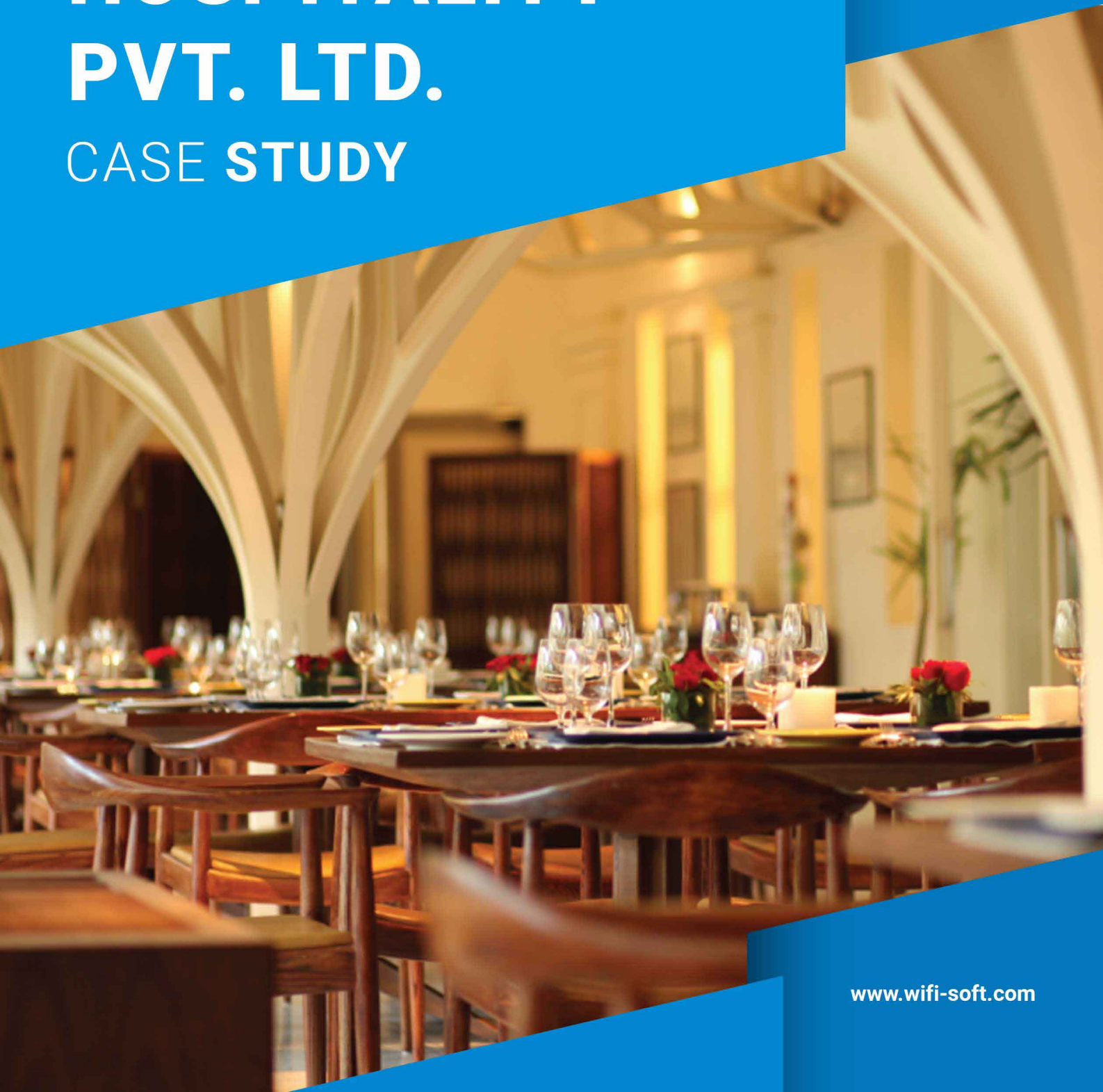




DEGUSTIBUS HOSPITALITY PVT. LTD. CASE STUDY





OVERVIEW

DeGustibus Hospitality was established in early 1996 and enjoys a reputation of being one of the finest hospitality campuses in India, with successful restaurants like Indigo, Indigo Delicatessen, Neel, and Tote on the Turf, and the fine catering venture, Moveable Feast, under its umbrella. The company can boast of an experienced and well-trained management team and state-of-the-art culinary infrastructure, and is currently poised for continued expansion and growth.^[1]



REQUIREMENTS

DeGustibus required a WiFi network to help them advertise on social media, capture client data, perform proximity marketing by pushing ads on patron devices and get online surveys. The solution also had to be secure considering the amount of people who walk into their outlets each day.



HOW WE HELPED

- ▶ Reduced OpEx and CapEx
- ▶ Proximity marketing and ability to send push notifications and ads
- ▶ Customised captive portal
- ▶ Visitors were given access after registration in compliance with DOT guidelines
- ▶ Easy tracking of number of users, bandwidth control, policy management and reporting
- ▶ Guests would only gain access to internet after they liked the company page on Facebook
- ▶ Large volume of data to perform analytics
- ▶ Simplified and centralized network management
- ▶ A reduction in network fault calls
- ▶ Ability to remotely control, monitor and troubleshoot
- ▶ Ubiquitous Wi-Fi coverage and stronger signal
- ▶ The ability to support high density environments with more concurrent users per access point
- ▶ Access point Monitoring

CASE STUDY **DEGUSTIBUS HOSPITALITY PVT. LTD.**

DeGustibus Hospitality, a major restaurant chain decided to provide WiFi to their patrons to facilitate social media marketing and generate higher revenues through WiFi monetisation.

Incorporated in 1996, DeGustibus Hospitality has names like Indigo, Indigo Delicatessen, Neel, D:OH!, Tote on the Turf, and the fine catering venture, Moveable Feast under its umbrella. Founded by Mr. ANURAG KATRIAR, it is a big player in the hospitality industry. On an average, DeGustibus outlets are frequented by over 2000 patrons every day.

With the advent of social media, and the craving of people to be connected, it has become increasingly necessary for restaurants to provide its patrons with a good WiFi connectivity.

CASE STUDY

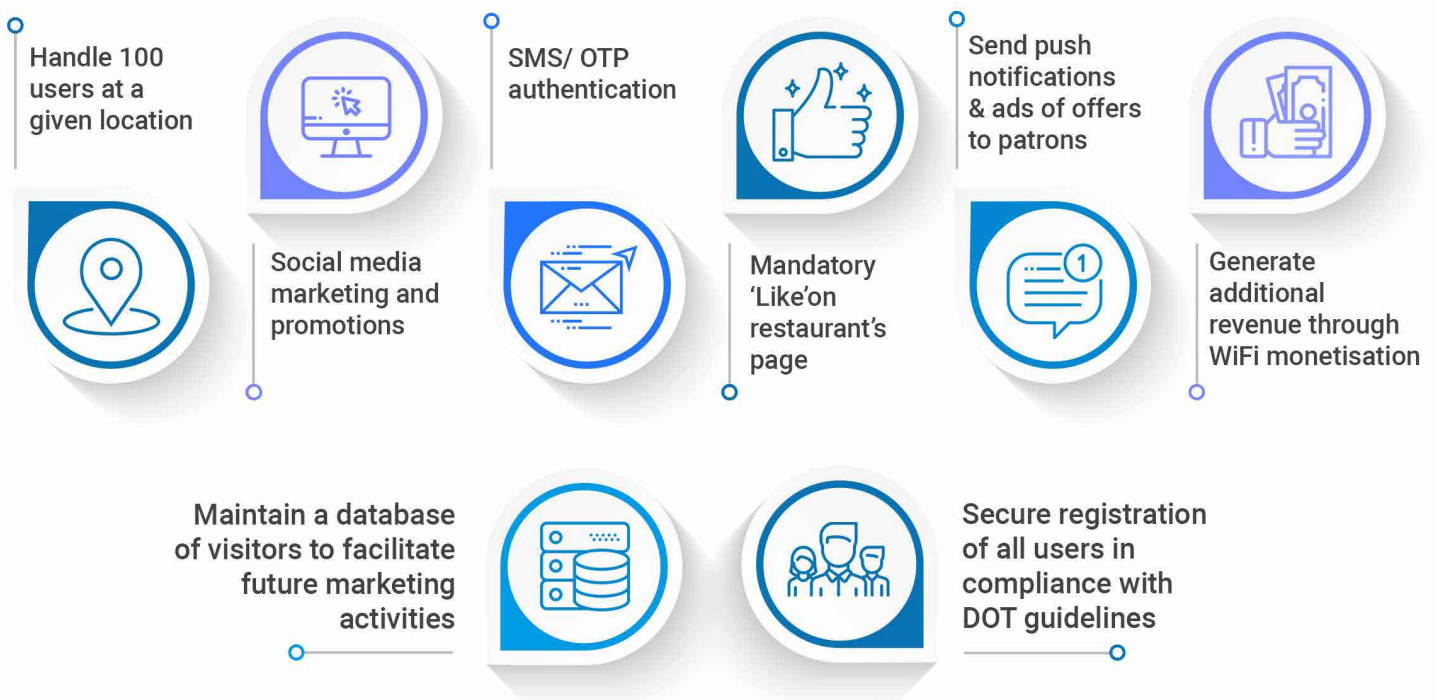
DEGUSTIBUS

HOSPITALITY PVT. LTD.

People usually share the pictures of the food they eat on social media. This is good publicity for restaurants and is becoming a benchmark for them to attain higher footfall.

To help DeGustibus, Wifi-soft deployed its state-of-the-art wireless controller called UniBox. The solution was marketing oriented to match with the client's requirement.

A brief about their **requirement** is as below,



Wifi-soft's UniBox controller can manage all these requirements from a single dashboard and allows the network administrator to troubleshoot remotely. It could support 100 concurrent users.

Solution Details

- ▶ Ability to manage more than 100 plus users on a daily basis (per location)
- ▶ Secure registration with SMS/ OTP authentication
- ▶ DeGustibus offers many promotions to its patrons.
- ▶ Push messages and ads were sent to them as per their location, personal details etc.
- ▶ The network is so stable that it can operate 24x7 without any downtime
- ▶ Patrons were automatically disconnected after a pre-defined time period



Unibox U100 Network Controller

3

CASE STUDY

DEGUSTIBUS HOSPITALITY PVT. LTD.

- ▶ Bandwidth allocation is done to promote fair usage
- ▶ URLs of unwanted and mature content is blocked
- ▶ BYOD support was provided to help people use a variety of devices with ease
- ▶ Elaborate reports could be generated to keep track of each user's activity
- ▶ User logs and a database with the list of all registered users was maintained to help in analytics and future promotions
- ▶ Integrated billing
- ▶ Access point management was inbuilt in the controller to help save cost
- ▶ Social media integration
- ▶ Customised captive portal with AD and promotional space
- ▶ MultiWAN and load balancing
- ▶ Reduced Capital and operating expenses
- ▶ Uninterrupted and pervasive connection
- ▶ Users had to mandatorily 'Like' the restaurant's page before accessing the internet
- ▶ Online surveys could be initiated to get feedback

“

The food in this place is amazing. The staff is courteous and competent. They also excel in allied services like providing great Wi-Fi and valet parking. The Wi-Fi is so good and easy to use that even my 13 year old could log on without help. over all a great experience.

- Sonali Shinde
Marketing Executive



After the installation, DeGustibus has seen a steady increase in the footfall, as a major pull these days is the quality of the wireless network at restaurants. As per an online survey, the satisfaction level of customers has also increased drastically.

Excerpt

[1] <http://www.degustibus.com/>

📍 Wifi-soft LLC
815-A Brazos St, Suite 326
Austin, Texas - 78701 U.S.A
☎ +91 (20) 3018 5500
✉ sales@wifi-soft.com

📍 Wifisoft Global FZE
P.O.Box - 120360,
Sharjah, UAE
☎ +971 555310434
✉ sales@wifi-soft.com

📍 Wifi-soft Solutions Pvt. Ltd.
C-410, Teerth Technospace
IT Park, Baner, Pune - 411045,
☎ +91 (20) 3018 5577
✉ sales@wifi-soft.com