



Case Study

At the Junction of Convenience & Connectivity

Boji Junction Gas Station Launches 4G Backup Connectivity to Better Serve Patrons

From pay-at-the-pump options to buying coffee and snacks for on-the-go, convenience stores and gas stations have evolved to meet the needs of both leisure travelers as well as local commuters. But the buck doesn't stop there; convenience stores are now expected to step up their game when it comes to a seamless customer transaction as well. So, when Internet outages caused an issue for pay-at-the-pump customers as well as in-store customers, Boji Junction convenience store and gas station management set out for a solution.

When the store couldn't process customer purchases, Boji Junction's Store Manager, Rachel Sirola, knew something had to be done. That's when Sirola reached out to RocketFailover® for a 4G backup Internet solution to keep the store online even when their primary ISP (Internet Service Provider) was down.

The Challenge

With so many customer elements depending on reliable Internet connectivity (POS systems, gas pumps, digital signage, guest WiFi, back-office operations, inventory management, etc.) experiencing Internet outages during peak business hours resulted in chaos, lost revenue, and damaged customer confidence. "Like most c-stores, we have pieced together technology over several years. With multiple add-ons and a complex network, it's been virtually impossible to pinpoint problem areas and difficult for outsiders to make sense of our network," commented Sirola. RocketFailover engineers identified that Boji Junction needed a backup Internet solution that would not only work with Boji Junction's existing network but allow all customer-centered services to automatically failover to a backup connection in the event of an outage.

The Solution

Armed with that knowledge, RocketFailover engineers designed a comprehensive package using Complete Security™ (4G tech. with WatchGuard Firewall) to work with the store's existing technology and electronic displays. This is a turn-key solution includes everything needed to fully support Boji Junction's failover needs without compromising security. With multiple configurations available, Complete Security caters to the store's multi-device needs and allows for more granular network segmentation. Additionally, a UPS (unlimited power supply) was implemented as well to serve as a stable power source for RocketFailover CompleteSecurity's preconfigured hardware. By working the design around preexisting cabling, engineers were able to maintain organization in the confines of an already limited office space.

Implementation

By integrating RocketFailover Complete Security into daily operations at Boji Junction, RocketFailover was able to help the store not only mitigate Internet downtime but secure their network. Without the new, fully-managed WatchGuard firewall, Boji Junction's existing router allowed all inbound traffic – which opened up their network to vulnerabilities and didn't provide PCI compliant architecture. However, with new RocketFailover Complete Security, the store's operations remain secure and online 24/7. RocketFailover engineers were able to set up a solution that was deployed in a matter of hours with no noticeable service interruptions for customers.

Results

RocketFailover was able to help Boji Junction overcome their complex network needs and get straight to the heart of connectivity issues. Sirola said, "It was nice to have RocketFailover deployed during business hours without disrupting our busy location. Now, when our doors are open we can truly say 'We are open for business!'"

Boji Junction has been so pleased with their RocketFailover service that franchise management at Cooperative Energy Company has decided to implement RocketFailover service at several additional locations.

