

## Cisco Secure Network Foundation Solutions Helps Pizza Chain with Business Continuity

### Executive Summary

#### Customer Name

- LaRosa's Pizza

#### Industry

- Hospitality

#### Business Challenge

- Network infrastructure not keeping pace with company growth, resulting in bandwidth limitations, slow response time, and no built-in redundancy

#### Network Solution

- PCMS recommended a redundantly switched infrastructure from Cisco that included four Cisco 3750 Series 48-port 10/100 stacks with Cisco StackWise™ technology, and a 32-Gbps stack interconnect that allows LaRosa's to build a unified, highly resilient switching system—one switch at a time

#### Business Value

- Network resources are accessed by call center personnel as much as 10 times faster than before
- Network audit provided by PCMS presented a business-optimization plan to facilitate growth with a simple upgrade path
- Website hosting now can be done internally, resulting in additional savings for LaRosa's

### New Network Makes Pizza Delivery “Easy as Pie”

If you're out having a delicious pizza in Cincinnati, Ohio, you're most likely sitting in one of the many LaRosa's pizzerias. With its success as the number-one pizza company firmly established in Cincinnati, the company recently expanded both its corporate-owned and franchised stores to northern Kentucky and southeastern Indiana.

Several thousand employees and 58 stores are spread across three states, which may make LaRosa's seem like a big business. But with just 200 users on its network, the IT department faced challenges such as bandwidth limitations and slow response time that are typically found in small and medium-sized businesses (SMBs). Those problems were difficult enough to deal with, but what really got the company's attention was when the core networking switch failed. Every phoned-in or online pizza order, whether for dine-in, carry-out, or delivery, goes through LaRosa's central call center, which staffs between 30 and 150 people, depending on demand. When the network failed, no phone orders could be taken and LaRosa's estimates it lost nearly U.S. \$175,000 in revenue in just one night.

“We had been limping along with bandwidth issues, but the lost revenue really focused everyone's attention on the problem,” says Kyle Welch, LaRosa's network engineer. “We committed ourselves to overhauling our network, and started looking for a vendor partner that we could rely on for any network-related projects.”

### Network Audit Paves the Way to Business Optimization

LaRosa's invited selected vendors to come in and perform a network audit, including PCMS IT Advisor Group, a Cisco Systems® SMB Select Partner and Cisco® Certified Partner.

“I really commend LaRosa's for the way it approached outsourcing for this project,” says Jason Wingert, technical services manager for the PCMS IT Advisor Group. “Every company bidding on the project had to perform a network audit. So when LaRosa's chose its vendor, the product roadmap was already laid out. No matter who the company chose, the vendor would immediately know exactly what needed to be done and how to do it.”

The PCMS IT Advisor Group audit showed how the existing system, which attempted to mesh different vendor products, was not optimal for LaRosa's business, and outlined the network problems that could occur if the company didn't rethink its network strategy.

PCMS recommended a redundantly switched infrastructure from Cisco that included four Cisco 3750 Series 48-port 10/100 stacks with Cisco StackWise™ technology, and a

32-Gbps stack interconnect that allows LaRosa's to build a unified, highly-resilient switching system—one switch at a time.

"We've always preached that infrastructure is the most important part of any new network," says Wingert. "The needs of SMBs tend to be a bit more customized, so we've always made sure that our engineers are well-trained in the very latest technology."

"PCMS was offering a Cisco solution," Welch says. "Our network outage effectively shut down our call center and cost the company quite a bit. We learned that you get what you pay for, and there has never been a problem with any piece of Cisco equipment I've come in contact with. I am extremely confident that we made the right vendor choice."

### Everyone Gets Their Pizza with Cisco Secure Network Foundation

LaRosa's network users are finding the resources they need are accessed as much as 10 times faster than before, and e-mail downloads more rapidly. When orders are placed, customers don't have to wait for their information to be accessed and hear, "Please wait while that screen comes up." Customer information is accessed immediately, and call-center personnel rarely have to put a customer on hold.

Additionally, the LaRosa's Website used to be hosted in remote locations, but with the redundant core network deployed by the PCMS IT Advisor Group, hosting now can be done internally, resulting in additional savings for the pizza company.

"With SMBs, there is little focus on security other than the perimeter," Wingert adds. "Internal router-level security seems to be an afterthought. We perform free network audits to show these

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companies where security may be lacking and how it can be fixed. They can take our audits to someone else if they want to, but usually performing the audit and showing them a timeline for the work creates a partnership and continued dialogue."

And partnership, according to PCMS IT Advisor Group, is critically important to most SMBs.

"SMBs are looking for a real technology partnership, not just a vendor providing equipment," says Matt Scherocman, director of the PCMS IT Advisor Group. "They really need a partner who can be a complete network-service provider. SMB internal network staffs tend to be generalists who often don't have the time to focus on advanced technologies. We make sure we align ourselves with specialists in every area."

This customer story is based on information provided by LaRosa's Pizza and describes how that particular organization benefits from the deployment of Cisco products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

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