



## Case Study

### Retail Vertical

## Boutique coffee shop chain accelerates growth with a scalable communications network.

### Challenge

The communications network of this regional chain of specialty coffee houses grew the way retail businesses often grow: one location at a time. When a new store opened, they would simply reach out to the local provider for service, and would have to deal with different project managers for connectivity, voice, WiFi, the point-of-sale system, etc. This was a time-consuming proposition, especially for a team who knows how to create a world-class cup of coffee but doesn't have the technical background to build a network. By the time the company had 15 locations, it became challenging to manage 15 different sets of invoices. At the same time, they were looking to accelerate expansion and hired an executive from an American coffee company and coffeehouse chain who immediately realized that the current network topology wasn't suitable to scale.

### Solution

The company turned to BCM One to provide unified communications, managed connectivity, managed WiFi, and SD WAN. We worked with the company to develop a plan based on their business objectives and our experience building scalable retail networks, and then managed the installation with our experienced project management and technical resources.

We began with a technical review to ensure that all the company's requirements were met and that the implementation team could avoid interruptions during business hours. And then BCM One developed a design that could be used to provide connectivity for any new location cookie-cutter style, reducing the resources and effort required to spin up a store from a communications perspective. As part of the company's extended team, we provide ongoing proactive monitoring. Our on-site SD WAN devices alert the BCM One NOC immediately if there's an issue, so we can proactively open a ticket with the service provider for fast response.

### Result

Working with BCM One gave the company a trusted partner who not only gets the best deal on communications services, but stays on to work with them side-by-side to implement the solution and keep it running on an ongoing basis. The company now has a better handle on their technology spend. With one invoice that has site-by-site breakdowns, they can easily identify what they have, what they're paying for it, the terms, etc. And we've streamlined the process of connecting new stores. With one BCM One project director that handles everything, new locations are added to the network quickly, efficiently, and consistently.

#### Client:

- › Coffee shop chain

#### Number of sites:

- › 15 locations

#### Solution:

- › UCaaS
- › Managed Connectivity
- › SD-WAN