



TP-LINK Helps Texas Roadhouse Build Reliable Network

■ CUSTOMER PROFILE

Name: Texas Roadhouse

Scale: 420 Restaurants

Industry: Restaurant

Location: USA

■ Customer Background

Texas Roadhouse is a chain restaurant with 420 restaurants in 46 states of the United States, each serving lots of customers for dinner. It is an American chain restaurant that specializes in steaks and promotes a Western theme. Texas

Roadhouse is not just a family restaurant and not just a steak restaurant, but a place where people of all ages can come and have a great meal and great fun for a great price. The company has been growing steadily since it was founded in 1993.

■ 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 business growing, but on the other hand, the customer growing results in a more demand on



its Wi-Fi from customers' smart-phones and tablets. And the added devices like POS machines, APs, and video surveillance cameras make the network more crowded. Thus, Texas Roadhouse requires a network solution with large capacity to meet the demands of its restaurants' many individual networks.

- **Old POS systems often crashes and dropped Wi-Fi upsets customers**

The solution should be a highly stable network, as the existed POS system sometimes crashes, and any system failure or unavailability will result in a substantial loss. What's worse, Wi-Fi crashes make customers upset when they are trying to use their smart devices.

- **Robust security to guarantee the privacy of customer information**

As a lot of customers use the restaurant's Wi-Fi to check Facebook, Twitter or even to pay their bill online, a breach of customer information would be a disaster. Thus, for the privacy of customer information and data, the network solution needs to guarantee secure external connections in addition to preventing attacks.

- **Cost-Effective devices deployed over approximately 300 locations**

Since Texas Roadhouse owns over 400 stores in 46 states, they need a large amount of devices for all of their stores. Even small savings on each switch will represent a considerable reduction in the price of the project, so affordability is important.

- **Solution**

After evaluating a number of possible vendor solutions, Texas Roadhouse chose the TL-SL3452 as their edge access switch in order to upgrade their network.

- **Being equipped with 48 10/100Mbps RJ45 ports for flexible connection options**

The TP-LINK JetStream L2 managed switch (TL-SL3452) is equipped with 48 10/100Mbps RJ45 ports, 2 10/100/1000Mbps RJ45 ports, and 2 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.

- **Link Aggregation for higher stability**

TL-SL3452 has the function of Link Aggregation, which is to combine multiple network connections in parallel to increase throughput beyond what a single connection

could sustain, and to provide redundancy in case one of the links fails. Thus the device can make the POS machine connection stable and serve customers who are online without crashing.

- **VLAN, Port Isolation, IP-MAC-Port-VID Binding and ACL for network security**

The rich L2 features like VLAN, Port Isolation, IP-MAC-Port-VID Binding and ACL guarantee network and connection security. And the easy-to-use web interface is also convenient for the staff to use.

- **Lower than other vendors to be cost-effective**

With the excellent cost control, TP-LINK's solution provides outstanding-performance at a reasonable price. Thus TP-LINK offers the lowest price among all the vendors.

- **Result**

- **The POS system never crashes and customers enjoy Wi-Fi stability**

Texas Roadhouse bought over 400pcs of the TL-SL3452 in total and implemented the switches into a majority of their restaurants. The newly updated network infrastructure is performing well, and Texas Roadhouse is experiencing no crashes with their POS systems as they were previously, which saves a lot of unnecessary cost causing by POS system crash before. In addition, customers in each restaurant are enjoying stable Wi-Fi, and better Wi-Fi becomes a big hit with diners.