CASE STUDY:
P.J.W. RESTAURANT GROUP

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P.J.W. Restaurant Group is a local, privately held and family owned company. Founded in 1983 by Bob Platzer, with the help and support of his wife Donna, P.J.W. has grown from 1 restaurant to 19 with 4 different dining concepts throughout New Jersey and Pennsylvania. Though Bob's first restaurant, Platz's, eventually became the regionally renowned P.J. Whelihan's, his original commitment to serving great food with good company is something that has never changed. Today, the group's esteemed hospitality brands include: P.J. Whelihan's Pub and Restaurant, The Pour House, Treno Pizza Bar and The ChopHouse.

P.J.W. Restaurant Group has been a PCH Technologies (PCH) client for almost 20 years. The group relies on the strategic input of PCH for the implementation of solutions that improve operational business efficiencies. Optimally designed, these solutions drive everything from employee collaboration to the consumer experience, from how employees work together to how operations and consumer experience intersect.

CHALLENGES

P.J.W. Restaurant Group had a few challenges with Wi-Fi that the PCH team was asked to help address. P.J.W. offered Wi-Fi in each of their 19 locations but they had a limited ability to manage and troubleshoot their technology and Wi-Fi. With a poor user experience due to their aging equipment, spotty coverage and/or "data hogs", P.J.W. was missing opportunities to satisfy basic customer connectivity needs or successfully deploy Wi-Fi-based technology like Pay At Table or iPad table management deployment.

SOLUTION

P.J.W. decided to move forward with a full-scale upgrade, trusting PCH to create and execute a detailed plan. After review of P.J.W. Restaurant Group's needs, PCH recommended Cisco Meraki's cloud based Wi-Fi system as the best solution. PCH created a clear and thoughtful plan of action that had contingencies built in as to not affect budget or interfere with current P.J.W. operations.

All 19 restaurants could then rely on a uniform Cisco Meraki Wi-Fi system that provided simplified deployment, high density Wi-Fi user counts, remote management capability, and the potential for P.J.W. to leverage emerging technologies that enhance guest experience.

DEPLOYMENT

From start to finish, the deployment took just under 7 weeks to outfit the 19 restaurant locations throughout New Jersey and Pennsylvania. PCH worked closely with Jessica Breslow, the Director of IT and Marketing for P.J.W. Restaurant Group to plan and execute the project.

The installation and project was deployed flawlessly and included a clear blueprint for deployment in planned new restaurant openings. The Meraki CMX (Connected Mobile Experience) platform enables PJW Group to capture guest information and Wi-Fi usage metrics. Post deployment, PCH is now able to monitor and manage P.J.W.'s wireless network remotely from their network operations center (NOC) in Sewell, NJ.

BENEFITS

- Rock solid, best in class guest and staff Wi-Fi experience

- Ability to gather insight to guest behaviors and create high touch marketing opportunities

- Cutting edge cloud based Wi-Fi system enables on going innovation

- Complete visability into network with remote manageability with built in security

FUTURE

Now that their Wi-Fi solution is in place, P.J.W. Restaurant Group is poised to take advantage of future enhancements by utilizing PCH's cloud services and the adoption of Cisco's Meraki switches. They are prepared and able to easily deploy the same Wi-Fi solutions to new restaurants as they grow.

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