

PAPA MURPHY'S

“Our network allows us to access real-time sales information at each and every store without leaving the corporate office, which saves the company time and money.”

DARHL THOMASON
POS MANAGER PAPA MURPHY'S

Papa Murphy's Take N' Bake Pizza, the largest take and bake pizza company in the world, has 900 franchise and corporate-owned restaurant locations in 32 U.S. states. The company was looking for a broadband provider that could connect their remote stores to headquarters, and to each other. To get the most out of their broadband solution, Papa Murphy's wanted to team up with a company comprised of seasoned professionals whose core business focus is broadband networking.



Why a Broadband Network?

Real-time data exchange between corporate office and remote stores

Cost savings due to elimination of phone lines

Nationwide coverage to reach all store locations

What were the challenges with dial up?

Each Papa Murphy's store was utilizing a dial-up solution provided by their Local Exchange Carrier (LEC). Papa Murphy's was seeking a provider with a nationwide footprint to reach all their restaurant locations.

What is the New Edge Networks solution?

New Edge provided DSL service for 36 stores, with more locations being added to the network weekly as Papa Murphy's rolls out their new POS system to all their corporate and franchise-owned stores. The DSL access New Edge delivered allowed Papa Murphy's to implement their own VPN and produce more accurate sales reports. Their new broadband solution also enables cost-saving, real-time data applications.

What are the results?

Papa Murphy's has benefited from a variety of key applications that were made possible by their new broadband network. Broadband enables remote monitoring of their POS systems, which allows the POS Manager to access any store's real-time sales data without traveling to the site. He can access inventory information, food and labor costs, and cash management data, resulting in significant cost savings and more accurate franchise fees. Updating store menus is easier, since changes are delivered to each site through the network. Papa Murphy's is also processing customer debit and credit card payments over their network, which has allowed them to eliminate at least one phone line per store.

What are Papa Murphy's plans for the future?

Papa Murphy's plans to double their total locations by 2010. As the company expands, they will also consider implementing Managed Network Services to alleviate the burden of maintaining the network themselves.

www.newedgenetworks.com/solutions/restaurant



“The broadband expertise New Edge brings is invaluable, and it’s helped us get the best possible return on our broadband network.”

DARHL THOMASON
POS MANAGER PAPA MURPHY'S



Real-time Sales
and Inventory Information



Debit and Credit Card
Payment Processing



Menu Updates Communicated
from Headquarters



Cash Management

Benefits

Remote monitoring of POS systems from headquarters saves travel time

Reduced labor costs with centralized menu updating

Increased communication between headquarters and restaurant locations

Elimination of phone lines saves communications costs

