

The Future is Served with Broadband

Restaurants today are as diverse as the customers they serve—each has a different concept, a different menu, a different culture, and a different level of integrating technology into the business. For concepts with multiple units, this diversity is increased by different managers, employees, and even IT concerns. So in a world where no two business units are alike, why should operators have to settle for a one-solution-fits-all technology—particularly in its broadband network? For the mid-tier operators of today—many of whom are running complex chains of 100+ units and, at times, multiple concepts—a managed network service can mitigate many of the operations and cost issues associated with managing a broadband network.

For example, a managed services provider takes responsibility for identifying and fixing network issues;

- *Multiple vendors and access solutions based on store location, type, and/or brand*
- *Cost effective and secure broadband access*
- *24/7 managed network service*
- *Distribution of training*
- *Delivering software updates*

COMPREHENSIVE SOLUTIONS TODAY

In the past, operators had limited options for creating and maintaining their own networks, each with its own limitations as more sophisticated business

applications have evolved. For example, operators who have been adequately served by dial-up are finding that new applications required to stay competitive, like accepting credit cards, require them to upgrade to broadband. They need to be online and instead of selecting technologies on their own, they could work with a managed network service provider who will guide them through the process of creating an optimized network using:

- DSL—where it is available at the right price point
- Satellite—which is available everywhere, affordable, and ideal for distributing content and for low-latency applications
- Frame—when all sites absolutely have to be on wireline and price is not a prime concern
- DSL and satellite at each site—at each site for 100% uptime at a price point below frame

Operators have often combined these services and deployed them on a unit-by-unit basis; however, that usually resulted in management and operational nightmares due to confusing multi-vendor contracts and splintered networks.

Today, making broadband solutions meet the needs of food service operators by diversifying to fulfill their unique demands. The broadband models of today, which include the centralized management of all forms of transport, have evolved to offer operators what they are looking for.

Applications and Connectivity		
Application	Network Required for Applications Support	
	Dial-up	Broadband
Credit card—electronic payments	X	X
Financial reporting, menu updates, etc.	X	X
Other secure data (e-mail, files, etc.)	X	X
Centralized browser-based, back-office access		X
Audio and video content delivery		X
Real-time alerts		X
Video monitoring/surveillance		X
Videoconference		X
High-speed Internet access		X

HUGHES Unified Broadband Options

Enterprises want choices. From high availability to performance or cost optimization, IT managers want to tailor networks based on their own business requirements. Hughes Network Systems is targeting that need with HUGHES Unified Broadband services. Here's a typical example: A retailer with 350 sites wants an optimized solution for the best price possible. The options:

- Connect 200 sites with satellite broadband technology and 150 sites with ADSL. Each site will cost \$125 per month.
- Don't want DSL? A 350-site satellite broadband network will cost \$130 per site each month, with the added benefits of multicast with DSL and frame relay.
- Want to maximize landline coverage? A network with all sites connected with fractional T1 frame relay and 290 linked via DSL will cost \$165 per site each month.

For each option, the one-time cost including installation and equipment is \$500 per site.

COST OF OWNERSHIP

The cost for today's broadband solutions can, when all of the operating costs associated with basic services are considered, offer savings over dial-up. The cost for broadband access is slightly more than dial-up as a dollar for dollar trade-off until the operating and transaction costs for credit card processing and polling error resolutions are factored in. With that broader view of networking costs, operators may see savings of as much as \$100 a month per unit. When additional applications like loss prevention (video surveillance), labor costs, and costs for software and training videos are added to the equation, operators may see savings of more than \$1,000 monthly per unit. Another significant cost of ownership is the investment in the technical resources required to maintain a network.

Utilizing a managed network service, with its end-to-end, single-source solutions, managers can forget the nightmare associated with staff and other support costs required to manage multiple contracts, contact people, and monthly bills. Instead, they can benefit from the simplicity and cost efficiency of using one vendor, who has 24/7

support coverage with a variety of service options. Equally important, service levels are part of the contract, so the owner knows the vendor's commitment.

This approach reduces costs by providing a unified network view which is supported by a unified management approach. As a result, it disentangles IT Managers from the web of network management by assuming the maintenance of all of the communications, components, and services used in the broadband solution. This service shrinks expenses by reducing the need for support staff while also unburdening IT Managers from having to constantly monitor their network and support staff, resulting in more time for them to focus on building the chain.

In the end, with all factors considered, the best network solutions are competitively priced. The costs for optimized, managed, broad-band solutions are affordable and there are choices that can be matched to your needs.

FLEXIBLE SOLUTIONS FOR THE FUTURE

A secure, stable and diverse broadband network isn't just important for the

business needs of today; it's essential for the business needs of the future. As shown in the chart on page 1, dial-up will support neither the applications that are needed to meet current operational challenges nor those that more and more operators will deploy in the future. With the right broadband solution and a strategic network partner, operators will be able to quickly and easily expand their broadband usage as their business grows and applications expand. They will be able to quickly add offerings to solve business needs such as:

- Improved employee performance through streaming video, or online delivery of employee training and tutorials
- Increased security through video surveillance to monitor operations, improve employee performance, and enhance site security
- Real-time response to critical alerts through always-on access to sales and unit-level information
- Enhanced communication through teleconferencing for hands-on management at the store level

To be competitive today, restaurant operators need timely information on the financial health and status of their business. Also, recent adoption of electronic payments in the QSR sector started a migration from dial-up to broadband to managed broadband services. Critical business applications can no longer be supported with low speed connections—broadband is required. Broadband is affordable and in today's environment, a growing restaurant chain cannot afford to be without it. ■

To learn more about the economics of broadband and HUGHES Unified Broadband, call (866) 240-3875.