SD-WAN AND THE OMNI-EXPERIENCE

Building customer loyalty with managed, software defined wide area networks for restaurants

Cybera
Building Loyalty with the Omni-Experience

“Omni-Experience: Consistent guest experiences at every interaction with the brand as a result of deep understanding of guest habits and preferences.”

Hospitality Technology Magazine

The most innovative restaurant chains rely almost instinctively on the Internet, mobility, analytics, interactive apps and other technologies to open new and uncharted market opportunities. The “omni-experiences” they create, often mirror what customers expect from the likes of Amazon, Uber, Facebook, and Google. The result is a new loyalty profile of experience-driven diners who are hyper-connected, collaborative, social, and health conscious.

What sets restaurant leaders apart? They invest aggressively in IT, deliver projects faster, and foster a culture of innovation. And many have C-level executives dedicated to the customer experience. These leaders focus on speed as a means to achieve agility rather than the other way around. They believe rapid iteration is a better success strategy than perfection delay.
Catching Up is Hard to Do

“Continuous improvement is better than delayed perfection.” Mark Twain

Many restaurant chains struggle with maintaining legacy systems versus integrating new technologies. All too often their budget gets hijacked by the urgency and high cost of maintenance at the expense of much needed innovation and unified customer experience.

To be fair, all companies struggle with the ROI of IT spending. This simply underscores the importance of aligning business objectives with use-cases that can quickly improve operational efficiency and costs, time-to-market, and the customer experience.

Software-defined wide area networks (SD-WANs) are gaining adoption precisely because they can dramatically reduce networking costs and time-to-value for both front-of-house and back-of-house application rollouts. Moreover, they can be deployed rapidly on a site-by-site basis, greatly reducing capital outlays. The excellent risk/reward ratio of SD-WANs makes them a no-brainer for multi-unit restaurants that aspire to be a true innovator but at the lowest possible cost.
Ready to Break from the Herd?

Make omni-experience innovation a priority.

Leaders enhance the guest experience across all interactions—mobile, online, and in person—to create the omni-experience.

### TOP FIVE DINING INNOVATION AGENDAS

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>67%</td>
<td>Mobile payments</td>
</tr>
<tr>
<td>43%</td>
<td>Guest Wi-Fi</td>
</tr>
<tr>
<td>41%</td>
<td>Tableside ordering</td>
</tr>
<tr>
<td>36%</td>
<td>Delivery services integration</td>
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<tr>
<td>30%</td>
<td>Interactive kiosks</td>
</tr>
</tbody>
</table>

SOURCE: HT RESTAURANT TECHNOLOGY STUDY 2017
What does your IT Budget Reveal about your Culture?

A recent HT study shows that the bulk of restaurant budgets are focused on maintenance, not innovation.

With these upside-down budget priorities, laggards concede the competitive advantage of loyalty building to industry innovators that align their customers’ digital experience with the overall dining experience.
Leaders Redefine their Market with Innovation

An HT study shows that leaders place an above-average focus on investing in IT for customer engagement, loyalty, and revenue generating opportunities, while laggards still struggle to catch up with basic infrastructure essentials such as security.

What leaders do...

58% will increase IT budgets and 64% will increase CRM, loyalty, digital and mobility software spending.

What will drive tech projects...

- Improve customer engagement and guest loyalty
  - 55% | Average
  - 68% | Innovators focus here

- Ensure high degree of security and compliance
  - 35% | Average
  - 50% | Laggards focus here

- Support revenue-generating opportunities
  - 15% | Average
  - 26% | Innovators focus here

SOURCE: PROFILING INNOVATION, HT RESTAURANT TECHNOLOGY STUDY 2016
Efficiency is Good, but it’s not the Goal

Despite reduced traffic, or perhaps because of it, restaurants are scaling up their technology investments. So much so that digital engagement has displaced efficiency as the top strategic goal for IT investments.

**TOP RESTAURANT TECH INVESTMENT GOALS**

- **61%** Improve digital engagement/loyalty
- **39%** Improve analytics
- **38%** Enhance payment and data security
- **27%** Increase employee productivity
- **23%** Enable seamless orders/commerce across all channels

SOURCE: HT RESTAURANT TECHNOLOGY STUDY 2017
Can IT Spending Accelerate Guest Engagement & Loyalty?

How do you prioritize for innovation when your IT department is hobbled with major challenges?

- Measuring ROI
- Budgeting for IT
- Finding skilled IT staff
- Supporting legacy systems
- Delivering projects faster

Restaurant operators spend more than half of their IT budgets on maintaining existing systems, and an even larger percentage is sucked up by the WAN for remote sites. Yet very few added resources actually reach the remote restaurants.

SD-WAN is changing the game because it reduces both cost and time-to-value. Tame your Opex and Capex, increase security, and greatly reduce time-to-business operationalization, all while freeing up IT budget to fund even more innovation.

Which part of your network is most expensive?

<table>
<thead>
<tr>
<th>Network Security</th>
<th>6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus / User Edge</td>
<td>7%</td>
</tr>
<tr>
<td>Data Center</td>
<td>23%</td>
</tr>
<tr>
<td>WAN</td>
<td>63%</td>
</tr>
</tbody>
</table>

New managed SD-WAN services for restaurant can substantially lower the cost of connectivity, security, business continuity and system maintenance at remote dining locations.

SOURCE: GARTNER DATA CENTER POLL
Cybera Secure, Managed SD-WAN
Resolve the top five IT challenges and boost competitive agility

Cybera secure, managed SD-WAN provides substantial improvements in speed, agility and cost savings so you can re-allocate funds that were once tied up in maintenance and the WAN toward innovation, guest experience, and a loyalty platform.

1. **Difficult to measure ROI**
   Cybera tackles both the cost reduction and revenue monetization and can be piloted at one or more sites to quickly achieve ROI.

2. **Lack sufficient IT budget**
   Cybera saves on labor and eliminates network integration and redesign costs since configuration and policy is centrally managed in the cloud. In addition, operators can trade in costly MPLS and satellite connections for low-cost broadband.

3. **Held back by legacy systems**
   Cybera consolidates multiple virtualized network services in a simple, cloud managed network device, instead of integrating multi-box hardware networks.

4. **Lack of skilled in-house staff**
   Cybera’s Absolute Zero Touch Provisioning eliminates the need to send IT staff to remote locations. In addition, as a managed service, Cybera reduces the demands on your in-house staff as well.

5. **Delivering tech projects faster**
   Cybera greatly simplifies the roll out of applications from a security and performance perspective. Applications in the cloud greatly improve time-to-market and operator flexibility by shortening implementation time and automating processes. Thus, operators can adapt to market dynamics more rapidly.
A New WAN for Competitive Agility
A gateway to the omni-experience

Conventional WANs
Too complex & costly for remote restaurants
- High-cost dedicated circuits
- Complex on-site provisioning
- Major hardware investment
- Costly maintenance
- Complicated security
- Limited app support

Software-Defined WANs (SD-WANs)
Simpler, lower-cost alternative to WANs
- Software-defined for agile deployment
- Highly competitive speed to market
- Centralized management & provisioning
- Consolidates network appliances
- Uses low cost broadband connections
- Automated zero-touch installation
- Remote maintenance

Cybera Secure, Managed SD-WAN
A new gateway to the omni-experience
ALL THE BENEFITS OF SD-WAN PLUS...
- Pre-integrated services to ensure interoperability
- Works with best-of-breed, multi-vendor solutions
- Consolidates network and security appliances
- Embedded, defense-in-depth security
- 365/24/7 security monitoring and support
- Micro segmentation for every app
- PCI compliance support
- Future-proof updates for new apps
- Broadest support from legacy systems to IoT
- 3G/4G/5G* LTE failover

*5G ready
Accelerate your Omni-Experience Initiative with SD-WAN

Leaders are building the platform to deliver consistent, integrated experiences to their guests based on analysis of highly detailed customer habit and preference data. These experiences are powered by increased efficiency and productivity.

To deliver a consistent omni-experience at all sites, restaurants need a networking solution that accelerates secure business operationalization, scales rapidly to fuel your business expansion, and adapts equally well to existing and future apps and services—all at market speed and the lowest possible cost. Cybera managed SD-WAN delivers all this and more, with proven ability to roll out to more than 10,000 sites in less than 6 months and 365/24/7 support staff standing by.

To try Cybera’s secure, managed SD-WAN, contact sales@cybera.net or visit www.cybera.com.
ABOUT CYBERA

Cybera is a leading provider of secure, managed software-defined WAN (SD-WAN) solutions to many of the world’s top enterprises and has been named a Gartner Cool Vendor and recognized 7 times by Inc. 5000 as one of America’s fastest growing private companies.

With over 60,000 locations served and more than 8 billion transactions to date, Cybera provides a simple solution for the growing complexity distributed enterprises face at remote locations by automating application-centric security and performance in the cloud and providing greater customer choice and faster time-to-market through best-of-breed partnerships and services.

By virtualizing security functions in the fabric of the network, Cybera offers advanced enterprise-grade security for any location, no matter how remote.