

CASE STUDY

Le Duff America

Digital transformation increased customer engagement and better brand interaction.

Le Duff partnered with MetTel to standardize its telecommunication and network infrastructure. MetTel delivered the foundation to launch a state-of-the-art app and a beneficial loyalty program across all of Le Duff's brands.

Customer

Le Duff operates cafés, bakeries, coffee houses, and boulangeries with brands including la Madeleine, Bruegger's Bagels, Brioche Doree, Timothy's Coffee, and Michel's Baguette. The company was incorporated in 2011 and is based in Dallas, Texas. Le Duff America, Inc. operates as a subsidiary of Groupe Le Duff SA.

Challenge

Le Duff needed to modernize and digitally transform its stores. The company had unreliable and outdated phone systems, a variety of internet connection types, low bandwidth at most locations, nonuniform Wi-Fi connectivity where some locations lacked Wi-Fi completely. Le Duff required consistent uptime to ensure business continuity for voice- and internet-supported, business-critical applications such as online orders and points of sale. With limited resources to manage a complicated system internally, Le Duff needed a partner that could deliver a completely scalable package with management and monitoring. Lastly, Le Duff required rapid deployment that would not disturb operation at its locations.

For more info, contact your MetTel agent or visit mettel.net.



Summary

COMPANY PROFILE

- Founded in 1996
- Includes 10 separate QSR brands
- 1,650+ restaurants around the world

CHALLENGE

- Business continuity: Voice and internet supported, business-critical applications
- No uniform Wi-Fi connectivity at locations; some with none
- Needed scalable, templated plan that could be implemented quickly to all stores
- Installation could only be done at night

FEATURED SOLUTIONS

- Managed SD-WAN with 4G Backup: Redundancy and resiliency resulting in the highest uptime
- Cloud Firewall: Next-generation security and content filtering for Wi-Fi
- Managed Public Wi-Fi: Provides consistent guest experience at every location, monitored and managed by MetTel
- VoIP: Replaced traditional phones with IP telephony to introduce savings and reliability
- Bruin Platform: Manage inventory, usage, spend, reporting and repairs
- Monitoring and Management: 24/7/365 NOC staffed by certified engineers



Solution

MetTel digitally transformed Le Duff's U.S. locations with a system that is monitored and managed 24/7/365 by MetTel's highly trained and certified engineers. MetTel developed and deployed a template-based solution that was rolled out to restaurants nationwide. It included a Managed SD-WAN solution with 4G backup for added redundancy and resiliency resulting in the highest uptime. Cloud Firewall was also deployed to provide next generation security including content filtering for public Wi-Fi. Wi-Fi is now uniform and consistent across all locations.

The new technology allows Le Duff to connect with customers at every point—whether on their mobile app or on Wi-Fi—while MetTel takes care of the management of the system. With the switch to IP telephony along with access to the Bruin platform to manage all inventory, usage, spend, reporting and repairs of the entire telecom ecosystem, Le Duff can focus on serving customers while MetTel focuses on the complete communication system.

"MetTel gave us the rock-solid foundation to digitally rebuild our infrastructure."

Tamy Duplantis, VP of IT



ABOUT METTEL

MetTel is a leading global provider of integrated digital communications solutions for enterprise customers. By converging all communications over a proprietary network, MetTel enables enterprise companies to easily deploy and manage technology-driven voice, data, wireless and cloud solutions worldwide. MetTel's comprehensive portfolio of customer solutions boosts enterprise productivity, reduces costs and simplifies operations.

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Results & Impact

CONTROL & PERFORMANCE

Leveraging SD-WAN's centralized control, Le Duff now has a cost saving plan, which is in effect year after year at a discounted rate for the life of the contract. MetTel provides high-speed internet and managed Wi-Fi to its restaurants nationwide, meeting requirements to create a uniform guest experience. The networking system is completely managed so Le Duff's employees can focus on their restaurants.

INCREASED AVAILABILITY & IMPROVED PERFORMANCE

The restaurant chain now has real-time monitoring and reporting for its telecom systems at U.S. locations with greatly improved network infrastructure performance. And, because of MetTel's system redundancy, its system is more reliable than ever, more secure and it operates completely within its own parameters under its control.

BRUIN PLATFORM

Through the use of MetTel's platform, Le Duff has a single billing platform which easily tracks all spending on a line-by-line basis and provides for optimized telecom inventory management based on real-time usage reports.

