



“When Internet outages took place, the staff was incredibly stressed and got the brunt of the anger from disgruntled customers. I cannot tell you an exact amount of dollars RocketFailover has saved me, but it is well into the thousands just in the past month. Thank you Thinix for the unsurpassed customer service and taking a personal interest in the success of my business.”

— Joe Newlin, Owner/Operator
The Boonedock's

Case Study

Boonedock's 'Strikes Oil' With New RocketFailover Service

Known for their convenient location and laid back atmosphere by locals and visitors alike, The Boonedock's (Boonedock's) convenience store and gas station serves around 500,000 customers every year. Nestled in Arnolds Park, Iowa the store sits on a bustling thoroughfare in the heart of a flourishing summer tourist destination. But even when summer ends, this convenience store doesn't sleep.

Joe Newlin, Owner and Operator, knows how critical Internet connectivity is to their business. Every day staff process credit card transactions for customers both at the pumps and the register. Often plagued by Internet outages, Boonedock's struggled to access critical business operations. Revenue and customer satisfaction were taking a hit. Based in Iowa, Boonedock's is like many businesses around the country that are limited by the number of Internet Service Providers (ISP's).

Bringing in a secondary, redundant connection to many locations is almost-always expensive or logistically challenging, and this is why Boonedock's reached out to Thinix for a solution.

The Challenge

Experiencing multiple ISP outages during peak business hours (some lasting as long as 8 hours) posed a large challenge for Boonedock's. “When these events took place, and I was not at the store to assist, staff were incredibly stressed and got the brunt of the anger from disgruntled customers.” Thinix engineers recognized that Joe needed a RocketFailover solution that would allow him a seamless failover connection so that customers didn't experience any interruption to their service.

Boonedock's Internet Continuity Requirements:

1. Reliable connectivity, ready to use when needed and automatic.
2. Sufficient speed for their high-traffic application.
3. Alerts so they know when they're having issues.
4. An affordable price point.

The Solution

RocketFailover Autopilot™ was the ideal choice for Boonedock's. Autopilot is Thinix' simplest RocketFailover solution, capable of delivering a failover Internet connection in seconds. Designed for small branch businesses or simple business operations, Autopilot is a high-performance solution that allowed Boonedock's to implement an Internet failover connection to keep business operations online without extensive IT knowledge. With seamless, automatic connectivity, Boonedock's can keep their business online 24/7/365 without incident. Complete with connection alerts, Joe can effortlessly monitor his RocketFailover connection even if he is away from the store.

RocketFailover also comes with iStatus® which is an intelligent monitoring tool. iStatus provides online and on-the-go access to a top-down organizational network view, rich historical analytics, and common-language alerts for Boonedock's.

iStatus ConnectionValidation™ is a patent-pending technology which provides continuous monitoring, testing, and validation of all Internet connections, so Boonedock's knows their backup connections are ready when they need them.



└ Joe Newlin, Owner/Operator

Implementation

After Thinix experts had determined the right-sized fit for Boonedock's, a connection device was installed without interrupting the store's daily service operations. Once the system was installed, Thinix continued to monitor and securely store RocketFailover data to ensure that everything was working properly. Our engineers observed an incredible amount of raw data usage initially and investigated; ultimately they determined that there was an unsecured WiFi access point on Boonedock's system and alerted Joe to resolve the issue.

Since implementing a secondary Internet connection with RocketFailover, the store has run seamlessly with no service interruptions. "I cannot tell you an exact amount of dollars RocketFailover has saved me, but it is well into the thousands just in the past month," remarked store owner, Joe Newlin.

Investing In Customers Is Essential

Businesses today depend on Internet connectivity for everyday functions like processing credit cards, placing orders, or accessing business-critical applications; yet the Internet connection of most businesses remains the weak link in their continuity plan. Businesses often struggle to recognize what is at stake when their business is down. Lost customers, halted transactions, and loss in employee productivity are only a few of the negative results.

RocketFailover has successfully mitigated these negative effects and countless others by providing backup connections for industry leaders in retail, convenient stores, restaurants, and multi-location businesses. Many of our RocketFailover partners identify that this service has helped save them thousands per month and has been a valuable addition to their business continuity plan. Boonedock's owner, Joe Newlin, is no exception stating that he was very impressed with the ease of installation, system success, and continued service provided by the Thinix sales team and deployment team.