

CASE STUDY

America's largest casual Mexican Restaurant Selects IRG

IRG delivered broadband connectivity, PCI compliance, VoIP, and firewall services along with industry partners.

Background

On the Border Mexican Grill & Cantina traces back nearly three decades to 1982, when the first On The Border restaurant opened on Knox Street in Dallas, TX. Originally based on sizzling fajitas, frosty margaritas, happy hour and a booming patio, OTB has evolved and expanded over time to include a variety of craveable dishes inspired by the cuisines of South Texas and Mexico. Today, with restaurants throughout the United States and expansion internationally, On The Border is still passionate about sharing a love for Mexican food, spirits and fun.

IT Challenges

On the Border Mexican Grill & Cantina had taken over management of its own network from Brinker International and needed to quickly deploy a robust wide area network that would allow a seamless transition. On The Border positions itself as a company that “values quality, cultivates creativity and combines great service with good times.” The transition from Brinker’s network to its own network needed to occur without interrupting corporate communications or compromising the customer experience.



The IRG Solution

IRG was selected for complete managed services, which include broadband connectivity, 3G failover, and free customer Wi-Fi. The initial rollout began with a select group of stores, with plans to continue expanding into other regions.

IRG CEO Mike Luzio stated, “Our IRG team was glad to meet the challenge of delivering the IRG WAN and related services so that On The Border did not miss a beat. Most importantly, On The Border’s commitment to deliver a powerful customer experience is supported by IRG’s ‘leveraging broadband’ platform.”

Standard with all multi-site implementations, IRG provided a Dedicated Project Management Team to On The Border. This ensures a fast implementation as well as continual client updates during each phase of the rollout.



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IRG Delivered

- Provisioning, coordination, and installation of a new broadband network to provide a distinct, secure environment for guest WiFi service.
- Turn-key implementation of the new broadband network and WiFi service, including careful onsite technician logistics to minimize disruption of store operations.
- A flexible Wi-Fi service that offered client marketing personnel control over specific Captive Portal messaging to further drive sales and enhance the end user experience.
- Installation a full VPN PCI network for all locations.
- Broadband connectivity for POS terminals and credit card processing, including 3G failover.
- Fully secure PCI network with compliance monitoring and logging via Reliant Security's MPS Redbox at every location.
- A client-based SSL VPN for remote users to access the corporate network.
- VoIP services through PingTone Communications.
- 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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