

Robeks Juices up its WAN with IRG

Robeks Corporation is privately owned company specializing in the franchising of Robeks Juice stores across the United States and internationally. Projecting 500 locations within the next 4 years, with domestic stores spanning the country, their concept and mission is quite simple: Fresh, premium, made-to-order; unique combinations of healthy ingredients; flavorful throughout. Recently they were named as one the Top 10 fastest growing franchisees in 2006 by Entrepreneur.com.

IT Challenges

With new stores opening at a rapid rate and a new POS system being implemented, it was important to Robeks that they had a single company managing the broadband initiative. Previously, each store placed its own broadband request through the local phone company; using this approach Robeks Corporate had no control over the network. Aside from the provisioning issues inherent with the individual ordering and implementation of a broadband circuit, the ongoing support presented its own challenges. Moreover, when a technical issue arose with a specific store's connectivity there were no means of how to diagnose the store's real issue. It was very difficult to quickly determine if the problem was related to the broadband, or the CPE or the POS itself.

In addition, new corporate initiatives of Dynamic Signage and Hot Spots, would add more levels of management complexity to every facet of store communication and support. Having a single source for design, procurement, logistics, installation, acceptance and ongoing break-fix would become increasingly more important.



The IRG Solution

IRG was chosen by Robeks corporate to provide Managed Network Services for all of their franchisees. Network design & prequalification, CPE logistics, implementation, and ongoing Network Management were awarded to IRG based on strong references and the willingness to create flexible implementation procedures. IRG designed a network that would allow all existing current stores and future store to leverage broadband to access their corporate resources; moreover, the IRG solution enabled the Robeks IT staff to concentrate on their specific job functions and not to have to worry about who was watching and supporting the nationwide WAN.

Moving forward, all new store openings are coordinated through a dedicated IRG Project Management team. Franchises are permitted to work with IRG directly, at Robeks Corporate discount rates, to efficiently procure and coordinate network implementation for their new store.



CASE STUDY

As each new store is brought onto the WAN, the IRG Network Operation Center (NOC) proactively acquires and manages the network 24/7, also handling all Tier 1 support for timely Trouble Tickets resolution.

IRG Delivered

- Provisioning, coordination, and installation of broadband services to accommodate a new POS roll-out.
- Reconfiguration of existing CPE during broadband implementation for 'hot cutover' to new network.
- 24/7/365 Pro-active Network Monitoring & Management (IRG|TruManage).
- Support of Dynamic Signage and Hot Spot integration over a single broadband connection.
- Dedicated Project Management team to handle all aspects of the network implementation.
- Open lines of communication between Franchisees and IRG Project Management Team.
- Single comprehensive, easy-to-read monthly invoice delivered electronically.

About Industry Retail Group

IRG is a premier provider of broadband-enabled network services, serving retailers and other multi-site companies across the globe. IRG partners with its clients to serve as a single, comprehensive source for industry-specific managed broadband-related services and solutions, while offering 24/7/365 proactive, dedicated support from one of our multiple Network Operation Centers. IRG has a growing client base including Fortune 1000 retailers with locations worldwide. IRG also provides valuable overlay applications including Hotspot and Enterprise Wi-Fi solutions, Hosted VoIP, and IP-based Video Surveillance to name a few. These bottom-line impacting services allow clients to further leverage their WAN investment while being assured IRG handles multiple aspects of their clients' security component WAN infrastructure as a VISA PCI DSS Validated Service Provider. IRG partners with industry technology leaders to deliver comprehensive managed services to multi-site retailers and QSR chains, backed by its own 24/7 NOC Management services.



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