TP-LINK Helps Texas Roadhouse Build Reliable Network

- **CUSTOMER PROFILE**
  
  Name: Texas Roadhouse  
  Scale: 420 Restaurants  
  Industry: Restaurant  
  Location: USA

- **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 robust security to guarantee the privacy of customer information.

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.

- **Costumer 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
Challenge

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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.

1. Robust security to guarantee the privacy of customer information

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- **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 crush before. In addition, customers in each restaurant are enjoying stable Wi-Fi, and better Wi-Fi becomes a big hit with diners.