

Smokey Bones Bar & Fire Grill Selects Industry Retail Group for Managed Network Services and Guest Wi-Fi

Smokey Bones Bar & Fire Grill selects Industry Retail Group, Inc. (IRG) for Managed Network Services and guest Wi-Fi. Smokey Bones specializes in three things: good food, good drinks and good times. They operate multiple locations throughout the Northeast, Midwest, and the Southern United States.

CIO Challenges

Being spun off from a parent company, with little notice, left this busy restaurant chain in need of deploying its own PCI-compliant network rapidly; and, without compromising the desire to leverage the network's capabilities to power future applications such as guest WiFi, VoIP, IP-based Video Surveillance, and Dynamic Signage. Smokey Bones was also facing a potential support bottleneck in being able to balance the time of a small internal staff with the increased demands inherent with implementing and supporting additional services.

IRG Solution

After a successful proof-of-concept program, Smokey Bones partnered with IRG for Network Services (Wireline Broadband + 3G Failover), IRG|WiFi for guest Hot-Spot services, TruManage Pro-Active Support, and RetailLAN for turn-key integration.



The project officially launched with the IRG assignment of a dedicated Project Management team to handle all aspects of the network implementation. This team ensured the entire process would be completed with minimal interruption to

business operations and consisted of a Project Manager, Project Administrator, and Network Engineer. Broadband provisioning and CPE procurement progressed transparently during the development of rollout, staging, and logistical plans.

IRG handled every step of the rollout, from provisioning and CPE staging, to onsite installation and client acceptance.

IRG also added automatic 3G failover to maximize application up-time. 3G back-up allows Smokey Bones to maintain the full use of all of their applications, even in a failover environment; unlike traditional dial-back up that forces clients to disable applications in the event of primary failover.



C A S E S T U D Y

“IRG is proud to work hand in hand with the Smokey Bones team,” stated Mike Luzio, CEO of IRG. “Together, we’ve worked diligently with the Smokey Bones IT staff to ensure the process was completed with minimal interruption to the restaurants or their staff. Now Smokey Bones delivers both fast reliable service and free guest Wi-Fi access to their customers, further enhancing the entire Smokey Bones experience. We’re confident that along with the great food and great service Smokey Bones is known for, the Wi-Fi experience will keep customers coming back for more.”

IRG Delivered

- Network Services - Provisioning, coordination, and installation of both primary wireline and failover 3G Broadband.
- Retail LAN (Turn-Key Integration) - CPE Staging, logistics, in-store cabling, installation and testing of all services, including integration with client’s LAN
- IRG|WiFi - Guest Hotspot services utilizing custom Client Captive Portals
- TruManage - Pro-Active Network Monitoring.
- Consolidated, Easy-to-Read, Electronic Invoice.



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