

CASE STUDY

CSTORE

RETAIL

RESTAURANT

FINANCIAL

HEALTHCARE



“Cybera has the same stewardship mentality as Chick-fil-A - make best use of your assets, apply yourself to challenges and don't be a clock watcher, be a problem solver.”

*- Chris Taylor
Senior Manager of Technical
Architecture & Operations*

Chick-fil-A rolls out managed SmartNetwork solutions fo credit/debit card initiative

OVERVIEW

Chick-fil-A, one of the largest privately held restaurant chains in the U.S., has more than 1,340 restaurants across 37 states. As the second largest quick-service chicken restaurant chain, Chick-fil-A recognizes that consistent and effective technology deployment is a critical success factor for the company that has striven to “Be America’s Best Quick-Service Restaurant” since opening its first store in 1967.



Company Name: Chick-Fil-A

Key Requirements:

- Ability to install new locations efficiently in coordination with market level business objectives
- Proactive, fully-managed service for all sites including equipment and connections to resolve issues and effectively communicate the resolution process
- Adequate bandwidth and support for current and planned enterprise applications

Solution:

- A seamless rollout of contiguous geographical areas to meet corporate consistency objectives
- Support for special on-site requests during installation process
- 24/7 monitoring and notification of all network elements, including customer premise equipment
- An ongoing willingness to resolve problems

BROADBAND CHALLENGES

Chick-fil-A embarked on its first wide area network rollout driven by the decision to accept credit/debit cards. With a corporate commitment to deliver an approval turnaround in less than eight seconds, the IT department realized that they needed to move to a persistent connectivity network environment. As the plan evolved, Chick-fil-A became determined to have synchronized market rollouts to ensure that the customer experience would remain consistent. Without any prior know-how, but great determination, the IT function took responsibility for a portion of the installation and all of the ongoing management of the Internet-based VPN.

After a frustrating year, Chick-fil-A reviewed all relevant variables to improve the unsatisfactory installation effort and determined that they needed another vendor partner along with some significant retooling. After a rigorous RFP process Chick-fil-A selected Cybera’s SmartNetwork solution.

SMARTNETWORK ADVANTAGE

After a needs analysis to determine Chick-fil-A’s unique application and installation requirements, Cybera began an aggressive roll-out process. Chick-fil-A’s Senior Supervisor of Information Security and Networks Tony Letts quickly noted that the distinguishing difference between Cybera and the company’s prior experience was in the installation project management function. “Cybera owned the process from start to finish and required little operational or corporate involvement from Chick-fil-A. Our assigned project manager let us know what was going on at all times and was a very frequent and effective communicator.”

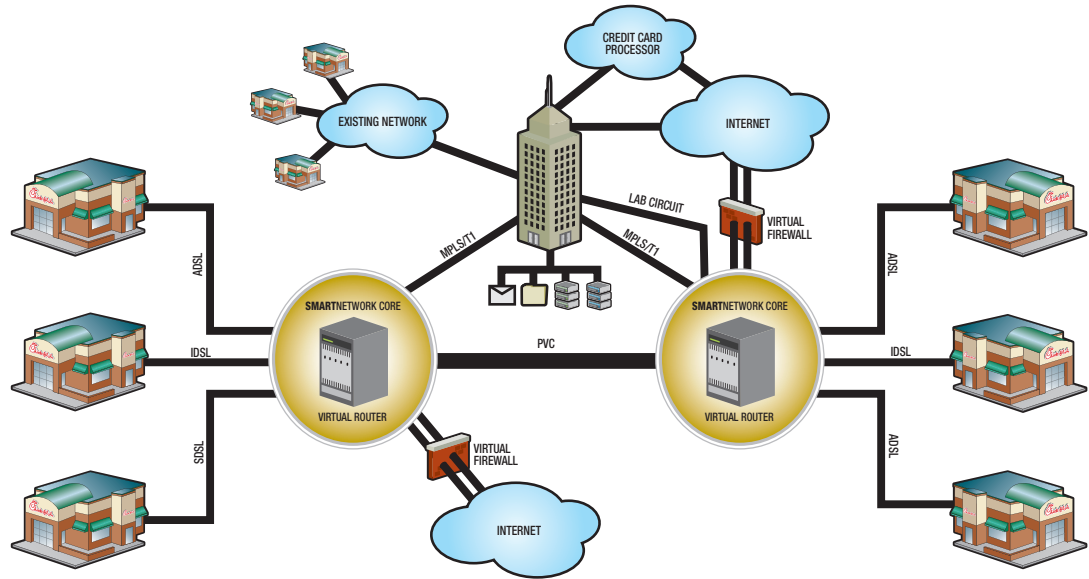
Chick-fil-A has rated Cybera’s proactive management, included in every SmartNetwork solution, as excellent. “Cybera tailored communication regarding issues to meet our business schedule. Our Help Desk Manager has had a good experience and tells me that Cybera is very easy to work with,” said Taylor. Although Chick-fil-A accepts that issues will arise, instead of having to call the carrier, Cybera often calls Chick-fil-A first. “Cybera provides a status for ongoing issues, a problem resolution plan and closure. We see a real value in the management service,” said Letts.



“Chick-fil-A’s core advantage is not a new menu strategy or food concept. It boils down to execution in the field. So when we find a partner that can do that our Operators and customers win.”

*- Chris Taylor
Senior Manager of Technical
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SMARTNETWORK ARCHITECTURE



TECHNICAL DETAILS

Customized Network Design Equipment and Carriers

- Cisco, Netopia, Efficient
- Qwest, Covad, AT&T, Verizon

Access Technologies

- ADSL, ADSL XT, IDSL, SDSL, MPLS/T1

Interlata Transport Technologies

- ATM PVCs for DSL, MPLS/T1

IP Functionality

- Specialized RFC 1918 Private IP addressing on the WAN & LAN
- Dynamic routing for redundancy & automatic updates
- DNS for name resolution and intranet
- Policy-based forwarding for critical applications

Management Protocols

- Telnet, ICMP, SNMP, Syslog

Application Support

- Secure e-mail communication between operator and corporate organizations
- Remote administration of work stations
- Real-time inventory and store detail through new software application
- Connectivity to preferred application service provider
- Dual homed SmartNetwork core for traffic engineering and diversity

Implementation Network Migration

- Fully project managed based on Chick-fil-A's phases and building needs
- Use of existing IP schema for seamless migration
- CPE installs managed and executed based on Chick-fil-A's requirements
- Failover solution utilizing in-house dial backup design
- Custom cabling to support Chick-fil-A's IT requirements for POS
- Special CPE hardware used in each store to meet Chick-fil-A's operator and customer demands

SECURITY AND NETWORKING MADE SIMPLE