

# SOLUTION PROVIDER DELIVERS DSL TO DOMINO'S PIZZA

By Kristen Kenedy-Matthews, N.C.

Global Linking Solutions was faced with a dilemma: Its customer, Domino's Pizza, wanted dedicated access to the computer systems in its shops, but the pizza chain's low-margin business necessitated a service at a fraction of the cost of traditional leased lines.

GLS chose to roll out DSL broadband with customized routers from Dallas-based Efficient Networks to meet the chain's security and backup requirements. GLS topped the sale with its own IP management services, providing a recurring revenue for the firm in addition to standard integration fees.

If Domino's is happy with the implementation, the company plans to offer the service to nearly 3,500 franchisees, providing inventory management, a direct line into

corporate headquarters for franchisees and online pizza ordering for customers. The 40-year-old company recorded sales of \$3.54 billion worldwide in 2000 from a network of more than 6,000 shops.

GLS, a three-year-old managed service provider based here, considered a number of frame relay flavors—including traditional frame, a hybrid of frame and IP and a hybrid of frame and DSL—before settling on AT&T IDSL service, says GLS President Chris Murphy.

Using Efficient Networks' DSL routers, the solution is about three times the speed of a 56-Kbps frame relay option for half the price, he says.

"We think this is one of the first DSL networks that is fully managed at a very aggressive price," says Murphy.

The solution, which is

currently being beta-tested at a limited number of corporate-owned Domino's Pizza stores, uses IDSL because it has a longer range than ADSL or SDSL options. GLS expects to reach more than 60 percent of Domino's stores, and Domino's is considering a satellite option for stores that can't be supported by DSL.

While price was a significant issue, Murphy points out that security was an equally important consideration for Domino's.

Dano Ybarra, vice president and business manager for the business solutions division at Efficient Networks, says providing tight security in today's corporate broad-



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band solutions is particularly important.

"One of the key challenges, once businesses get connected with high-speed Internet, is how to securely pass info from one place to another," Ybarra says. "That's where VPNs come in."

Murphy says GLS worked with Efficient Networks engineers to customize the firmware of the company's DSL routers. The result was

enabling IPsec secure tunnels to allow encrypted information to be passed from Domino's corporate headquarters to store locations without compromising data security. In addition, GLS enabled dial-up backup and remote management features to the routers.

GLS, meanwhile, set up a management structure that will proactively monitor the network's status.

"Domino's didn't want

the pizza guys to be playing around with the routers," says Murphy.

Among the services GLS will provide Domino's are alarm notification when site connections go down and dial-up access as a backup, as well as monitoring of the IPsec tunnel for possible failure and reporting capabilities for network utilization, Murphy says.

## LESSONS LEARNED

- » TRADITIONAL SOLUTIONS OFTEN DON'T MEET THE NEEDS OF A LOW-MARGIN BUSINESS.
- » SOLUTIONS SHOULD BE PAIRED WITH RECURRING REVENUE OPTIONS WHEN APPROPRIATE.
- » SECURITY SHOULD NEVER BE AN AFTER-THOUGHT AND SHOULD BE EMBEDDED IN SOLUTIONS FROM THE BEGINNING.

