

TALKTALK BUSINESS
SATISFIES FIVE GUYS'
APPETITE FOR GROWTH

ABOUT
FIVE GUYS

Founded in Arlington, Virginia, upmarket burger chain Five Guys made its UK debut in 2013, with an outlet in London's Covent Garden. Today, the business operates over 140 restaurants across the country, and employs around 6,000 staff. While other high-end burger businesses have struggled in recent years, Five Guys' philosophy – no freezers, everything fresh – has been rewarded with enduring success.

Five Guys started working with TalkTalk Business soon after entering the UK market, when the chain consisted of just three restaurants, and remains a loyal customer nearly a decade later. And in the intervening period, the chain's connectivity needs have significantly increased.

THE

CHALLENGE

"AFTER OUR UK LAUNCH WAS SO SUCCESSFUL, WE HAD TO CAPITALISE AND EXPAND NATIONWIDE IN A VERY SHORT SPACE OF TIME. THAT MEANT WE NEEDED A TRUSTED PARTNER TO DEAL WITH THE COMPLEXITY OF DEPLOYING AN EFFICIENT, SECURE, MULTI-SITE LEASED LINE NETWORK."

WILLIAM DAY, IT DIRECTOR
FIVE GUYS

From 3 stores to 140 in just 9 years is quite a rate of expansion. And as far as connectivity goes, an increase in size is usually accompanied by an increase in complexity.

That was certainly the case with Five Guys. When the relationship began, TalkTalk Business connected 3 stores and the company's headquarters with an ADSL MPLS network and maximum upload speeds of around 4Mbps, which was plenty for what it needed at the time.

As the business expanded rapidly – at one point adding 25 stores in a single year – Five Guys' needs became more complex, as did its hunger for bandwidth. Outlets required faster, more reliable payment systems, alongside stable connectivity to run admin, communications, procurement, and security functions.

Meanwhile, the Five Guys head office also grew quickly, hiring staff and adopting a range of cloud services for HR, marketing, supply chain management and other back-office operations. As the business grew, so did its requirement for fast, secure and reliable connectivity, and because of their longstanding relationship, Five Guys' IT Director, William Day was confident that TalkTalk Business could deliver.

"Trust is very important in business... We liked the plan TalkTalk Business put in place to roll out better connectivity and trusted the team to deliver it seamlessly and on time."

THE

SOLUTION

"THE TALKTALK BUSINESS TEAM HAVE A VERY GOOD UNDERSTANDING OF THE HOSPITALITY SECTOR, OUR CHALLENGES AND OPPORTUNITIES. WE NEEDED TO KEEP OUR LAUNCH MOMENTUM GROWING, THEREFORE GETTING CONNECTIVITY IN PLACE AS SOON AS POSSIBLE WAS CRUCIAL."

WILLIAM DAY, IT DIRECTOR
FIVE GUYS

To ensure every store had the reliable connectivity required, TalkTalk Business worked closely with Five Guys to devise a plan to upgrade their existing outlets in parallel and ensure any new sites also had dedicated leased lines installed as quickly as possible.

The logistics of upgrading over 100 sites may seem complex, but TalkTalk Business ensured the process was smooth and was completed within Five Guys' required timeframe. Meanwhile, TalkTalk Business also supported Five Guys' ongoing expansion, providing new restaurants with the communications and connectivity they needed as new sites were acquired.

However, the long lead times required to install leased lines, and the tight turnaround times for sites to 'go live', meant some new sites wouldn't have their required connections for launch. Therefore, engineers deployed temporary ADSL lines where necessary, before installing dedicated leased lines at the earliest convenient time.

TalkTalk Business is now in the last phase of rolling out leased lines to Five Guys' head office and restaurants. These leased line services are a combination of dedicated Ethernet First Mile (EFM), Ethernet over FTTC (EoFTTC) and Ethernet Access Direct (EAD) that provide the business with exclusive, uncontended bandwidth with considerably more speed and reliability than its previous ADSL-based solutions.

The long and fruitful relationship between the two businesses also means William is happy to hear recommendations from the TalkTalk Business team when the need arises. For example, knowing Five Guys' plans for expansion and William's plans to transition Five Guys to a Hosted Voice telephony solution, the TalkTalk Business team suggested additional security measures to provide better data safeguards now and put the foundations in place for a highly secure voice network in the future.

"When we reached a certain size they recommended a centralised cloud-based firewall solution to replace our previous security, and it has worked very well."

THE RESULTS

"WHATEVER HAPPENS IN OUR RESTAURANTS, WE'RE CONFIDENT THEY CAN KEEP TRADING, AND THAT'S THANKS TO TALKTALK BUSINESS. WITHOUT THEM, WE WOULDN'T HAVE BEEN ABLE TO EXPAND SO RAPIDLY AND DELIVER OUR UNIQUE DINING EXPERIENCES THROUGHOUT THE UK!"

WILLIAM DAY, IT DIRECTOR
FIVE GUYS

More than 100 Five Guys sites are now operating with upgraded connectivity, allowing the business to guarantee robust payment services, take advantage of the latest cloud-based applications, and add new services without fear of overloading the network.

Now that branches across the country are benefiting from better connectivity, customers always enjoy a smooth restaurant experience – with fast, efficient ordering (which can be online) and payments – and Five Guys is now continuing its expansion plans with confidence, with TalkTalk Business having Five Guys' back for all their connectivity and communication needs.

"TalkTalk Business help us with our connectivity needs today, and also keep an eye on the future so we're always prepared – we can adapt to new technology rather than having to rip and replace."

With Five Guys' ambitious plans for continued expansion in mind, TalkTalk Business created a flexible connectivity plan that can be adapted and scaled over time, rather than one that would need upgrading a few years down the line. This solution is precisely what Five Guys needed and is why William believes that the business needs to look no further than TalkTalk Business when it comes to scaling its connectivity in the future.

The current connectivity upgrade is likely to be just the start of a modernising programme that will transform Five Guys' network. William's ultimate goal is to move the entire network to SD-WAN, increasing visibility and providing sites with increased scalability and flexibility, complemented by 4G or 5G failover options, for a seamless solution and guaranteed connectivity in store.

It's clear from the successful deployment and ongoing relationship between the businesses that, when the time comes to implement any new solutions, TalkTalk Business will be Five Guys' first port of call.

As their trusted telecoms partner, TalkTalk Business will deliver the futureproof technology required for modern businesses to connect to critical services such as business-grade voice, internet access and security, as well as e-commerce and on-site payments.

"The TalkTalk Business team is very customer centric. They care. [They are] an excellent team that helps us navigate the complexity of the communications world ... They make sure we get the right service at the right price, rather than just recommending the solution that is best for them. It feels like TalkTalk Business is an extension of our own team, which is what a partnership should be."

