



Success Story

ZyXEL Wi-Fi Solution Delivers Results at Large Bakery Café Chain in Turkey

“Apart from offering high-quality pastries and other food items, Aslı Börek has adopted raising the standard in service quality at all branches a general principle. Our priority is allowing guests to spend quality time at our branches.

ZyXEL has supported us at every point with the recommendations it has provided. They determined our needs and then significantly upgraded our communication infrastructure. Implementing the solution has led us to improve the quality and services we offer both customers and employees”

Orhan Batman
IT Manager, Aslı Börek Cafe

Overview

Customer Name

Aslı Börek Cafe

Customer Industry

Food/Restaurant

Challenges

- Improve security and speed at Wi-Fi connections in 60 branches nationwide
- Provide a secure, easy to manage wireless infrastructure in challenging environment
- Record network traffic and Internet access logs as required by local government

Solution

- Unified Access Gateway
- Syslog support to comply with local regulation

Benefits

- Customers enjoy uninterrupted, high-speed Wi-Fi at every branch of the café
- 2000 employees in 13 cities integrated into single secure network
- Internet usage logs can be saved in common use areas

Background

The Aslı Borek Café in Turkey’s capital was founded in 1994 by Istanbul Göztepesi. The premium brand currently offers food, pastries, and beverages in 13 cities across the country. The fast-growing café chain currently has about 2000 employees working at more than 60 branches.

Challenges

One major reason for change to the café chain’s Internet infrastructure is the ongoing mission to offer customers the highest level of Wi-Fi connectivity, security, and overall satisfaction. This is especially true as expectations of customers in the food and restaurant sector have risen in step with the explosive developments in technology in recent years. Today high-speed Wi-Fi connection is a prerequisite for almost all restaurant customers.



With an extensive network of branches spread across 60 locations in 13 cities, Aslı Borek Café endeavored to create a single network capable of supporting customers and the electronic devices of approximately 2000 employees.

The new communication infrastructure also has to be compliant with local regulations that require all Internet usage logs to be saved in common use areas.

Solutions and Benefits

After careful consideration of the requirements of the Asli Borek Café, a solution was agreed upon to use ZyXEL's UAG4100 Hotspot Gateway to connect customers and employees at each of the 60 branches located in more than a dozen cities across the country. Part of the new approach involves support for broadcasting with double SSIDs, thus enabling customers and employees to be managed on separate networks.

In order to follow local regulations, the solution allows the café to save all Internet traffic, if desired, by enabling the Syslog feature. This records the network traffic and Internet access logs directly onto the main log server at the headquarters of Asli Börek.

The result is the chain is now in full compliance with local laws, including those compelling Internet usage logs be retained for all common use areas that are served by ZyXEL's unified access gateway, simultaneous dual-band devices. The solution has enabled the establishment of a secure and fast accessible network and Internet infrastructure in which all electronic devices used by employees at the various branches are fully integrated.

"We are happy to be able to provide customers with an Internet infrastructure that relies on the latest advances in technology," said Orhan Batman, IT Manager of Asli Börek Cafe

Product Used



SP350E
Service Gateway Printer

UAG4100 Unified Access Gateway

- IEEE 802.11 a/b/g/n dual-radio (2.4 GHz and 5 GHz) design
- Supports 200 concurrent users by default and up to 300 via license upgrade
- Integrated account generator, Web-based authentication portal and billing system
- Supports external RADIUS servers
- Per account bandwidth management
- SP350E Service Gateway Printer enables one-click account and billing generation
- SMS ticketing with ViaNett protocol support

About ZyXEL Communications

ZyXEL Communications Corp., founded in 1989 and headquartered in Taiwan, is the leading provider of complete broadband access solutions. As one of the early modem manufacturers, ZyXEL has gone through transformations in the fast-paced networking industry. Delivering cutting-edge communications innovations to more than 400,000 businesses and more than 100 million consumers throughout the world, today ZyXEL is one of the few companies in the world capable of offering complete networking solutions for Telcos, small to medium-sized businesses, and digital home users for a wide range of deployment scenarios. Telco solutions include Central Office Equipment, Customer Premise Equipment, Wired and Wireless Access Network Devices, and Carrier Switches. SMB and Enterprise solutions include Unified Security Gateways, LAN Switches, WLAN, and IP Telephony. Digital Home solutions include Network Connectivity Devices and Multimedia Solutions.

The company has 1000 employees and distributors in 70 countries, reaching more than 150 regional markets. The ZyXEL Communications Corp. includes 35 subsidiaries and sales offices and two research and development centers worldwide. For more information, visit the company's Website, <http://www.zyxel.com>.

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