



# VoIP Adoption Leads to Free PCI Upgrades for Major Quick Service Restaurant

A popular quick service restaurant (QSR) chain with more than 3,500 locations across the country was looking to address the overall cost of their IT operations and specifically manage the cost of needed PCI upgrades. As an existing customer, the restaurant chain instinctively turned to Hughes in looking to address this challenge.

This innovative QSR depends on the Hughes network to deliver needed connectivity for just about every part of the business. From credit and debit card transactions, to digital menu boards, to basic phone service, a fast, secure broadband connection is mission-critical for keeping this chain connected in the digital world.

## Challenge

The restaurant was looking to consolidate services and save money. They also needed to attain PCI compliance and address growing cybersecurity challenges. Looking out further, the customer saw an increased need for bandwidth due to the growth of onsite devices and applications dependent on the network.

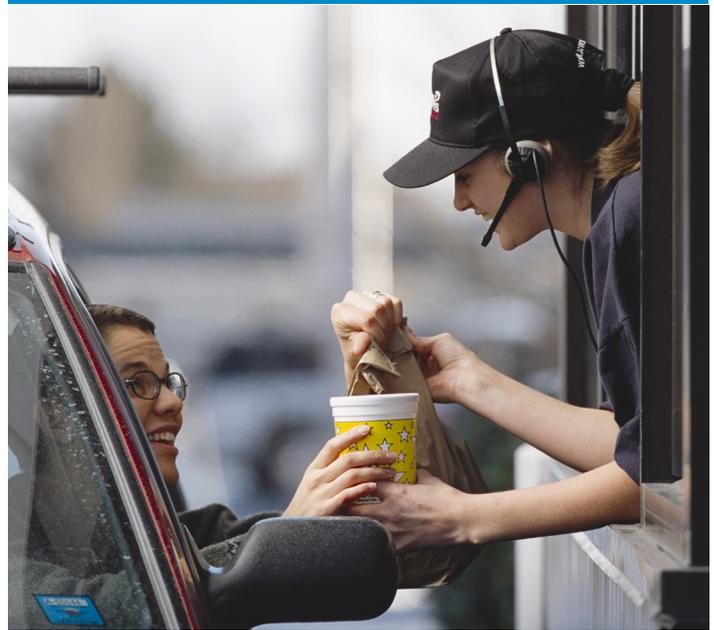
## Solution

Hughes was chosen to build a secure, reliable, and future-proof network to meet the company's short-term and long-term business, IT, and customer experience needs. A holistic approach was taken that included HughesON broadband and backup services, Hughes ActiveTechnologies™ to enable Quality of Service (QoS) and network optimization, the franchise VoIP service, and the enhanced security services that include PCI compliance support. The reduced telecom cost across the franchise community more than covered the adoption of the PCI compliance services.

## Results

The new VoIP service saved the restaurant \$50 per site per month in phone charges. With these savings, the restaurant was able to cover the additional costs mandated by the new PCI compliance requirements, which require quarterly external security scans and the creation of security training across the business.

This innovative QSR depends on Hughes to deliver the needed connectivity for success.



# HughesON™

*HughesON is a suite of innovative, Cloud-ready network and digital media solutions designed for the unique needs of distributed enterprises in industries such as retail, hospitality, and retail petroleum.*

## Quick Service Restaurant

The first step toward a solution was to identify areas for cost savings. This showed that the existing telephone lines were too costly. The Hughes team investigated a Voice over IP (VoIP) solution and found that the existing network, powered with Hughes ActiveTechnologies, delivered the needed bandwidth and QoS capabilities to provide seamless telephony service. The identified savings easily offset any other needed network upgrades.

### The Service Payoff

With the rapid digitization of the restaurant business, the customer required a network that could grow with them. The complexity of new and growing technologies used across the franchise benefited from the consolidation of services onto one platform, one network, and one SLA. The customer also needed guidance in delivering PCI-compliant services, including quarterly scans, cybersecurity training, and SAQ completion assistance.

### The Business Payoff

Having already adopted Hughes ActiveTechnologies, the franchisees were supplied with a network that was future-proof and one that would scale and adopt to new applications. This opened the door to providing HughesON franchise VoIP service to significantly reduce telecom fees for each franchise location. Hughes was able to demonstrate consistent savings of \$50 per month per site with the HughesON Franchise VoIP Service. The savings allowed the franchisees to receive the required PCI compliance services they needed without adding cost to their bottom line.

### It's All About Leveraging the Network

The HughesON team worked hand-in-hand with both the brand and the franchisees to build a robust and flexible network that was then leveraged to consolidate services, lower costs, and readiness for future growth. By optimizing cost and performance for the customer and then wrapping that within a leading-class managed service, HughesON reduces the time the customer's IT team spends on network issues and provides a dedicated service to monitor and support each and every restaurant. Less time worrying about infrastructure allows the customer more time to grow the business and focus on exceptional customer service.



**For additional information, please call 1-888-440-7126  
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### About Hughes

Hughes Network Systems, LLC (HUGHES) is the global leader in broadband satellite technology and services for home and office. Its flagship high-speed satellite Internet service is HughesNet®, the world's largest satellite network with over 1.3 million residential and business customers across the Americas. For large enterprises and governments, the company's HughesON™ managed network services provide complete connectivity solutions employing an optimized mix of satellite and terrestrial technologies. The JUPITER™ System is the world's most widely deployed High-Throughput Satellite (HTS) platform, operating on more than 20 satellites by leading service providers, delivering a wide range of broadband enterprise, mobility and cellular backhaul applications. To date, Hughes has shipped over 7 million terminals to customers in over 100 countries, representing approximately 50 percent market share, and its technology is powering broadband services to aircraft around the world.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar® Corporation (NASDAQ: SATS), a premier global provider of satellite operations. For additional information about Hughes, please visit [www.hughes.com](http://www.hughes.com) and follow @Hughes\_Corp on Twitter.



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