5 Reasons Why Quick Service and Fast Casual Restaurants Should Use Adaptiv | SD-WAN

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Managed SD-WAN provides a simple and cost-effective solution.

Restaurants are turning digital and integrating their front and back of house operations. Software-Defined Wide Area Networking (SD-WAN) capability is a key enabler for their successful digital transformation. Whether it is addressing labor shortage, automating with kitchen technologies, or having a seamless delivery platform, the transformation is only as good as the network that powers it.

Managed SD-WAN provides a simple and cost-effective solution to quick service restaurants (QSRs) and fast casuals, enabling them to scale quickly and introduce new cloud applications.

Adaptiv Networks enables QSRs and fast casual restaurants to achieve excellence in networking by providing frictionless delivery of SD-WAN services using the cloud-managed Network-as-a-Service model. Here are five key reasons these restaurants should be using Adaptiv I SD-WAN for their digital transformation.
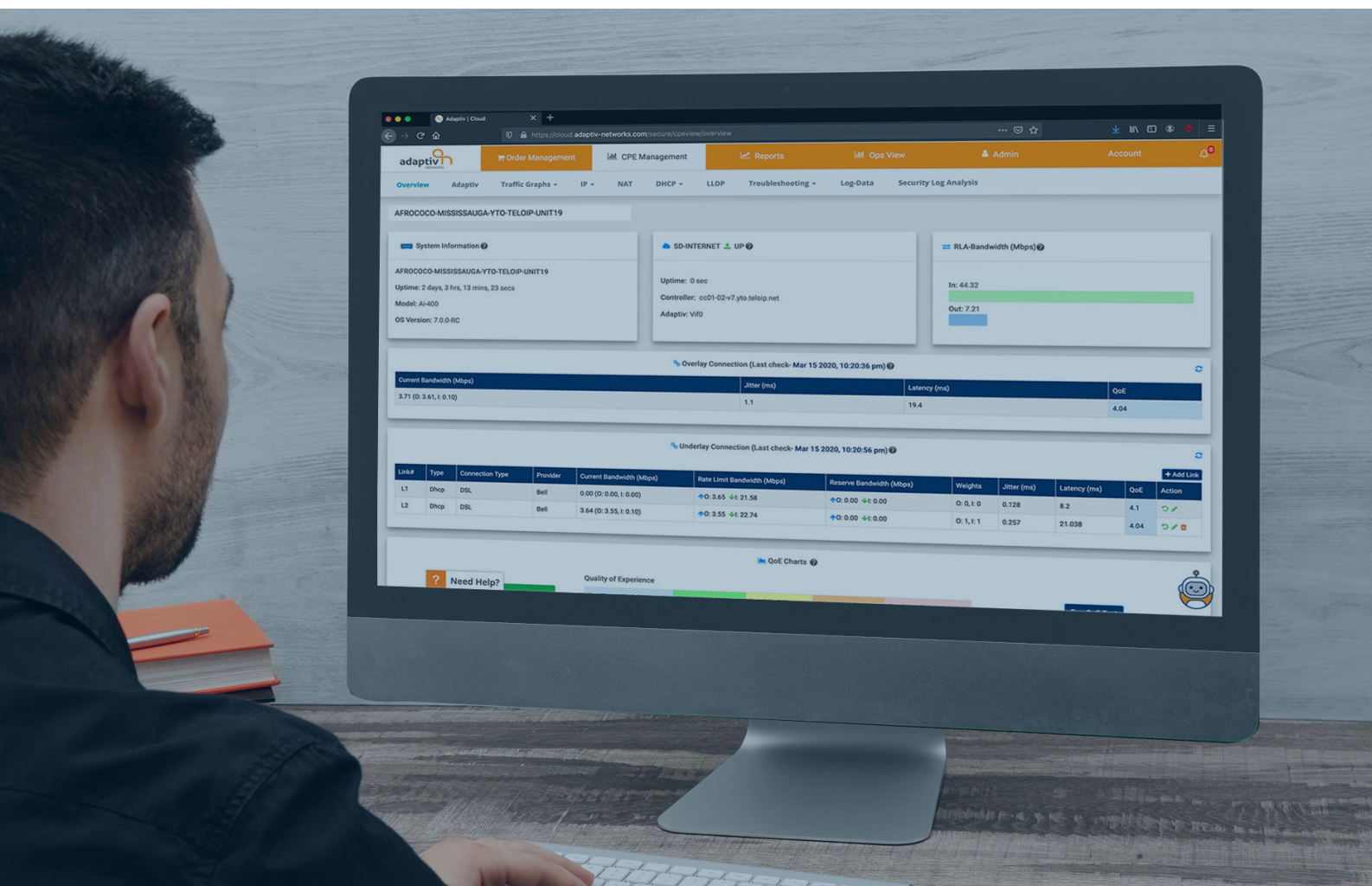
1 | Adaptiv Network-as-a-Service Solution Provides Simplicity and Increases IT Efficiency for Restaurants

QSRs and fast casual restaurants typically run lean operations and do not have on-site IT staff. While ad-hoc support from the centralized corporate IT team was sufficient to meet basic networking needs of restaurant locations in the past, dedicated 24/7 support has become critical for digitally transformed restaurants. The Adaptiv Network-as-a-Service (NaaS) solution is fully managed by a certified service provider, which means restaurant owners are spared the pain of having to expand IT effort to manage network connectivity for their locations. The managed service provider is available 24/7 to ensure that the network connectivity at each managed location always operates efficiently and provides consistent user quality of experience. The managed NaaS solution eliminates the stress of installing and managing network equipment, thereby enabling them to focus on delivering the best quick service experience to their customers.

Another significant benefit of Adaptiv's managed NaaS offering is that the restaurant has minimal to no capital expenditure. With this approach, the service provider can ensure that the restaurant's network connectivity stays in tune with the latest technology upgrades.

2 Adaptiv I SD-WAN Offers Automatic Site Failover, Enabling Modern Restaurants to Save Costs and Have Uninterrupted Business Operations

Better networking capabilities are a must for restaurants that are expanding rapidly. As restaurants scale, they are increasingly adopting cloud solutions and automating back-office functions such as payroll, inventory management, and shift scheduling. For the successful execution of these applications, restaurants need to ensure that they always have adequate bandwidth and are always connected with the on-site network, as an outage can result in lost revenue, excessive costs and operational inefficiency. For example, spooled credit card transactions, that may have been buffered due to an outage, may decline when the network turns on after the customer has left the location, making the restaurant responsible for those costs. On top of the lost revenue, when credit card companies reverse these transactions for lack of funds, restaurants have to pay costly chargeback fees.

A restaurant needs high quality, always-on connectivity to be successful. With digital menus, digital ordering kiosks, loyalty programs, online ordering, phone-in ordering, multiple customer devices, and food quality at stake, an outage can be catastrophic. Similarly, restaurant franchise operators with multiple locations need real-time access to inventory and accounting details. If a link to a site fails, they lose access to that site's data to make informed decisions in a timely manner.

Adaptiv Networks prevents delayed transactions and ensures successful order taking and food preparation by building connectivity solutions that maintain always-on connections. With seamless automatic failover, every employee, application, customer, and restaurant site remains connected even when one of the underlying internet links fails or becomes congested.

Chargebacks cost nearly 0.47% of global merchant revenue every year.[1]

QSRs and fast casual restaurants require uninterrupted connectivity to enable:

Fast payment processing

Unhindered ordering

Accurate order delivery

Smooth inventory management

Efficient Guest Wi-Fi

By continuously monitoring link health, Adaptiv I SD-WAN automatically redirects traffic to an alternate link, to mitigate downtime risks and keep all of the restaurant's digital operations always connected.

[1] https://www.qsrmagazine.com/technology/3-ways-internet-outages-are-killing-your-restaurant-s-profitability

3 Adaptiv I SD-WAN Provides Service Level Quality Assurance – A Must for Delivering Exceptional Customer Experiences

Whether it is picking up food from a drive-thru or eating at a table inside the restaurant, customers want instant gratification. Big brands competing for a larger "share of the stomach" are adopting technologies that will provide a great customer experience. A healthier yet quicker meal is what millennials demand. QSRs and fast casual restaurants are integrating cloud-based point-of-sale systems with online ordering into the kitchen's workflow and delivery ecosystem to enable on-the-go dining options and reduce wait times. Digital menus empower customers to be in full control of their orders to ensure accuracy. Wi-Fi, once important to attract consumers with free Internet, is now becoming critical for the entire restaurant operations and digital customer engagement. Also, cloud communications and messaging platforms are replacing traditional telephony systems to provide multi-modal interaction options (voice, video, text) to customers.

QSRs are losing an estimated US$ 89,000 per store location per year due to increased service times and order inaccuracies.[2]

One of Adaptiv | SD-WAN's differentiators is its patented ability to actively manage different streams of data for applications. For QSRs and fast casual restaurants, this active management ensures that important services, like unified communications, online ordering, payment processing, order tracking, and delivery notifications, take network priority over other applications, such as business email transactions and inventory control responses that do not have time-sensitive requirements.

> **Adaptiv | SD-WAN calibrates each network connection to avoid over-saturation and actively manages traffic priority to ensure that transactions complete promptly and customer Wi-Fi experiences are excellent, even during peak times. The ability to manage traffic to service agreements allows employees to support guests rather than try to fix the network connectivity issues.**

[2]https://www.seelevelhx.com/fast-food-drive-thrus-losing-millions

4

Flexible, Easy-to-Deploy Adaptiv | SD-WAN Allows Fast Site Turn Up, Facilitating Growth
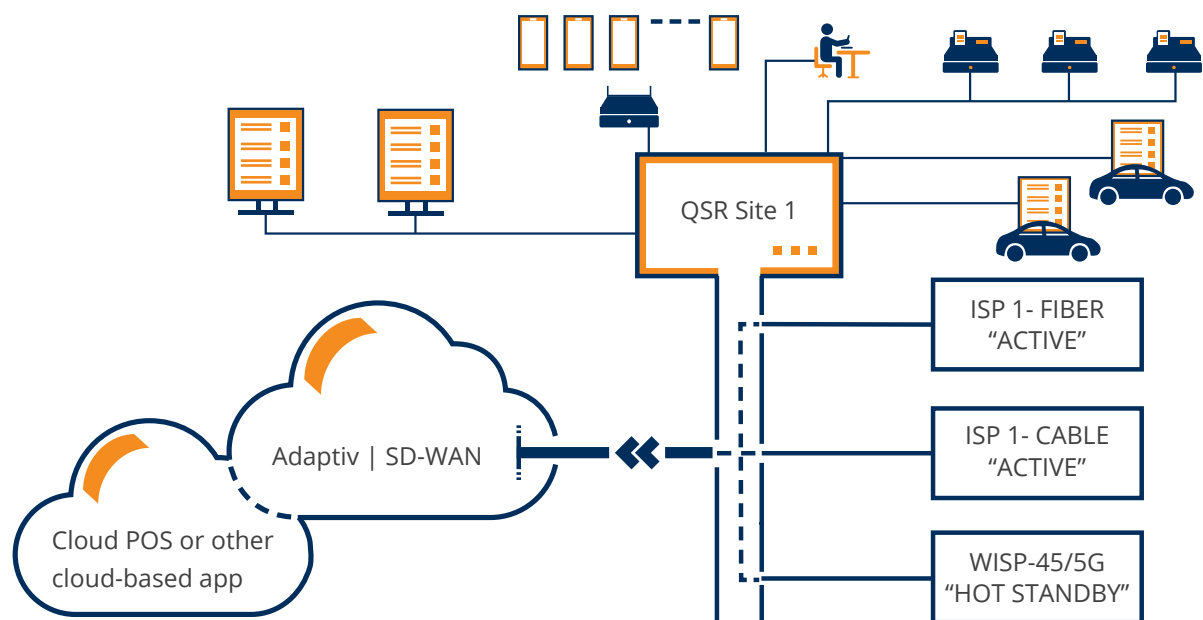
As QSRs and fast casual restaurants become popular, they have processes that allow for quick growth. Site expansion requires site connectivity processes that are replicable, easy to understand, and simple to execute using any available type of network connection.

Adaptiv Networks' cloud-based SD-WAN is the solution that accelerates growth, as network connectivity can become available in just minutes. New restaurant locations may have different connectivity options from existing locations. Adaptiv customers enjoy the flexibility to use any mix of last-mile connectivity including cable, fiber, and DSL. Whichever connections they use, Adaptiv Networks creates one powerful software-defined connection by combining the speed and reliability of all the links working together. For restaurants that rely on wireless connectivity, like 4G and 5G, Adaptiv I SD-WAN has the capability to configure a wireless link as an active connection or to serve as hot-standby with seamless failover to minimize wireless bandwidth consumption and avoid overage charges.

A Quick Service Restaurant Powered by Adaptiv | SD-WAN
Always-on High-Quality Connectivity Delivers Frictionless Business Operations

QSR Site 1

Adaptiv | SD-WAN

Cloud POS or other cloud-based app

ISP 1- FIBER "ACTIVE"

ISP 1- CABLE "ACTIVE"

WISP-45/5G "HOT STANDBY"

Adaptiv | SD-WAN is cloud provisioned in minutes, and new site installations are done by the managed service provider, so that's one less thing for the restaurant to worry about. The Adaptiv | Cloud portal automates the configuration of the edge device and calibrates the performance of each of the individual underlay circuits to determine the level of service that each link can support. These calibrations form the foundation of the network policy controls that establish traffic prioritization, define latency tolerances, and enable bandwidth requirements for the location's connectivity to ensure positive customer dine-in, drive-thru, or take-out experiences.

5 Adaptiv's Cloud-based Centralized Remote Management Helps Restaurants to Plan Ahead

Planning for network capacity is critical to the success of any restaurant's operations and customer experience. To minimize potential business impacts, restaurants need information that helps them understand their current bandwidth usage and how network connectivity is supporting their growing success. New customer engagement options like kiosks and online ordering from the lobby are driving increased connectivity demands. Also, future-looking planning can help identify appropriate scheduling windows for the installation of new connectivity, which can help meet on-time use of these new systems. In short, restaurants need tools that help them properly plan and schedule new links for upgraded communications.

The cloud-managed Adaptiv | SD-WAN provides QSR and fast casual restaurants with the intelligence to make accurate network planning decisions. Whether more capacity is needed to support new self-ordering kiosks or new kitchen technology, restaurants need to know ahead of time if their networks can deliver the bandwidth required to run these new applications successfully. Adaptiv Networks is providing answers to these questions.

As part of the Adaptiv | SD-WAN solution, the managed service provider uses powerful remote management capabilities of the Adaptiv | Cloud portal. These tools minimize time and cost for implementing changes and upgrades once the network planning decisions are made. Restaurants using Adaptiv | SD-WAN can accelerate network deployment cycles, maintenance, and service upgrades. Tasks that previously required truck rolls and days or weeks to complete can now be performed remotely within minutes by their managed service provider using the Adaptiv | Cloud portal.

The Adaptiv | Cloud portal enables remote management of network policies at all restaurant locations without the delays and costs associated with on-site provisioning.

How Restaurants Benefit from a Managed Adaptiv | SD-WAN Solution

REDUCE OPEX
Economies of scale for your bandwidth and IT budget.

INCREASE RELIABILITY
Always-on connectivity for business-critical cloud services.

NETWORK AGILITY
Quickly and easily add new sites, new technologies or increase bandwidth.

CLOUD PRODUCTIVITY
Faster and more responsive connections to business cloud apps.

BI-DIRECTIONAL QOS
Prioritized voice, ordering, and POS applications to optimize efficiency and customer experiences.

MULTI-LINK AGGREGATION
Create a faster and more reliable connection to any site in your network.

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About Adaptiv Networks

Adaptiv Networks is the creator of powerful, software-defined wide-area networks (SD-WANs)
for the most challenging locations requiring high availability for business-critical application
traffic. Businesses rely on Adaptiv Networks' Cloud-Managed SD-WAN to provide secure,
high-performance, and highly reliable networking for their voice, data, and video
communications needs. Adaptiv Networks serves more than 250 customers, with more than
2,500 sites deployed through 30 partners.

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