

CASE STUDY



OVERVIEW

King Food, part of the Kallassi Group, is the franchisee for Burger King in Lebanon, operating 22 fast food outlets in busy metropolitan areas. The company needed to upgrade its Wi-Fi network not only to meet the demands of its customers but also to provide the infrastructure to support social analytics solutions that can transform its business

REQUIREMENTS

- High-speed 802.11ac Wi-Fi to serve a large number of guest users
- Ease of management
- Support for advanced WLAN applications

SOLUTION

- Deployed Ruckus access points to 22 restaurants and 2 Ruckus ZoneDirector controllers at head office in high availability configuration

BENEFITS

By implementing Ruckus' solutions Burger King will enjoy:

- Higher connectivity bandwidth and signal strength during peak hours across all 22 restaurants in Lebanon
- New wireless network set up has less interference from other external networks,
- Helps Burger King to deploy social media analytics platform, gather valuable data that will allow company to drive meaningful marketing campaigns and analyse customer behaviour such as footfall and visit frequency.

LEBANON'S KING FOOD ROLLS OUT RUCKUS WI-FI SOLUTIONS TO OFFER THE BEST QUALITY CONNECTIVITY

Heading out to get a quick bite to eat? Worried that you might miss something important like the score of your favorite sports game or needing to check into your flight? Being connected is a must in a world where everything is just a click away. When needing to grab a quick meal at a fast food dining establishment, customers still expect to be able to get a Wi-Fi connection. It's not only a must for customers, but also more efficient for employees.

CHALLENGE

King Food, the franchisee for Burger King in Lebanon, operates 22 outlets across the country, and understands the need to provide a fast and convenient wireless service to match its fast and convenient food. The old wireless network in its restaurants could not cope with the demands of a modern fast food franchise. The network included many different vendors and specifications of access point, with each outlet operating in isolation. This meant that on top of a generally poor-quality connection, the IT team also had to deal with a decentralised management system with different SSIDs and passwords for each branch and lacked any unified reporting on network status.

Not only was the network not suitable for customers and staff, the infrastructure was also not adequate to support King Food's future plans.

Some of King Food's future plans included delivering better Wi-Fi reach for the end user, a solution for social media analytics over the top of the Wi-Fi infrastructure, a network that can support employees' use of BK Link and Oracle CX and a centralized music solution for all restaurants with voice over ads. The old Wi-Fi system was a standalone system in each restaurant without centralized management or high availability using multiple vendors.

Dany Haber, General Manager for King Food, explained that the company's requirements for a high quality Wi-Fi network at the branch go beyond just customer service: "Providing a good Wi-Fi infrastructure is important in order to give the customers a good internet service, which is a plus point in the fast food business in Lebanon and it will enhance the overall customer experience."

"At the same time, providing a good internet connection also serves the staff in each branch, who are working on cloud solutions like BK Link, the Burger King internal portal for training and so on; and Oracle CX customer experience applications. The Wi-Fi network will also provide the underlying infrastructure to support a Social Media Analytics project which we are planning to implement," Haber added.

SOLUTION

To find the next generation Wi-Fi solutions that would meet the demands of its restaurants, King Food assessed a number of solutions on the market and found that Ruckus outperformed all other competitors for radio and throughput performance, as well as the ease of use, reliability and scalability, in the lowest cost enterprise class 802.11ac solution available.

Another factor in the decision came from the Kallassi Group, the parent of King Food, whom had already deployed an enterprise Wi-Fi network based on Ruckus solutions provided by Ruckus' partner, Uniquetelip. The experience had been incredibly positive for both management and the IT team, with the Ruckus network, which was rolled out at Kallassi Group head office, delivering centralised management and a high quality of service, even in high density usage areas. The network also required fewer access points to cover a wide area, which reduced the overall cost.

For the new deployment at the restaurant outlets, King Food selected Ruckus' indoor access points and the Ruckus ZoneDirector controllers. Michel Nehme, IT Director for King Food said that deploying the new access points to the restaurants was a simple process since the APs all have the same configuration.



“Ruckus solutions have given King Food the advanced, reliable network we need to be able to provide our customers with the high-quality Wi-Fi experience they expect from a leading brand.”

DANY HABER

General Manager for King Food

“The Ruckus configuration was easy to implement for an experienced team like ours. Administering the Ruckus APs across BK branches is easy because of the central management provided by the Ruckus controller installed at the head office. Each Ruckus AP has almost the same configuration, so we were able to pre-configure the APs at head office, and then install at five or six restaurants per day—most of the implementation time was spent on transportation,” Nehme added.

King Food was also able to keep the existing cabling and switches and just upgrade the APs and controllers.

One of the main advantages offered by Ruckus APs is the BeamFlex technology. During the busy hours, each restaurant experiences a high demand for Wi-Fi as the number of customers peaks. The BeamFlex technology ensures that each AP is able to handle this growth in traffic and even distribute the available bandwidth between users.

The BeamFlex Adaptive Antenna technology also constantly senses and optimises the Wi-Fi signal to the environment. This means that each AP has optimal use of the bandwidth and signal strength, meaning that fewer APs are required for each physical location—usually one for each KF branch. The technology also helps to ensure a clear signal with minimal interference due to other external wireless networks nearby.

The Ruckus ZoneDirector Controller not only provides King Food with intuitive configuration and management capabilities, but it will also support an important next step for the company, in deploying a social media analytics platform, running on the new Wi-Fi infrastructure.

An advanced Wi-Fi analytics platform will allow Burger King diners to access the restaurant's network at the press of a button, by logging in with their preferred social media account. King Food will then be able to encourage social interaction with the user, to boost its brand.

Furthermore, once connected, King Food will be able to leverage rich, accurate data to understand its customers and drive meaningful marketing campaigns, as well as being able to get a deeper insight into each branch through analysis of customer footfall, visit frequency and so on.

Dany Haber said that the company is conducting proof-of-concept testing to select the new platform, which will utilise ZoneDirector's support for advanced WLAN applications. Ruckus' industry partnerships with the leading technology providers in this space also mean that King Food can select the best platform for its requirements.

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