

Interface Rolls Out Restaurant Network Technology-In-A-Box Solution for WaBa Grill

Interface services for Waba Grill
Managed network and voice

WaBa Grill, the fast-growing healthy rice bowl chain, chooses Interface to transform its network and voice infrastructure at over 190+ locations.

Waba Grill Franchise (“WaBa”), one of the nation’s leading fast-casual chains that supports a healthy lifestyle, has chosen Interface Systems to implement the Restaurant Network Technology in a Box solution for over 190 WaBa franchise locations. Interface deployed its PCI-compliant network boxes that included purpose-built network and VoIP routers, firewall devices, WiFi access points, switches, and 4G LTE wireless WAN backup.

The solution enables WaBa to eliminate network downtime that previously resulted in significant disruption and lost sales. By choosing Interface’s managed network and voice services, WaBa has streamlined network operations, improved employee productivity, is able to deploy new devices and applications easily.

About WaBa Grill

WaBa Grill was founded in 2006 on the principle that healthy food made with quality fresh ingredients should be accessible to all. An iconic brand on the West Coast with nearly 200 locations, WaBa Grill is rapidly expanding across the United States. With a goal of serving the best possible food on the go, WaBa’s famous rice bowls, plates, and salads are made-to-order using fresh vegetables and high-quality proteins including fresh, never frozen chicken, ribeye steak, wild-caught salmon, jumbo shrimp, and organic tofu, all prepared on a flame grill.

Website: www.wabagrill.com

Headquarters: Anaheim Hills, CA

Key Challenges at WaBa

WaBa's growth strategy is primarily driven by franchise operators. While the franchise model can accelerate growth for the brand, managing the technology infrastructure at franchise locations is a challenge.


"In a franchise system like WaBa, there is a lot of diversity in technology across the locations. Some stores have state-of-the-art technology, while others are still catching up. These differences create hurdles when we launch new initiatives and also impact customer experience," says Adam Kinsinger, Director of IT, WaBa.

According to Kinsinger, "Negotiating internet connectivity contracts with bandwidth providers was a persistent challenge for our franchise operators. Our network service providers required employees at the location to troubleshoot hardware issues, a task they aren't trained for. We realized that franchisees deserved a better solution and that's when we decided to look for a service provider with the capability to address these issues."

WaBa hired Interface to solve the following challenges:

- ✔ **Deliver connectivity on-demand:** Allow franchise operators to go online quickly when they open new locations, and simplify network contract management.
- ✔ **Ensure network uptime:** Eliminate network downtime and free employees from having to troubleshoot network issues.
- ✔ **Deliver a better phone ordering experience:** Implement a phone solution at all locations that can seamlessly route customers to online ordering or to the right team.
- ✔ **Implement a scalable network solution:** Create a standard solution framework that can be easily replicated for franchisees with predictable implementation timelines and costs.

"The reason we found Interface to be a good fit is that they care about our business. They are everywhere we want to be - they can help us in Nevada, and they can help us grow in Texas. They're an organization that has the capabilities our franchisees need," says Kinsinger.



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"We count on Interface to keep an eye on what's possible and help us stay ahead of the curve."

Adam Kinsinger
Director of IT
WaBa Grill

Network & Voice Solution Designed for Growth

Interface rolled out its network-technology-in-box solution for 190+ WaBa locations. The solution comprised prefabricated, PCI-compliant network cabinets with all the switches, routers, firewalls, and connectivity needed for employees to reliably access critical applications and serve customers better.

“One of the things that make us attractive to franchisees is the simplicity of operation. Our core product is a rice bowl, a concept that’s fairly easy to execute. It turns out the tech is not easy to execute. Interface’s network and voice solution addresses this problem very well. It makes it easier for our franchisees to take advantage of all the great technology out there,” says Kinsinger.



Network-Technology-In-A-Box At WaBa

- ✔ Router/Firewall
- ✔ ATA Converter
- ✔ Wireless Access Points
- ✔ 4G Router for Failover
- ✔ Network and VoIP Switch
- ✔ Network Cabling
- ✔ PCI-Compliant Network Cabinet

The solution deployed by Interface simplifies network operations for WaBa and offers franchisees worry-free access to secure connectivity no matter where they set up a store.

According to Kinsinger, “Interface understands how networks should be implemented for restaurants. Their bundled network design, deployment, maintenance, and monitoring service are just what a franchise operator might ask for.”

How Network-Technology-In-A-Box Makes a Difference to WaBa

The fully managed, network-technology-in-a-box solution has been a game changer for WaBa franchisees. With this solution, franchisees gain significant operational advantages.

- ✔ **Guaranteed uptime:** Interface now offers reliable and secure connectivity to the local network as well as to the cloud with seamless 4G failover. Franchise operators no longer have to deal with numerous service contracts with primary bandwidth providers and let Interface take complete responsibility for delivering uninterrupted connectivity.
- ✔ **No troubleshooting needed:** Employees at franchise-operated stores are no longer required to spend time with remote support teams to troubleshoot network issues. Interface's iCPR technology and monitoring tools allow Interface technicians to remotely troubleshoot network issues without any assistance from the location.
- ✔ **Seamless deployment:** WaBa can deploy new applications and devices such as tablets easily as Interface takes care of configuring network security and access through a consistent firewall policy as required by WaBa operators.
- ✔ **Consistent phone presence:** The business VoIP service that's bundled with the network solution elegantly routes customer calls to WaBa locations using the auto-attendant feature. Customers are directed to online ordering on the website or connected with the right team member without the intervention of employees at the location.
- ✔ **Franchise operator support:** The solution included a suite of online resources such as network management best practices and guides for franchisees. Interface also created a customized WaBa branded microsite for new franchise operators to access exclusive offers, and sign up for pre-approved technology solutions with special pricing and contract terms.

"We've spent the last two years innovating and now we need to make it work better, be profitable, consistent, and reliable. Interface has delivered a solution that enables our franchisees to accelerate growth profitably through standardization, simplification, and consolidation," says Kinsinger.

"We chose Interface because they keep an eye on how restaurant technology is evolving and bring us proven solutions. They understand how to design technology solutions that can scale operations consistently. We count on Interface to keep an eye on what's possible and help us stay ahead of the curve."

"In new markets where we do not have any vendor relationships, Interface offers a standardized network and voice solution that our franchisee partners can rely on."


Adam Kinsinger
Director of IT
WaBa Grill



Talk to Interface to understand how restaurant and retail chains can innovate faster with managed business security, business intelligence and purpose-built network solutions.

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