RocketFailover™

Case Study

Success is Served
Robust backup Internet connections restore business uptime and customer satisfaction

Just a stone's throw from Minnesota's capital sits the headquarters for a true original in the food-service industry. For the past 55 years, Northcott Hospitality of Chanhassen, Minnesota has been recognized for culinary innovation, premium quality service, and forward style business. Contributing largely to this leader's foundation, Northcott Hospitality owns 22 Perkins Restaurants, which are strategically located in the Midwest, Mid-Atlantic and South.

Director of IT, Andy Fellows, is among experts who understand that protecting the Perkins brand and long-standing restaurant performance is critical. So when Andy began noticing a drop in uptime performance at various Perkin's locations, he reached out to Thinix for a reliable backup Internet solution.

The Challenge

Bringing a secondary, redundant connection to multiple locations is almost-always expensive or logistically challenging. Locations were experiencing several Internet outages per month during peak business hours resulting in the inability to process customer transactions. Recognizing that Internet connectivity is critical to daily operations, Thinix engineers teamed up with Northcott to take back control of their business uptime with RocketFailover™.

Thinix engineers identified that IT Director, Andy, needed a backup Internet solution that would allow multi-location monitoring and simple management capabilities. Perkins also needed a RocketFailover solution that would allow stores to have a seamless failover connection so that customers never experience an interruption to their service.

Perkin's Internet Continuity Requirements

1. Turnkey solution, ready to deploy to all locations.
2. Multi-location connection monitoring and management.
3. National coverage to support rural sites.
4. Simple installation.
5. Data pooling for an affordable price point.

The Solution

RocketFailover Fusion™ was the ideal choice for Perkins. Fusion is a RocketFailover solution that is capable of delivering a failover Internet connection in seconds. Designed for multi-location branch businesses, Fusion is an affordable option for businesses that have existing dual-WAN capable firewalls, or for businesses with more complex network needs. The Fusion option allows for segmentation so that businesses can prioritize key Internet systems during downtime events.

By implementing RocketFailover Fusion, Perkins now experiences a high-performance solution that allows an Internet failover connection to keep their operations online without extensive IT knowledge. With seamless, automatic connectivity, all 22 Perkins locations stay online 24/7 without incident. Complete with connection alerts, Andy can effortlessly monitor each location's connection even if he is away from the office.

RocketFailover also comes with iStatus® which is an intelligent monitoring platform. iStatus provides online and on-the-go access to a top-down organizational network view, rich historical analytics, and common-language alerts for Perkins. Also bundled with RocketFailover is iStatus ConnectionValidation™, a patent-pending technology which provides continuous monitoring, testing, and validation of all Internet connections, so Andy is confident that Perkins' backup connections are ready when they are needed.

The Implementation

Completed in early 2017, Thinix has successfully deployed RocketFailover solutions to all 22 Perkins locations. After Thinix experts had determined the right-sized fit for Perkins, pre-configured connection devices were installed without interrupting the store's daily service operations at each site. Thinix continued to monitor and securely store RocketFailover data to ensure that everything was working properly.

Since implementing a secondary Internet connection with RocketFailover, Perkins has eliminated their Internet downtime. By allowing RocketFailover to enhance their customer experience, Perkins has been saved from several multi-day outages in several key locations just in the first few months alone. Director of IT, Andy Fellows, reports, "The RocketFailover solution provided our restaurants with an extremely reliable Internet failover solution that keeps our businesses running 24/7."

Enhanced Customer Value

Businesses today depend on Internet connectivity for everyday functions like processing credit cards, placing orders, or accessing business-critical applications; yet, the Internet connection for most businesses remains the weak link in their continuity plan. Businesses often struggle to recognize what is at stake when their business is down.

RocketFailover is proud to take a stake in the success of a long-term brand such as Perkins. Helping this brand recognize losses resulting from Internet downtime, allowed our engineers an opportunity to refine the customer experience. Through our partnership, Northcott Hospitality continues to uphold the popular Perkins brand, poised for a future of growth, success and customer loyalty. With more than 440 full-service restaurants and bakeries in 34 states and 5 Canadian provinces, the Perkins name continues to earn a solid reputation for offering high quality, personalized dining with added value from RocketFailover.