



# Case Study

## Cloud communications solutions improve customer service and reduce cost

**Client**  
**Donatos**



Donatos is a family-owned pizza company with more than 200 locations in nine states. The company was founded in Columbus, Ohio, in 1963 and consists of 105 company-owned stores, and over 100 stores owned and operated by franchise partners.

Donatos consistently exceeds national averages in fast-casual restaurant industry metrics, making it one of the fastest-growing franchises in the United States.

| Challenge  | CBTS solution   | Results  |
|--|---|--|
| <ul style="list-style-type: none"> <li>Client's legacy infrastructure is delivering fragmented customer experience between mobile applications and brick-and-mortar locations.</li> <li>Issues include poor in-store Wi-Fi experience and control; reliability and redundancy; and multiple vendor management.</li> <li>Client wants to build a "store of the future" supported by a next-generation IT platform.</li> </ul> | <ul style="list-style-type: none"> <li>Parallel Technologies, Inc. and CBTS deliver a single, cloud-based platform to support unified commerce.</li> <li>Solution features CBTS Hosted Unified Communications as a Service; Network as a Service; SD-WAN; as well as Parallel's design overlay services.</li> <li>CBTS procures the required hardware and software; provides technical and customer service from one support center; bills monthly fees on a single invoice.</li> </ul> | <ul style="list-style-type: none"> <li>CBTS UCaaS, NaaS, SD-WAN solutions offer streamlined services through a single vendor.</li> <li>Solution delivers exceptional voice/data service, cost savings, and enhanced security and control.</li> <li>Client's IT organization able to focus on larger strategic initiatives that add value to business.</li> </ul> |

## Challenge

Donatos' multi-faceted ordering system includes phone, web, and mobile customer ordering. Each method is critical to driving sales and providing a positive customer experience.

As Donatos continues its focus on growth and the customer experience, the company increasingly understands that it must build a "store of the future" that is supported by a next-generation IT platform. The client's legacy infrastructure does not support this strategy, and is instead creating multiple challenges that include:

- A fragmented customer experience between mobile applications and brick-and-mortar locations.
- Poor in-store Wi-Fi experience and control.
- Reliability, redundancy, and business continuity issues.
- Multiple vendor relationship management that is straining an already stretched internal IT organization that needs to focus instead on value-added initiatives.

### **Donatos requires a new solution that will address the following specific business requirements:**

- Continuous connectivity is mission-critical for this client. Every dropped or disconnected phone call represents lost revenue for Donatos. Call Quality of Service (QoS) and circuit failover is required to protect each individual telephone order. During particularly busy times, such as holidays or sporting events, the client needs cloud-based call queuing with a branded comfort message. The client also requires a user-friendly system in which on-hold calls can be answered from any phone without complex call park or pickup codes.
- The client needs to provide a safe, family-friendly Wi-Fi experience at each restaurant for customers who access Wi-Fi during their time inside the restaurant. The client wants the guest Wi-Fi experience to include a corporate branded sign-on page, rate limits to prevent excessive bandwidth use, and web filtering.
- The client's PCI and corporate security needs demand a next-generation Unified Threat Management (UTM) firewall at every store. The store-level UTM solution must provide application control, identity-based web filtering, and safe search. Multiple SSIDs and VLANs are required to support security rules across guests, employees, point of sale, and visiting vendors.
- Network technical requirements dictate that the new solution run over cable broadband Internet as the primary circuit with 4G/LTE wireless as the backup, and a new Power over Ethernet LAN switching environment. The entire solution must be anchored at the edge with an SD-WAN technology that provides QoS over the Internet for point of sales, cloud voice, Office 365, and future cloud initiatives such as Azure or AWS.
- From an operations standpoint, Donatos requires every component and process to have a web-based portal for full user and admin self-control.
- Finally, the entire solution must be delivered as a monthly managed expense that supports Donatos' co-management; provides 24x7x365 monitored support, including moves, adds, and changes; and requires no up-front capital. The solution must give the client's IT organization increased control, reporting, and alerting tools while also allowing the IT organization to devote more time to value-added initiatives.

## CBTS solution

Donatos engaged Parallel Technologies, Inc. and CBTS to deliver a single, cloud-based platform to support unified commerce for the pizza company's stores, mobile applications, and web site. Parallel and CBTS identified the CBTS Hosted Unified Communications as a Service; Network as a Service; and SD-WAN products as the right solutions.

CBTS and Parallel leveraged these solutions, and combined them with Parallel's design overlay services, to meet Donatos' unique needs and seamlessly provide application QoS and redundant delivery across multiple, cost-effective Internet circuits.

As part of the technical solution, CBTS procures all of the required hardware and software; provides technical and customer service from one support center; and bills all services as a monthly fee on a single invoice.

**“Parallel and CBTS became the single point of contact and the technology roadmap partner Donatos needed to build our Store of the Future,”** said Larry Beckwith, vice president of information services for Donatos.

**“From supporting our corporate strategies for unified commerce and enhanced customer experience, to franchise growth, to streamlining the entirety of services and support to save us both money and time, the overall solution has certainly met our expectations.”**

### The suite of services provided to each Donatos location includes:

- Cisco cloud UCaaS phone service over any Internet connection.
- SD-WAN to assure QoS for voice, cloud, and POS systems over any Internet connection.
- Per store call center capabilities to answer all overflow peak calls.
- 4G cellular failover in the event of any terrestrial Internet service disruption.
- Meraki UTM Firewall as a Service.
- Meraki PoE Ethernet Switches.
- Meraki Wi-Fi infrastructure with guest sign on.
- Cloud management of all services.

The solution also includes on-site installation teams, professional project management, 24x7x365 on-shore technical support, on-site repair if needed, and all moves-adds-changes as part of the low monthly fee.

## Results

The customized CBTS/Parallel solution ensures QoS, reliability and uptime for all facets of Donatos' unified commerce to enhance the overall customer experience, all while meeting the rigorous compliance and security requirements for handling sensitive consumer and corporate data.

The use of a single vendor has relieved Donatos of the need to maintain multiple projects with multiple vendor relationships. And because the functionality is provided “as a service,” it has built-in protection against obsolescence and can be easily tailored to meet specific needs and scale as the company continues to add locations.

In addition, the solution:

- Offers streamlined services through a single vendor.
- Delivers exceptional voice/data service.
- Delivers cost savings and enhanced security and control.
- Allows the client's IT organization to focus on strategic initiatives.