ATSG

ATSG helps hospitality and entertainment company add new technology without disruptions

Case Study

Solution Details

- Cisco Meraki Full Stack, including Cloud-Managed Access Points, Switches, Security

- Appliances and Web-Based Management Dashboard

- Jive Cloud-Managed Voice

- Connectivity Optimization

- Smart Hands

- Wireless

- Unified Communications

Customer Profile

- Top emerging hospitality and entertainment group in the United States
- Focus on high quality food and innovative entertainment experiences for multi-generational audience
- Clients are celebrities and athletes who are looking to expand their lifestyle brands through experiential dining and entertainment establishments

Situation

The company is riding a profitable wave of cultural disruption. Today, restaurants are no longer just a place to have a meal. **Customers are looking to their favorite restaurants—and chefs—as inspiration in the growing trend of lifestyle brands.** By helping customers better "know" the chef and focusing on guest experience, brands can position themselves outside of the food and beverage segment and evolve creatively with their customers.

As an initial foray into this restaurant format, the company wished to quickly roll out a series of four celebrity chef-themed restaurants across the southeast. The restaurants included 250-seat dining rooms and large retail stores where guests could purchase items from the chef's home, kitchen, and lifestyle collections.

Business Challenge

For the company's vision for the modern guest experience to come alive, the executive team knew they would have to combine rich heritage and tradition with modern technology. This included implementing solutions such as guest WiFi, digital signage, and wireless audio.

The executives called Cisco to inquire about their advanced wireless solutions. Given the expertise and tight execution needed, **Cisco recommended the company work with ATSG.**

Solution

ATSG immediately contacted the company to conduct an infrastructure discovery analysis. **The inaugural restaurant had to be operational within four months.** The project and business goals included a superior guest experience and ease of system management. ATSG's discovery and analysis would help ensure right-sized solutions that met the restaurants' needs during the implementation phase and into the future.

To support the guest experience, the implementation would require a robust wireless LAN (WLAN) infrastructure and connectivity to the multiple restaurants. The initial scope included internal and guest WiFi, wired and wireless audio and video, and handheld point-of-sale systems.

ATSG recommended Cisco Meraki Full Stack as a robust backbone solution for the restaurants. Meraki provides a cloud-managed wireless network with simple, scalable, cross-platform network visibility in a single navigation dashboard. The Full Stack solution supports cloud-managed access points, access switches and security appliances that are customizable to user-access needs and capable of delivering at scale.

Moving to the cloud with Meraki would mean seamless support for other cloud-managed infrastructure like indoor/outdoor security cameras and unified communications. The company would be able to offer its client not only an exceptional guest experience, but also cloud-based enterprise collaboration tools for telephony, productivity, and security.

The ATSG team skilfully managed the design, build, and implementation against the tight deadline. To guarantee an end-to-end experience, ATSG ensured the Cisco equipment arrived onsite and kept steady communication with the company throughout the process.

Business Results

Within four months, the first of the themed restaurants was operational —on time and on budget. ATSG fitted the remaining three restaurants across the southeast as planned.

"I couldn't have done this without ATSG," the company's chief administrator said. "As a start-up, success is not optional. ATSG served as a virtual extension of my team and worked side-by-side with me to recommend cloud solutions and vendors that made strategic sense and represented best-in-class technologies."

The Cisco-powered wireless infrastructure will bring to life the digital guest experience the company sought for their client, plus a powerful collaboration platform offering voice, productivity and security tools for the restaurant's employees and guests. **The software-defined wireless network and cloud-based appliances will simplify management, increase visibility, and reduce overhead costs while enabling the company to quickly roll out new restaurants and add new technologies without disruption.**

The company can continue to focus on its clients knowing that their trusted partnership with ATSG will support their future expansion and growth.