

Restaurant Chain Upgrades WAN, Failover, PCI, and Telephony Solutions at all Locations

Among the first to deploy the Cisco third generation (3G) WAN Interface Card (WIC) in Cisco Integrated Services Routers (ISRs) for failover and backup in remote locations where network connectivity is limited, the customer also added Payment Card Industry (PCI)-compliant security and unified communications solutions via the ISRs.

EXECUTIVE SUMMARY
<p>RESTAURANT CHAIN</p> <ul style="list-style-type: none"> • 128 restaurants in five states • 1000+ employees
<p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • Provide failover and backup for data connectivity in all restaurants following problems with data connections at point-of-sale in remote locations • Enable PCI DSS compliance for all registers • Provide secure communications with headquarters • Deploy unified communications solutions for all restaurants
<p>NETWORK SOLUTION</p> <ul style="list-style-type: none"> • Cisco PCI Solution for Retail, Cisco Unified Communications for Retail
<p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Trustworthy failover/backup solution deployed in all restaurants • More efficient communications deployed that give restaurant employees local dialing features to other restaurants and headquarters and give managers voicemail • Optimized reservations and ordering are now possible via central contact center for restaurants and catering business

Business Challenge

In the summer of 2006, the customer implemented a comprehensive upgrade of the WAN equipment at their headquarters and in 105 of their restaurants.

According to the Cisco account manager: “Average monthly downtime across all restaurants equated to a few days per month, which impacted the point-of-sale credit card processing. About half of the restaurants are located in metropolitan areas. But others in more rural areas would often have to wait a long time before a technician could come out and fix their WAN connection or modem, which could be costly and very disruptive to the business.”

The company also needed a solution that would comply with PCI Data Security Standard (DSS) requirements and the mix of legacy gear, including old routers from different vendors, was not compliant.

Network Solution

The restaurant chain chose the Cisco 2811 ISR for 105 restaurants to provide a secure, dedicated VPN connection to headquarters and credit card processors, helping the company comply with PCI DSS requirements. Additionally, as a failover measure for all of the restaurants, the company became one of the first Cisco customers to purchase the Cisco 3G WIC. The Cisco 3G WIC is a highly cost-effective option in areas where broadband services are not available, unreliable, or very expensive.

In most network designs, primary wireline connections and backup connections are run through the same conduit. Most data service outages are the result of a line cut close to or on the customer premises. In the case of a line cut, a customer usually loses the backup circuit along with the primary one. The alternative to running data connections along the same path is to use a multithreaded approach that is expensive and only as effective as far as the multithreading can be extended. The Cisco 3G WIC provides instant connectivity anywhere 3G coverage is available, providing complete protect against line cuts or other types of outages.

The company is also planning to activate Cisco Survivable Remote Site Telephony (SRST), which is installed on the Cisco 2811 ISR in each restaurant. The SRST software feature provides Cisco Unified Communications Manager with fallback support for Cisco IP phones that are attached to a Cisco router on the restaurant's local network. Cisco SRST enables routers to provide call-handling support for Cisco IP phones when they lose connection to remote primary, secondary, or tertiary Cisco Unified Communications Manager installations or when the WAN connection is down.

Business Results

Once deployment of the Cisco 3G WIC is completed in all of the restaurants, the company will be able to process all credit card transactions with full PCI DSS compliance and without interruption, should the primary broadband connection fail. Additionally, Cisco unified communications features in the restaurants—with IP phones and integration with contact center operations—will increase the

efficiency and lower the costs for communications with headquarters, impacting ordering, reservations, catering, and other functions.

“The customer's choice of the Cisco ISR shows the power of this highly integrated, modular router,” says the Cisco account manager. “With Cisco ISRs deployed in the restaurants with SRST, it was also much easier and cost-effective to show the value of the backup solution when all that was necessary was to add the Cisco 3G WIC to the ISRs as well.”

PRODUCT LIST

Routing and Switching

- Cisco 2811 Series Integrated Services Routers
- Cisco 3G WAN interface card

Security and VPN

- Cisco ASA 5505 and 5520 Series Adaptive Security Appliances
- Cisco Security Monitoring, Analysis, and Response System (MARS)

Unified Communications

- Cisco Unified Communications Manager
- Cisco Unified Contact Center
- Cisco IP Phones

For More Information

To find out more about Cisco Solutions for Retail, go to:

<http://www.cisco.com/web/strategy/retail/index.html>



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