



Case Study

Captain's Getaway Finds Treasure With RocketFailover®

Located in the heart of Okoboji's nightlife district, Captain's Getaway (Captain's) is a growing multi-level entertainment venue featuring a full-service bar & grill, nightclub, rooftop lounge, live music bar, and a VIP balcony. As the nightlife scene in Okoboji continues to grow, Captain's has emerged as one of the most popular summer destinations for locals and the influx of tourists in the area.

Captain's Getaway has been upgrading and improving its venue as the nightlife market in Okoboji continues to expand. In an effort to keep up with their expanding customer needs, Captain's has added several Point-of-Sale (POS) Systems to better support their customer experience. While these POSs allow more customers to be processed at any given time, they've also put a strain on this bar's Internet dependence. When coupled with limited Internet Service Provider (ISP) options in their area, Captain's faced additional operational challenges. Jason Christiansen, Owner, understands how important Internet connectivity is to their operations and that's why he contacted Akative for a backup Internet solution to keep Captain's connected through all hours of the night.

The Challenge

The bar and nightlife industry is about as fast-paced as it gets when dealing with the frequency of transactions and volume of customers. If drink and food orders cannot be processed quickly due to POSs being offline, service comes to a halt. This leads to disgruntled customers searching for other venues to spend their time and money in.

Limited by their ISP options, Captain's had dealt with Internet outages at peak operation times, and it cost them. Since Okoboji is a popular summer destination for thousands of tourists, the summer months have massive earning potential for bars in the nightlife district. With so much potential revenue at stake, Captain's Getaway wanted to ensure seamless operations at all times to prevent issues that could lead to the loss of customers.

Keeping The Drinks Flowing & The Party Going With Backup Internet Connectivity

Captain's Getaway Requirements

1. High-availability 4G connectivity to handle a large volume of customer transactions
2. Backup connectivity & data that can be shared among several POSs
3. PCI compliant solution to protect customer and business data
4. Automatic failover to eliminate manual intervention
5. Simple integration with existing ISP without service interruption
6. Easy-to-deploy without IT knowledge

The Solution

RocketFailover Autopilot™ was a perfect fit for Captain's requirements. Autopilot has the power to deliver a strong failover connection within seconds of a primary ISP Internet outage. Specifically designed for small business operations, Autopilot supports Captain's Internet connectivity and maintains PCI compliance without Christiansen or his staff needing any extensive IT knowledge.

Included with RocketFailover® comes iStatus®, a revolutionary Artificial Intelligence (AI) technology that provides internal management with on-the-go access to an organizational network view and historical analytics. Complete with common-language push notifications and alerts, Christiansen can easily view the monitoring dashboard from his phone without having to be physically present at Captain's. This allows him to quickly call Captain's ISP if their Internet goes out, but keeps POSs online so that customers don't experience any connection issues.



Autopilot Device & iStatus Probe



The Implementation

Once RocketFailover engineers had configured Captain's RocketFailover device, their solution was up and running within a few hours with no noticeable service interruptions for their business. Since the deployment of RocketFailover, Captain's Getaway experiences a high-performance solution that allows them to stay connected without having to tackle extensive IT issues during peak times. No longer plagued by Internet downtime, Captain's Getaway has increased their service speeds, boosting overall customer satisfaction.

The Results

After implementing RocketFailover in Captain's Getaway, Christiansen and his staff have been able to take back control of their service speeds and are no longer dependent on the reliability of their primary ISP. By eliminating Internet outages, Captain's has improved its seamless customer experience and continues to grow their customer loyalty. With the assistance to RocketFailover, Captain's POSs easily process thousands of transactions every night without any hiccups, helping to promote Captain's Getaway as a popular nightlife destination in Okoboji.