

Burger King offers free WiFi to customers

- ▶ Franchise owner self-deploys and self-manages network at multiple franchises.
- ▶ Meraki dashboard enables centralized management of multi-site network.
- ▶ Affordable access points and rapid adoption result in fast ROI.
- ▶ Meraki's fully PCI-compliant system protects customer data.



According to long-time Burger King franchise owner Ramon Moral, the amenity of free wireless at Burger Kings across Puerto Rico keeps their dining rooms full at times when business would normally be slow. Seeing that success on a trip several years ago convinced Moral that he needed to offer free wireless at his own group of five Burger King franchises in Miami, Florida. However, he didn't know of any wireless solution that would allow multiple locations to be easily managed without dedicated IT staff while being affordable enough to offer a fast ROI.

"Almost all of the leaders in the industry offer wireless or are in the process of rolling it out," Moral said, so he was also incented to keep up with the latest industry business practices.

"I saw that Meraki's solution was very cost-effective, and it seemed so straightforward that I could install and manage it myself."

-Ramon Moral, Burger King Franchise Owner

One day while meeting with a senior IT manager at Burger King's corporate offices, Moral saw a Meraki wireless access point. Upon learning that Meraki had been tested by the Burger King corporate IT group and selected for use by their franchise network, he immediately made plans to move forward with offering free wireless.

"I saw that Meraki's solution was very cost-effective, and it seemed so straightforward that I could install and manage it myself," Moral said. He also noted that Meraki is PCI-compliant, satisfying another crucial requirement for any IT equipment in his restaurants.

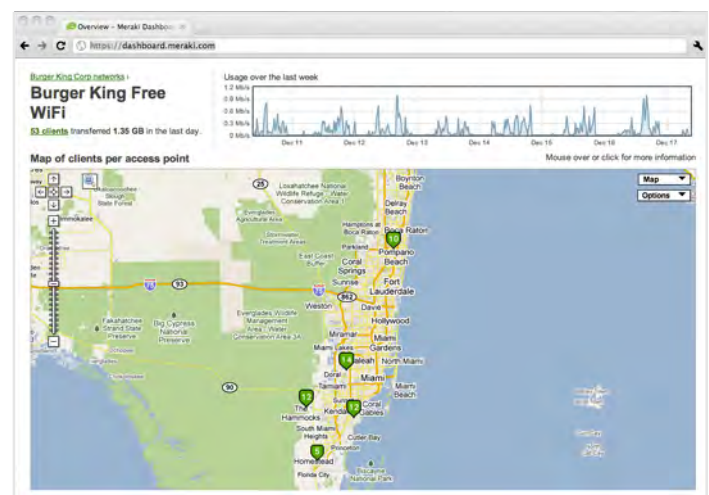
He installed the plug-and-play Meraki access points (APs) himself in one store for a pilot deployment. "I mean, it's easy," he said. "I drilled a couple of holes and connected the Meraki APs to my modem. Ten minutes and you're on."

Moral publicized the free wireless with decals on the windows and doors, as well as with signs in the grass outside. "I wanted to keep the restaurant full because business attracts more business," he said. He was so pleased with the results, he rolled out wireless to each of his other franchises. "The deployment was very smooth," he said.

Moral manages his multi-site network through the web-based Meraki Dashboard, which provides visibility into customer usage and alerts him to any problems with his access points. "It's very easy to use," he said. "At first it was like a new toy." He has seen the usage at each restaurant growing steadily as customers learn about the new amenity.

The Meraki Dashboard also allows use of the company-standard Burger King splash page for branding at all of Moral's franchise locations. Moral sees the potential of what he could do with the system in the future; for example, he is considering offering targeted advertising or content monitors in the dining rooms as added-value services to his wireless-using customers.

Wireless access using Meraki is now offered at over 70 Burger King locations throughout the United States and in Latin America. Moral looks forward to the continued expansion of Meraki wireless to more Burger King franchises throughout the United States in the coming year. "People will get used to the idea that Burger King offers free wireless, and it will be good for business," he said. "The whole market should do it."



Moral manages five Burger King franchises with the dashboard.