![Akative logo]

Case Study

'Donut' Worry About Downtime!

Yum Yum Donuts Eliminates Internet Issues With RocketFailover®

With more than 170 stores across six states, plus two more international locations in Guam and Saipan, Yum Yum Donuts is one of the largest donut chains on the West Coast. Each location serves thousands of on-the-go customers each day with service speeds playing a large role in Yum Yum's success. In a competitive metropolitan market, Yum Yum's seamless operations are what customer's take notice of most.

One factor that influences daily operations is Yum Yum's dependence on reliable Internet connectivity. When IT Director, Jim Flores, had trouble ensuring each location had 24/7 Internet uptime, he looked to the company that specializes in eliminating Internet downtime, Akative™.

The Challenge

With multiple locations across six states, Yum Yum Donuts deals with a variety of Internet Service Providers (ISPs) which can influence their stores' ability to uphold operational standards expected of the franchise. Seeking a way to better support 5 of Yum Yum's busy California locations, Flores desired a connectivity solution that would assist in keeping stores online 24/7. During Internet outages, these locations were often struggling to process Point-of-Sale (POS) transactions. Knowing how important reliable connectivity is to their daily operations and customer satisfaction, Yum Yum Donuts partnered with Akative to ensure the Yum Yum locations in need, remain connected 24/7.

Yum Yum Donuts Requirements

1. Minimal upfront CapEx investment
2. Reliable speed equipped for a high volume of POS transactions
3. Integration with their current network, so they didn't have additional upgrade costs
4. Automatic failover that requires no employee intervention & seamlessly integrates with their existing networks
5. PCI compliant to maintain POS data security for customers

The Solution

RocketFailover Autopilot™ was the ideal choice for Yum Yum Donuts. Autopilot is the simplest RocketFailover solution, capable of delivering a failover Internet connection in seconds. Designed for small branch businesses or simple business operations, Autopilot is a high-performance solution that allowed Yum Yum Donuts to implement an Internet failover connection without needing extensive IT knowledge or additional network upgrades. With seamless, automatic connectivity, Yum Yum Donuts can keep their business online 24/7.

RocketFailover also comes with iStatus®, which is an Artificial Intelligence (AI) monitoring tool. iStatus provides online and on-the-go access to a top-down organizational network view and rich historical analytics. With ConnectionValidation™, a patented iStatus technology, all connections are continuously tested and validated to ensure Akative's AlwaysOn™ 4G meets Yum Yum's business needs. Complete with common language connection alerts, Flores, can effortlessly monitor Yum Yum's connections remotely.

The Implementation

After installing RocketFailover Autopilot, Yum Yum Donuts saw their investment pay off quickly. Having 24/7 Internet connectivity saved them money on what would've been lost transactions and operational expenses. With RocketFailover Autopilot installed, Flores has peace-of-mind knowing that the 5 Yum Yum location that were struggling, are now up to franchise standards for connectivity. These busy California locations continue to seamlessly process POS transactions while maintaining PCI compliance. The staff has also found it easier to order inventory, plan time schedules, and maintain day to day operations with an Internet connection that they can depend on.

The Results

RocketFailover was able to assist the Yum Yum Donuts brand in eliminating Internet downtime at some of their busiest metropolitan locations in California. With reliability issues off of their plate, Yum Yum's staff at these 5 locations have been able to better focus on the core competencies of their business and better serve customer needs. By overcoming the challenges associated with limited ISP availability, these locations can continue to ensure business continuity is met for the brand.