



TP-Link Serves a Network Well Done for USA's Texas Roadhouse

▼ CUSTOMER PROFILE

Name: Texas Roadhouse

Industry: Hospitality

Capacity: 420 Restaurants

Location: USA

▼ BACKGROUND

Texas Roadhouse is a Western-themed chain restaurant with 420 restaurants in 46 states across the United States. People of all ages visit Texas Roadhouse for its top-quality steaks and family-friendly atmosphere. Since founding in 1993, the restaurant has been steadily growing,

attracting customers with an ideal family dinner experience at a great price.

▼ CHALLENGE

- **Aggressive Deployment of Network-Enabled Devices**
With the rapid expansion of Texas Roadhouse, there is a significant number of devices (PCs, Servers, POS machines, APs and video surveillance cameras) that require network connectivity in each of its locations. Texas Roadhouse is very happy about its rapid growth, but on the other hand, this has resulted in a more demand on its Wi-Fi from customers' smartphones and tablets. The addition of POS machines, APs and video surveillance equipment have made for an overall crowded network. All things considered, Texas Roadhouse requires a large-capacity network solution to meet the

demands of its restaurants' many individual networks.



- **System Crashes and Wi-Fi Dropouts**

Any system failure or unavailability will result in a substantial loss for the company. The existing POS system experiences intermittent crashes, Wi-Fi dropouts upset customers trying to connect with their wireless devices. To address these concerns, the solution must be consistently stable for all staff and guests.

- **Robust Security for Customer Privacy**

As customers commonly use the restaurant's Wi-Fi to access Facebook, Twitter and Instagram, as well as or pay their bill online, any breach of customer information would be a disaster. For the privacy of customer information and data, the network solution needs to guarantee secure external connections and security threat prevention.

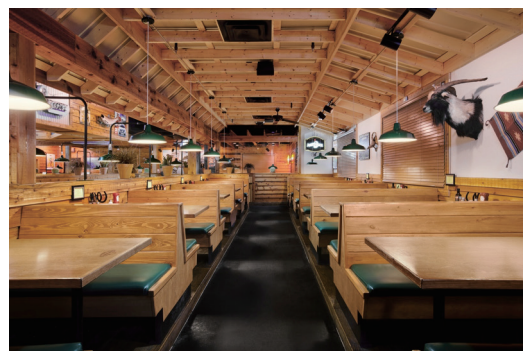
- **Cost-Effective Deployment**

Since Texas Roadhouse has over 400 locations in 46 states, they need a large amount of devices for all of their restaurants. Even small savings on each product will represent a considerable reduction in the price of the project.

▼ SOLUTION

After evaluating a number of possible vendor

solutions, Texas Roadhouse chose to upgrade their networks with the TP-Link JetStream L2 Managed Switch TL-SL3452 for their edge access management.



- **48 10/100Mbps RJ45 Ports for Flexibility**

The TL-SL3452 is equipped with 48 10/100Mbps RJ45 ports, two 10/100/1000Mbps RJ45 ports, and two Gigabit SFP slots. The large number of RJ45 ports makes it possible to cover the demand of PCs, Servers, POS machines, APs and video surveillance cameras needed for every restaurant location to operate at full functionality throughout the day.

- **Link Aggregation for Higher Stability**

The TL-SL3452 has the function of Link Aggregation, which combines multiple network connections in parallel to increase throughput beyond what a single connection could sustain, while providing redundancy in case one of the links fails. This creates stable POS machines for staff and crash-free Wi-Fi for customers.

- **Multiple Features for Security**

The rich L2 features like VLAN, Port



Isolation, IP-MAC-Port-VID Binding and ACL guarantee network and connection security, providing a multi-layer privacy for guests for all their Wi-Fi needs. The easy-to-use web interface is also convenient for network managers.

- **Cost-Effectiveness for Ultimate Savings**

With excellent cost control, TP-Link's solution provides outstanding performance at a reasonable price. Since Texas Roadhouse similarly emphasizes this in their business model, it was a point they specifically appreciated.

▼ RESULTS

In total, Texas Roadhouse bought over 400 units of the TL-SL3452, implementing them into the majority of their restaurants. The newly updated network infrastructure has been performing well, and Texas Roadhouse has experienced no crashes with their POS systems as before, preventing many unnecessary, time-consuming costs. In addition, customers in each restaurant have enjoyed stable Wi-Fi, proving to be a big hit with guests.