

Outback Steakhouse

Spitfire serves up comms for the Outback Steakhouse

The Challenge

The Aussie philosophy behind the Outback Steakhouse restaurant chain is 'No Rules Just Right'. So with six franchised restaurants in London and the southeast, but no head office, efficient communication is a major requirement. A telecoms supplier that could project manage communications for the entire chain was needed, and Spitfire was recommended.

The Solution

The Outback Steakhouse wanted to link the EPOS systems at each restaurant via a data communications network, and to install a central server at the Staines restaurant. To achieve this, Spitfire implemented a virtual private network (VPN) which allows the EPOS tills at each restaurant to automatically upload the day's trading figures to the central server securely after close of business.

The system also allows all of the Outback Steakhouses' managers to log in to the network remotely from any location, including home. In addition, access to the VPN enables each of the restaurants to download all company-wide materials, including training modules and administrative forms, from the central server when needed, meaning that only one set of records needs to be updated if there is a change required.

Spitfire also installed a Panasonic KX-TDA phone system at each of the six locations, which can be expanded to a maximum of 64 extensions. All handsets have caller ID on the phone display, so restaurant staff know where a customer is calling from when they are taking a booking. High quality, reliable Internet access was also provided. This is essential for the chain's operations, as all ordering and order tracking is done online, and of course the restaurants also rely heavily on their Internet connections to enable online table bookings via the website.

As a major ISP, Spitfire is a member of LINX - the London Internet Exchange, which is the world's largest independent IP exchange. Being connected to LINX reduces the number of 'hops' that traffic has to take to reach its destination, which increases download speeds for users such as Outback Steakhouse and also adds resilience to Spitfire's network.

As part of the service Spitfire also provide consolidated call and Internet billing which is based on their advanced billing system, providing customers with one bill covering all communications, including landlines, mobiles and Internet. Bills can then be customised to show vital information such as breakdown by site and number, destination reporting and so on.

The Benefits

Mike Palmer, Operations Director for the Outback Steakhouse, commented,

"The billing breakdown is essential for us. As a franchised operation, each restaurant is an independent profit centre so we have individual payment accounts set-up with Spitfire. But the consolidated bill means I can monitor costs across all sites so it works well both ways. We get an excellent personal service from Spitfire and they are a one-stop shop. When we open at a new location I just call our account manager and it all gets done."



SPITFIRE®
VOICE • INTERNET • DATA

6-7 SBBC, Ponton Road, London SW8 5BL
020 7501 3000 • info@spitfire.co.uk • www.spitfire.co.uk

Innovative • Flexible • Reliable • Supportive