



# NETWORKS

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Global Restaurateur Boosts  
Application Performance  
Using Software Defined  
Networking Solution

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# CASE SUMMARY



## Who was the client

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- › Headquartered in Bethesda, a leading provider of innovative dining experience in more than 125+ airports worldwide and along 100 motorways across North America.



## The requirement

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- › Optimizing application delivery at more than 200 business locations.
- › They required optimum efficiency with their network for their application to run smoothly.



## How do we solve it

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- › We gave a scalable WAN optimization solution designed for performance and growth.
- › By providing a turbo-boost, downlink and uplink sessions were aggregated for faster transfer, performing at its utmost efficiency.
- › We enabled video broadcasts with near zero packet loss.



## How did they benefit

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- › **INCREASED PERFORMANCE AND CUSTOMER SATISFACTION**
  - Enabling video broadcast with near zero packet loss.
  - Smoother operating experience at each location due to smart network optimization.
- › **COST SAVINGS**
  - 50 percent data cost reduction was observed with the Software Defined Network platform.
- › **MANAGED SERVICE**
  - Extending optimization benefits to the entire organization along with QoS.

# GLOBAL RESTAURATEUR BOOSTS APPLICATION PERFORMANCE USING SOFTWARE DEFINED NETWORKING SOLUTION

## The Challenge

Optimizing application delivery at more than 200 business locations.

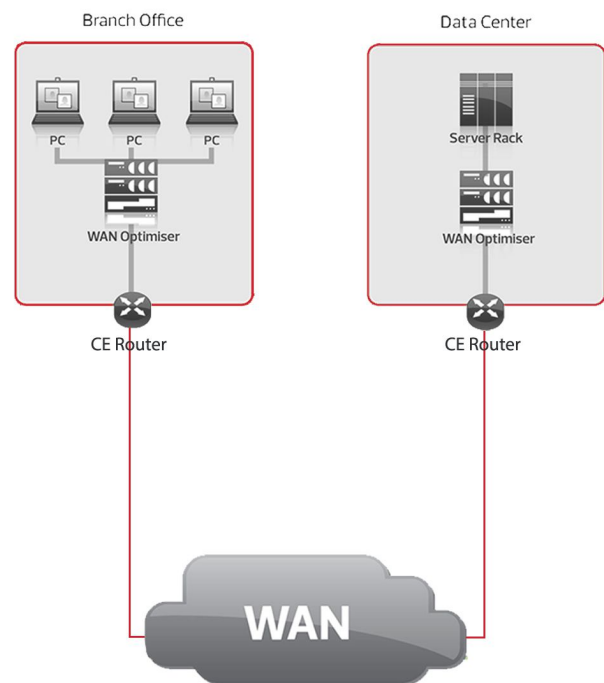
All backend processing for the business applications used at restaurants is performed in one of the firm's datacenters. Front-end application performance is a critical factor in delivering a pleasing and responsive customer experience. "Our workforce of 30,000+ associates is very, very distributed. So delivering all our critical operating applications—point of sale, voice telephony, data—is a key to our business success."

## The Solution

Scalable WAN optimization designed for performance and growth

In search of a more scalable solution that could serve and benefit all of its locations, the operator worked to find an alternate solution. SD WAN combines WAN optimization, application acceleration, storage replication acceleration, caching, secure tunneling, quality-of-service assurance and flexible centralized management in a single, unified platform. The product immediately impressed the operator's IT group with its ease of use and ability to coexist in a production environment without disturbing the legacy optimization solution. More importantly, it reduced data transmission rates for critical point-of-sale (POS) application by more than 50 percent, and its pay-as-you-grow licensing model made it possible to provision all business locations

Today's business network is the foundation of business performance. When the network experiences performance issues, it is ultimately the business that suffers.



Based on these results, they ordered a Software Defined WAN optimization appliances for more than 200+ business locations and datacenters. The new appliances were deployed by a team of five in a tightly choreographed process that covered 10+ countries. The team installed new devices while also performing local-area-network (LAN) upgrades, new WAN links, service provider changes and new firewall deployment.

## Key Benefits

### 50 percent data cost reduction with the SDN platform

The appliances dramatically reduce the cost of data moving across the WAN, and that directly benefits application performance. “We’ve seen greater than 40 percent data reduction rates with the SD WAN platform, which means transactions ring faster. We can open new checks at a restaurant faster—10, 15, 20 percent improvements at a time. If you think about hundreds of millions of transactions over the course of a year, those time savings aren’t just about greater efficiency for us; they’re about giving our customers the best possible service, as quickly as possible.”

### Extending optimization benefits to the entire organization

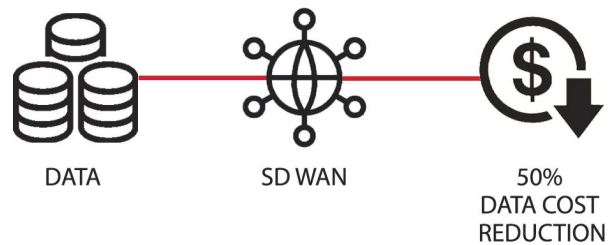
With its legacy solution, operators had to buy and deploy a larger WAN appliance every time it wanted to optimize a larger number of sessions. With SD WAN, the same capacity increase requires only a simple, affordable upgrade. The difference in scalability and licensing has made it possible to extend application acceleration to more than 180 additional locations. “With the SDN solution, we can put a one size device in a location and satisfy all our needs as a business, at that location. And with the cost model, all of our locations can now enjoy the benefits of WAN optimization and application performance acceleration.”

### Enabling video broadcast with zero packet loss

The SD WAN deployment hasn’t just improved the performance of existing applications; it has also enabled entirely new ones. “Another benefit we’ve realized with SD WAN is the ability to do a video broadcast. It’s really not something

we could approach before, and we were a little nervous going into it. But as soon as the broadcast started, the devices started doing what they do, with flow control, with the optimizations—the video stream just flowed. We had no packet loss, and it was a positive experience for everyone who participated.”

### 50 percent data cost reduction with the SDN platform



## Unified SDWAN

Across All Business Entities



## Zero Packet Loss

