Baking Up Better Connectivity

RocketFailover® Brings 4G Backup Internet For Zaro's Bakery

Zaro's Bakery has been making world-famous baked goods within the heart of Manhattan for over 90 years. Today, they operate 11 stores in the most competitive market in the world, the New York Metropolitan area. Zaro's continues to be a household name in the NYC market with 1.5 million passing by their stores each day.

Owner, Brian Zaro, strives to uphold the 90 years of tradition behind the family brand in today's technology-heavy business environment. So when Zaro began noticing large amounts of Internet downtime in two of his busiest stores, he reached out to Akative™ for a reliable backup Internet solution.

The Challenge

Two of the busiest stores are located underground in Grand Central Terminal. This is a prime location due to the heavy volume of foot traffic; over 750,000 people pass through the station each day. However, being underground raised a lot of potential Internet connectivity issues due to the difficulty and high cost to run broadband cabling into the station. Limited by their choice of ISP, connection method, and the increased difficulty from being underground, these two Zaro's locations were being frequently affected by multi-day Internet outages that took upwards of 4 days to fix. This led to the inability to process Point-of-Sale (POS) transactions over extended periods of time. Recognizing how critical Internet connectivity is to the daily operations of Zaro's, Akative engineers teamed up with Zaro's to eliminate their Internet downtime in their Grand Central locations.

Our engineers concluded that owner, Brian Zaro, needed a backup Internet connection that would allow for multi-location monitoring and simple management capabilities. Brian also needed a solution that would offer automatic failover connection so customers would no longer experience interruptions during their service.

Zaro's Requirements

1. Connectivity for underground locations
2. Sufficient speed for high POS transaction volume
3. PCI compliant solution
4. Automatic failover with no operational interruption
5. Multi-site connection monitoring with alerts so they know when the primary Internet is down
6. Reliable, always ready connectivity capabilities
7. Integrate with existing network firewalls

The Solution

RocketFailover Fusion™ was the ideal choice for Zaro's Bakery. Fusion is a RocketFailover solution that has the ability to provide a failover Internet connection within seconds of a primary ISP going down. Designed for multi-location branch businesses, Fusion is an affordable option for businesses that have existing dual-WAN capable firewalls, or for businesses with more complex network needs. The Fusion option allows for segmentation so that businesses can prioritize key Internet systems during downtime events.

RocketFailover also comes with iStatus®, which is an intelligent monitoring platform. iStatus provides online and on-the-go access to a top-down organizational network view, rich historical analytics, and common-language alerts for Zaro's. Also bundled with RocketFailover is iStatus ConnectionValidation™, a patented technology which provides continuous monitoring, testing, and validation of all Internet connections, so Brian is confident that Zaro's backup connections are ready when they are needed.

The Implementation

After our experts had determined the ideal fit for Zaro's Bakery, pre-configured devices were installed without interrupting the store's daily service operations at each site. We continued to monitor and securely store RocketFailover data to ensure that everything was working properly.

Since implementing a backup Internet connection with RocketFailover, Zaro's Bakery has eliminated its Internet downtime. RocketFailover has given Zaro's Bakery the ability to take control of their customer experience. With 24/7 connectivity, Zaro's POSs now continuously process thousands of customer transactions every day, even when their primary Internet connection is offline. This has helped Brian uphold the 90+-year-old tradition of the Zaro family brand being a household name in New York City.

The Results

After the deployment of RocketFailover Fusion, Zaro's Bakery experiences a high-performance solution that allows them to stay connected without having to tackle extensive IT issues. With the added benefit of connection alerts, Brian can easily monitor the connection of his stores even if he is at a different location.

With the added value of RocketFailover, Zaro's Bakery continues to grow brand loyalty at some of their busiest New York City locations along with delicious baked goods and even sweeter customer experiences.