Tumbleweed

A PDI Case Study

Overview

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HQ:	Louisville, KY
Industry:	Fast-Casual Restaurants
Size:	19 Stores
Solution:	PDI Network Security Platform

Business Challenges

- Existing network firewall was becoming technically outdated
- Support issues were increasingly difficult to resolve
- Intermittent disruptions in Internet connectivity were impacting business

PDI delivers a simplified "set-it-and-forget-it" solution.

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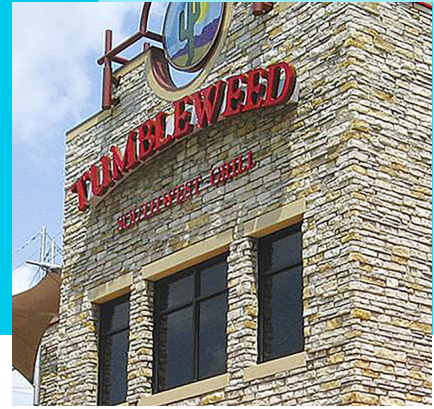
Overview

At Tumbleweed Tex Mex Grill & Margarita Bar, the focus is on fresh, authentic Tex Mex cuisine. But as the company's sole IT management professional, Gill Rudolph focuses on keeping the IT network running as smoothly as possible across 19 restaurant sites in Kentucky, Ohio, and Indiana.

As the fast-casual restaurant market faces a new wave of disruption, Gill has adapted by turning advanced technology into a business advantage. When the company's previous network firewall product began experiencing an increasing number of technical and support issues, he found himself at an inflection point.

"Our firewall technology was aging quickly, so both maintenance and support had become very frustrating," Gill notes. "It was starting to impact our business."

A Modern, Cloud-Based Network

As that firewall product approached its end of life, Gill sought out a more reliable solution and soon discovered the networking solution from PDI. The SD-WAN platform fundamentally changes the way distributed businesses deploy, secure, and optimize applications and technologies. The modern, cloud-based networking approach greatly reduces management costs, as well as the time to deliver services across multiple locations.

A network security appliance is now deployed at each Tumbleweed restaurant, connecting back-office applications and POS systems to the secure PDI cloud. Gill explains, "PDI definitely hit my price point. It's a very simple set-it-and-forget-it solution. After we configure one restaurant, we can replicate that setup or make updates to the other restaurants remotely through the PDI cloud."

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Simplified Deployment, Security, and Support

Once the PDI network security appliances were in place, the company was finally able to implement Voice over IP (VoIP) for its phone systems. "The VoIP setup took about 15 minutes compared to what might have taken four to five days with the previous system," Gill states. "Without PDI, VoIP wouldn't have been possible."

Ever since the initial deployment, Gill has found network security to be much stronger: "The PDI VPN has been rock-solid. It's doing exactly what you would expect. That adds a lot of peace of mind to my life."

Moreover, the streamlined troubleshooting process has been a valuable time-saver. "PDI has U.S.-based level one, two, and three support, which makes it much easier to get questions answered right away," Gill says.

4G Wireless Backup

One of the most valuable benefits of the PDI solution has been the built-in 4G wireless failover capability, in case the primary Internet connection is not available. Intermittent Internet outages are common in the region where the Tumbleweed restaurants are located, and they can quickly disrupt operations at a busy restaurant.

That's no longer a worry, thanks to the automated PDI 4G wireless failover. "I recently got an outage alert from our ISP, so I called one of our restaurants to check in. Nobody had even noticed the outage, because the 4G wireless seamlessly took over to keep the VPN, gift card processing, and everything else up and running."

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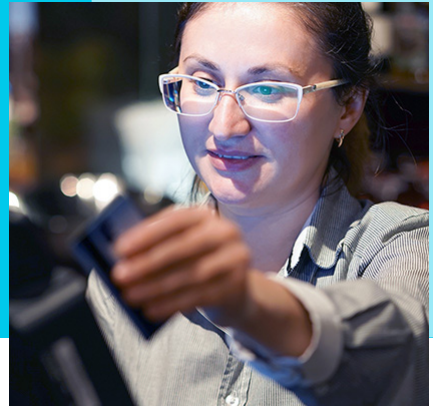
Time-Saving Tools and Resources

Gill now relies on a pair of PDI tools to further reduce management tasks so he can spend more time on strategic projects. An online portal allows him to map and track each restaurant on the network. "The dashboard has a really intuitive interface, and you can see everything on one screen," he says.

Gill also cites the online PCI Services Portal. "Simplifying PCI is extremely valuable," he adds. "The portal helps keep us compliant, and it proactively sends out alerts if there are potential issues."

Gill states, "The bottom line is that the PDI solution is easy to set up, easy to roll out, and easy to use. I really like the fact that everything is bundled in one solution with a single device at each restaurant."

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The PDI solution is designed for easy installation and remote deployment.

Customer Results

Easier management with an all-in-one, single-device solution

Faster issue resolution with a highly experienced support team

Significantly reduced hardware, management, and support costs

Simplified PCI compliance tracking and reporting

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With PDI, one platform basically does it all—and everything's connected through the cloud.

– Gill Rudolph, Tumbleweed

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