efficiency of Restaurant Management, Inc. (DBA Arby's) drive-through operations.

## CBTS solution

CBTS built its NaaS solution at more than 67 Restaurant Management, Inc. (DBA Arby's) locations in 30 days. On the execution side, CBTS developed custom scripting to search the existing network for store and site addresses, as well as everything else required to create a new cloud infrastructure.

Working with a deep portfolio of vendors, CBTS finished multiple Restaurant Management, Inc. (DBA Arby's) installs per day, coordinating an implementation plan that pre-empted the client's licensing termination. CBTS' current NaaS offering, complete with Meraki's single-pane-of-glass dashboard, is designed to modernize outmoded equipment while also creating a single point of contact to simplify Restaurant Management, Inc. (DBA Arby's) vendor operations.

The Meraki dashboard also features a managed service provider's (MSP) portal, allowing for easier management of multiple customer networks than what is possible with traditional simple network management protocol (SNMP) tools.

The Meraki/CBTS NaaS solution can be scaled up or down at any time to accommodate relocations, new locations, or other network reconfigurations. CBTS offers NaaS as a co-managed utility with a Meraki equipment licensing agreement that refreshes automatically. As complete visibility into the managed network is built in, Restaurant Management, Inc. (DBA Arby's) can stay updated on the performance metrics of its network.

These steps forward add up to Restaurant Management, Inc. (DBA Arby's) corporate leadership now being enabled to focus less on network upkeep and more on evolving the customer experience. The Meraki/CBTS NaaS solution lays the groundwork for Restaurant Management, Inc. (DBA Arby's) to move forward with enhanced in-store and drive-through POS operations and other enhancements that contribute to greater customer satisfaction.

Even with the hurdles presented by the COVID-19 crisis, CBTS substituted viable hardware for the client on a tight deadline. For CBTS, the goal of getting the right solution in place demanded a nimble response to an ongoing issue.

# Results

Organizations with multiple locations like Restaurant Management, Inc. (DBA Arby's) often struggle with the complexities of managing their own wide area networks (WAN) when connecting disparate sites. Folding hardware, licensing, configuration, implementation, and co-management into one monthly expense with a single provider meant improved security when processing thousands of credit card transactions daily. Additionally, Meraki's built-in firewall successfully secured cardholder data, ensuring PCI compliance.

As a customer experience tool, NaaS by CBTS resulted in reliable Wi-Fi at all dining locations, whether used to place an order or access a mobile app. The technology can also be iterated across franchises, so an Restaurant Management, Inc. (DBA Arby's) patron in Denver enjoys the same experience as a customer in Chattanooga. This also means Restaurant Management, Inc. (DBA Arby's) nationwide customers could soon choose from a variety of ordering methods, cutting down on frustrating wait times and boosting brand loyalty.

Mobility is a huge boost for any fast food enterprise. Thanks to NaaS by CBTS, Restaurant Management, Inc. (DBA Arby's) can focus on mobile innovations at the point of sale, including the planned rollout of a mobile tablet ordering system, which can have the much-desired result of customers progressing in drive-through lines faster. New innovations are possible when operations are brought into the cloud, allowing reports to be managed remotely through an easy-to-use dashboard.

Contact CBTS for more information about how a custom NaaS solution can be a revenue-generating step forward for your enterprise.