



Success Story

HOOTERS OF AMERICA

Nobody could improve their hot wings or their uniforms. For better bandwidth, though, Hooters turned to AFS.

Customer

Hooters of America, the restaurant chain that bills itself as “delightfully tacky, yet unrefined” employs over 5,000 people worldwide. Since the grand opening of its first Clearwater, FL, restaurant in 1983, the chain has launched an impressive 440 Hooters Restaurants coast to coast and in 27 countries.

Headquartered in Atlanta, GA, Hooters’ highly successful and long-standing specialties have undergone little change, with beer, wings and “Hooters Girls” being their main offerings over the last three decades.

Business Challenge

Though the menu, décor and wait-staff uniforms haven't changed much, the Hooters business model has certainly grown with the times.

With so many remote locations, it is a challenge for the company to gather timely information from each restaurant in order for company executives to make fast, informed decisions about revenue-driving functions such as inventory, promotional materials and events.

“Our goal is to have real-time reports,” says Ryan Pierce, Hooters of America Network Administrator.

The T1's the IT department was using presented lag-times, downtimes and reporting delays of up to two hours. Amidst the mounting frustration from these performance problems, the company would soon be deploying a new nationwide Point-of-Sale (POS) system that would record every credit transaction, in addition to managing employee hours, payroll, and inventory.

Hooters needed the bandwidth to support this new system—quickly.

The solution needed to be easy and required a fail-safe connection, since so many business functions were tied in to this minute-by-minute transfer of data.

In an effort to find a solution before the new POS system implementation, Ryan and his team systematically made their way through all of the local network providers. Finding a company to guarantee a 90-day install for their custom build proved fruitless.

They were running out of time.



“With AFS, it was a fast and easy agreement. It was a good package at a competitive price.”

— Ryan Pierce,
Hooters of America

**Contact us for
more information:**

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The AFS Solution

After diligent research, recommendations from their service provider and advice from third-party consultant ADCcom Solutions, Ryan and his team focused on AFS, who could guarantee meeting their deadline, give them what they needed and allow for plenty of room to grow—all at a competitive price.

“We needed a large boost in bandwidth,” says Ryan. “Price was a factor. We wanted expandability and we wanted something flexible.”

Armed with the ideal solution for the nation-wide connection, Hooters implemented an Ethernet (EVPL) service to be used as a pipeline between the Atlanta-based IT department, 123 corporate locations, and 300 restaurants.

“With AFS it was a fast and easy agreement,” says Ryan. “It’s a good package at a competitive price.”

The implementation process was fast and “quite painless,” says Ryan, who also comments on the knowledgeable and accessible technicians that were there “every step of the way.”

Icing the cake was AFS’s completion of the job two days before the deadline.

Benefits

The AFS solution provides Hooters with a 500% increase in bandwidth.

At the restaurant level, employees like the speed at which the new POS system works. Wait staff is able to better manage their stations and service individual customers faster.

At the executive level, the solution is “as close to real-time as possible,” says Ryan.

Reporting functions have improved too. Hooters no longer deals with hours of delay. Reports on sales, trends and business flow within minutes.

The fail-safe connection has had zero downtime, allowing the IT department to take a deep breath of satisfaction in a job well done.

Ryan says the entire transaction was a great success, adding that “compared to the phone companies, AFS provides better service, less hold time, quicker response time.”

Other benefits included:

- Quick, easy, and unlimited growth potential for future increases in bandwidth needs.
- Significant decrease in remote user trouble tickets placed to Hooters of America IT department.

About American Fiber Systems

American Fiber Systems (AFS) provides metropolitan fiber optical networking infrastructure, dark fiber and transport services to carriers and large enterprises. AFS enables its customers to easily and reliably connect to a city’s most important points of communications presence, including central offices and wire centers; CLEC PoPs; Internet Service Provider (ISP) and data center locations; Inter-exchange “carrier-hotels;” wireless providers. AFS has deployed more

than 1.2 million miles of high-capacity, high-bandwidth metropolitan fiber optic cable since 2000 in several cities, including Atlanta, Boise, Cleveland, Kansas City, Las Vegas, Minneapolis/Saint Paul, Nashville, Reno, Carson City, and Salt Lake City. AFS has more than 500 capacity enabled on-net buildings and supports an addressable market teledensity of more than \$9 billion in annualized telecommunications services. AFS is a privately held venture-backed company.

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