



## SUCCESS STORY

# Accelerating Marco's Pizza Business Growth with a Robust Network Foundation.



## ABOUT MARCO'S PIZZA

Known for its high-quality product, national presence, and commitment to technology and innovation, Marco's Pizza is one of the fastest-growing pizza brands in the United States. Located in 34 states, Puerto Rico, and the Bahamas, the franchise has over 1,100 open stores, an additional 200 stores in various stages of development, and more than 350 new franchise agreements signed.

"We knew that such ambitious expansion goals require great technology that can support the brand's growing operations and keep customer experience consistent, no matter what channels orders come from," said Rick Stanbridge, EVP and Chief Information Officer at Marco's Pizza. "So, we are investing millions of dollars in technology innovations designed to create business efficiencies, maximize order growth, and improve the customer experience across the franchise."

From AI-enabled voice-to-text ordering and integrations with third-party delivery services to an entirely cloud-based order management system set to roll out in 2024, Marco's Pizza aims to stay at the forefront of technology innovation in the Quick Service Restaurant (QSR) space.

## COMPANY INFORMATION

**YEAR FOUNDED**  
1978

**SIZE**  
20,000-30,000 employees

**HEADQUARTERS**  
Toledo, OH

**INDUSTRY**  
Quick Service Restaurant

**WEBSITE**  
www.marcos.com

**S-NET SERVICES**  
Business Phone System,  
SD-WAN

## KEY SERVICES PROVIDED



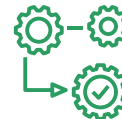
**ROBUST FOUNDATION**  
for technology-driven  
innovation & scaling



**24/7/365 INFRASTRUCTURE**  
to maximize revenue &  
accelerate business growth



**FULL VISIBILITY & CONTROL**  
over the corporate infrastructure  
& system-wide reporting



**SIMPLIFIED MANAGEMENT**  
and troubleshooting of a  
standardized network



## THE CHALLENGE

With plans for accelerated development, Marco's Pizza needed a solid network infrastructure to serve as a foundation for its ambitious rollout of technology solutions. Without advanced network management capabilities that could ensure bandwidth availability for mission-critical systems, the performance of cutting-edge technology services could not be guaranteed.

The brand also needed to keep its growing technology stack running 24/7 to maximize revenue across all ordering channels. With systems such as phones, online ordering, inventory management, remote access security cameras, and cloud-based order management all dependent on Internet connectivity, network reliability was a key component to achieving the company's vision for the future.

Additionally, the Marco's IT Team needed better visibility and control over the corporate network. The existing heterogeneous infrastructure encompassing several vendors, numerous configurations, and a complex hardware setup made network management challenging. It prevented the comprehensive, franchise-wide reporting that the organization needed for informed, strategic decision-making. It also made troubleshooting arduous when individual franchisees ran into technical issues at their stores.

*"We knew technology innovation was key to scaling our national operation successfully, but without a solid network foundation, we would not have been able to roll out the franchise-wide systems needed to achieve our goals. So, when S-NET suggested a custom-tailored SD-WAN solution that provides advanced network and bandwidth management capabilities and ensures exceptional performance for all our technology, I knew this was the key to unlocking our accelerated business growth."*

**RICK STANBRIDGE**

EVP & CHIEF INFORMATION OFFICER, MARCO'S PIZZA



# THE SOLUTION

Initially serving as one of the brand's two business phone service providers, S-NET Communications worked closely with the Marco's leadership team to develop a customized communication and networking solution and a large-scale implementation plan that met the brand's unique needs.

## Building a Robust Foundation for Marco's Technology Vision for the Future

S-NET's advanced SD-WAN service helped create the infrastructure that the rapidly expanding franchise needed for its growing technology ecosystem. With state-of-the-art, granular network management capabilities, this customized solution ensures that all technologies essential to the Marco's mission and vision for the future have the bandwidth needed to function at peak performance. In contrast, non-essential network traffic, such as guest Wi-Fi, is deprioritized.

In addition, S-NET's SD-WAN service also keeps systems running during an Internet outage at individual stores through its automated, seamless failover capabilities, routing all vital network traffic to cellular backup and blocking non-critical traffic from accessing the Internet. By keeping valuable bandwidth resources protected and available for fundamental business workflows, S-NET's custom-designed SD-WAN solution keeps Marco's stores running and profitable even during Internet outages and helps prevent overage fees associated with 4G LTE use.

## Increasing Revenue and Profitability with a Reliable Infrastructure

To address the brand's need for exceptional system reliability, the S-NET Communications team built a redundant communication and networking solution that keeps systems operational 24/7/365. With reliable phone service, cellular backup at each location, and seamless failover provided by S-NET's SD-WAN network appliance, stores can continue to take orders consistently and reliably even when their primary Internet connection goes down. In addition, S-NET's solution enables the continuous monitoring of cellular backup services and proactively detects service issues on the provider's network before they can cause problems at an individual store location.



In addition to 4G LTE backup and a robust failover solution, S-NET outfitted all Marco's store locations with two identical network switches, enabling one appliance to take over essential functions when the other malfunctions. Such redundancies deliver the always-on infrastructure needed to achieve the ambitious goals Marco's sets for the future.



*"With the organization expanding rapidly, Marco's needed to simplify its infrastructure. So, we helped design a standardized network solution across all locations and provided the Marco's IT Team with full visibility and control over the brand's entire technology stack. With a custom-tailored SD-WAN service, they can see the entire corporate network, including bandwidth utilization, traffic patterns, and much more."*

**ALEX FAVN**  
CEO & CO-FOUNDER, S-NET COMMUNICATIONS

## Simplifying Infrastructure Management with Full Network Visibility and Control

With such oversight, maximizing bandwidth availability across the network or troubleshooting when individual franchisees run into technical challenges at their stores is significantly simplified. As a bonus, this franchise-wide solution enables individual store managers to connect automatically to a secure Wi-Fi network at each location, keeping managers efficient and all-important company data secured.

S-NET's solution also standardized cabling to facilitate troubleshooting when issues arise and reduce hardware clutter at each store location. With a direct integration between the S-NET phone system and a store's Point of Sale (POS) system, S-NET eliminated the need for a separate Caller ID box used for personalizing customer service. Additionally, S-NET's SD-WAN device allowed Marco's Pizza to reduce the number of appliances installed at each store by consolidating multiple network functions into a single box, including routing, network management, cellular backup, and failover, as well as firewall capabilities that can block traffic to gambling, adult, or other dangerous websites.

Additionally, S-NET's reliable phone service installed at each location provides all stores with access to the same functionalities needed to provide exceptional customer service and boost revenue through phone orders. This unified communications infrastructure provides Marco's Pizza with the system-wide reporting required to make informed, strategic decisions and simplifies the introduction of national upsell campaigns.



*"With a large national footprint and bold expansion goals, we knew technology was key to successfully scaling our operation. But without a solid network foundation that can support an ambitious rollout of innovative technologies, we would not have been able to achieve our goals. S-NET's SD-WAN service, customized to the unique needs of our business, helped create that solid foundation and provided all the network and bandwidth management capabilities we needed to ensure that our systems function at peak performance."*

**RICK STANBRIDGE**

EVP & CHIEF INFORMATION OFFICER, MARCO'S PIZZA



## THE IMPACT

For Marco's Pizza, this new standardized infrastructure represents a substantial leap forward, empowering the brand to implement its ambitious rollout of technology innovations. With an always-on, standardized infrastructure, complete visibility into the corporate network, and advanced bandwidth optimization, Marco's has the robust foundation it needs for accelerated growth today and well into the future.



### ROBUST FOUNDATION

S-NET's SD-WAN services equipped Marco's Pizza with the basic infrastructure needed for technology-driven innovation & scaling.



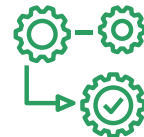
### 24/7/365 INFRASTRUCTURE

With an always-on infrastructure, Marco's Pizza is empowered to maximize revenue & accelerate business growth.



### FULL VISIBILITY & CONTROL

With insights into the corporate network and system-wide reporting, the Marco's IT Team has full oversight of its technology ecosystem.



### SIMPLIFIED MANAGEMENT

S-NET delivered the standardized network Marco's needed to keep its 1,100+ stores growing in tandem.

Founded by industry veterans Alex Fayn and Eugene Likhovid in 2006, S-NET Communications has grown from a regional telecommunications provider to serving thousands of businesses nation-wide. Large enough to deliver robust, state-of-the-art cloud communications and networking solutions, but small enough to provide each client with personalized customer support. S-NET continues to maintain a client retention rate of 99%. Business services include Unified Communications as a Service (UCaaS), Contact Center as a Service (CCaaS), Secure SD-WAN, Unified Threat Management, Managed IT Services and more.



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