



## Pizza Locations Jet Ahead with Simplified Telecommunications Solutions

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### Six Corner Ventures Group, Jet's Pizza Franchise Owner Profile

*In 2015, Dan O'Donahue opened a restaurant* in Chicago with popular franchise Jet's Pizza. As a franchisee, O'Donahue was required to contract his internet service with Comcast. For this initial setup, he partnered with Chicago-area telecommunications solutions provider Bandwidth Simplified for primary internet and VoIP services. In 2016, O'Donahue opened a second location in the city and relied on Bandwidth Simplified to solve a problem for his business that was costing him orders and worse, customers.

### Business Challenge

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*When internet connection* issues occurred, the franchise's online ordering platform failed to let the customer know about the order not being received. Likewise, O'Donahue's restaurant wasn't receiving the order information through the business-critical online ordering application which he was required to use per Jet's Pizza corporate policy. These connection and communication blackouts resulted in missed orders that drained the business and alienated regulars who accounted for a large percentage of the restaurant's business.

As a restaurant owner, O'Donahue serves many roles for his business and his employees. From payroll to marketing and actually making pizza, he felt comfortable taking on most challenges — with IT being an exception. To fulfill this critical area, O'Donahue relied on Bandwidth Simplified to manage his technology and telecommunication needs.



*I'm just a small business owner. I'm not an IT guy. In the early days I could barely find enough time in the day to make pizzas for my customers. With so many to-dos on my plate, it's amazing to have a resource who can do so much for me."*

-Dan O'Donahue, Franchise Owner, Jet's Pizza

### A Single Point-of-Contact Provides "The Works"

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**Bandwidth Simplified** met with O'Donahue to identify the issue of online ordering blackouts caused by inconsistent internet connections. Working as a single point-of-contact, Bandwidth Simplified assessed the network problem and found that failover internet service would be necessary to maintain connectivity for online orders.

After determining the specific needs of the business, Bandwidth Simplified curated a list of several third-party options ranging in scale and cost and worked with O'Donahue to make the right choice for his business. Ultimately, Bandwidth Simplified facilitated the installation of Cloud-first SD-WAN on O'Donahue's behalf.

Once installed, Bandwidth Simplified bridged the primary and new secondary AT&T internet services to keep O'Donahue's Jet's Pizza locations running with dynamic internet connections that load-balance between the primary Comcast internet and this secondary connection.

The system adapts in milliseconds to prioritize mission-critical applications and business connections over customer WiFi access, ensuring successful receipt of orders despite inconsistent internet speeds or heightened public use of phones or internet.

## The Perfect Slice (Another One Bites the Crust)

*Throughout this process*, Bandwidth Simplified took on a wide-range of roles and jobs to help O'Donahue solve this critical issue. These included:

- *Translated complicated technical terminology for O'Donahue and presented thoroughly researched solutions to help him make informed decisions about his business*
- *Worked as an intermediary between O'Donahue and SD-WAN provider, Bigleaf Networks*
- *Provided a full suite of services including assessing the technical problems of the restaurant*
- *Facilitated equipment delivery and installation process*
- *Continued monitoring of equipment to ensure lasting success*

## The Proof is in the Dough

**Bigleaf's easy-to-use dashboard** allows O'Donahue to quantify how often the service keeps his business connected and cross-apply those upticks with times of day when online orders are at their peak. By observing the overall uptime and downtime between Comcast on his first connection and AT&T, his second connection, he's able to quickly identify the value of the services Bandwidth Simplified provided.

Besides a monthly email report, the Bigleaf user dashboard generates results 10 times per second, displaying measurement of packet loss, latency, jitter and throughput.



## Don't let communications issues cripple your business Reach out to Bandwidth Simplified today.

Bandwidth Simplified was founded in 2012 by a team of voice/data and IT consultants who understand the technologies businesses need to succeed while also realizing that not every business is the same. We work with over forty regional and nationwide vendors to customize solutions for your specific business, while ensuring that you will be paying the lowest rates possible. Call us today for a free quote for your voice, data and IT business needs.

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