



## Fireman Hospitality Group

Eat, Drink, and Connect!

### Challenge

Existing multi-vendor WiFi solution was inadequate to support growing demand for guest WiFi

### Arista Networks Solution

Cognitive WiFi™ - intelligent cloud-based WLAN management - with C-130 access points

### Results

- Provided enterprise-class, secure WiFi that users expect
- System was simple to install and manage
- Cognitive WiFi and Arista C-130 access points solved their network infrastructure problems



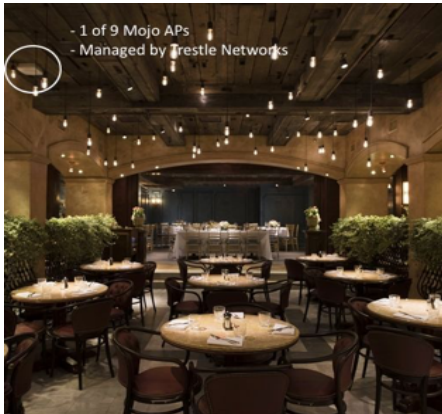
The Fireman Hospitality Group Restaurants are family owned restaurants in the heart of the entertainment centers of New York City that attract celebrities, locals and tourists alike with their charm and connection to local culture. Since establishing his first restaurant in Brooklyn, NY in 1964, Mr. Shelly Fireman has grown the portfolio of restaurants that includes the Redeye Grill, Bond 45, Cafe Fiorello, Brooklyn Diner, Fiorella Italian Kitchen, and Trattoria Dell'Arte.

As times have changed, today's restaurant goers have grown to expect WiFi availability wherever they go, and for restaurateurs being able to provide a great WiFi experience for staff and customers at all times has become a high priority.

In order to ensure users enjoy a premium experience whenever they visit, IT Director, Rocky Lucia, set forth the initiative to replace the existing multi-vendor network with a new solution that would provide high performance connectivity while being cost-effective and easy to manage.

*"The Arista solution completely changed our WiFi experience. Our customers anticipate a great experience when they visit us. Arista exceeds their WiFi expectations, delivering fast, reliable, and consistent WiFi."*

– Rocky Lucia, IT Director for the Fireman Hospitality Group



The Fireman Group selected Arista's C-130 access points to provide the best user experience in their dense user environments. The C-130's third radio constantly scans to provide a comprehensive view of the environment, selecting the optimum configuration for a fast and reliable user experience.

Arista was selected for their complete cloud-based WiFi solution, Cognitive WiFi. Arista's wireless solution combines the intelligence of big data and machine learning with the unlimited computing power of the cloud to automatically tune, optimize, troubleshoot and resolve problems.

### The Challenge

When Rocky Lucia took the reins as IT Director for the Fireman Hospitality Group, the WiFi infrastructure deployments at their restaurants and corporate locations in Manhattan and National Harbor on the Potomac River were largely comprised of consumer-grade access points that barely met the basic connectivity needs of restaurant patrons and staff. These deployments grew haphazardly as managers expanded coverage to additional locations in offices, bars, and other common areas that needed additional coverage. The deployments lacked enterprise features that guarantee trusted performance, and the inconsistency of technology deployed made management of the system a challenge.

Over time, as users' WiFi expectations grew, the network couldn't keep up. Nearly all customers and staff now carry at least one WiFi-enabled device, and high-performance WiFi is a must-have for any restaurant to remain competitive. Lucia experienced this firsthand, weak WiFi performance generating negative Yelp reviews and a regular stream of complaints from restaurant managers.

An upgrade to the WiFi network across all corporate locations became Lucia's top priority. Needing to solve this problem quickly without breaking the bank, all enterprise-class solutions were open for consideration. The main requirement, however, was that the solution be cloud-based and easily managed from a central location. The solution also had to offer the flexibility to accommodate the unique requirements of each Fireman Hospitality Group location.

Rocky reached out to Trestle Networks, a nationwide managed WiFi provider and trusted Arista Networks partner, for guidance on a WiFi system that would be easy to deploy, simple to manage and provide an excellent user experience at all locations at a reasonable price point. Knowing the importance of achieving high performance connectivity to support guest WiFi and business operations at all 8 locations, Trestle Networks recommended the Arista Cognitive WiFi.

### The Arista Solution

With Trestle Networks' help, the Fireman Hospitality Group selected the high performance Arista Networks C-130 access points for all its restaurants and corporate offices. The C-130's industry-leading Cognitive WiFi analytics, patented wireless intrusion prevention system (WIPS) features and built-in third radio are ideal for high-density environments. Arista also delivered a comprehensive view of network performance, 24/7 security, and gigabit speeds for a fast and reliable user experience.

Knowing that 80% of network management issues are due to lack of adequate planning, Lucia and Trestle Networks ensured the correct layout for each site by performing meticulous surveys, accounting for each location's unique coverage and capacity requirements. Once completed, they commenced the rollout of the system. Arista's ease of deployment enabled the rollout to take place during the busy holiday season.



Following the successful network deployment, visitors and staff have been overjoyed at the newfound WiFi performance. Arista's Cognitive WiFi is already paying dividends in the areas of network visibility and support. Help desk calls and complaints, a common headache with the legacy networks, have all but ceased. On New Year's Eve when all restaurants are packed and WiFi usage is at an all-time high, the network was running flawlessly. Thanks to the Arista's patented WIPS, each restaurant is now protected from security threats and maintains PCI compliance at all times.

One of Fireman Hospitality Group's most visible Arista WiFi deployments is located at Manhattan's Bond 45, a stunningly designed, multi-story restaurant in the heart of Broadway Theatre District. Bond 45's wireless network has delivered a top-notch experience to patrons and staff, running at peak performance throughout the restaurant's busiest hours. The same success has been seen at the Brooklyn Diner in bustling Times Square, Trattoria Dell Arte across from Carnegie Hall, Café Fiorello on Park Avenue and at all the other FHG locations.

The Fireman Hospitality Group also values the powerful customization options of Arista Canvas, providing each restaurant a custom splash page, rich guest analytics and social media integration, essentials for promoting events and new menu items. With automated troubleshooting features that provide rapid diagnostics and problem resolution, a centralized point of management, guest management features, and a strong security posture, Arista Cognitive WiFi and enterprise-class access points have been a true success story.

#### On the Horizon

With its entire Arista WiFi infrastructure in operation at every restaurant and their corporate offices, the Fireman Hospitality Group has a trusted foundation for future expansion that will include deployment with tableside ordering applications to integrating their customer loyalty program into each restaurant's customized guest WiFi splash page.

#### Santa Clara—Corporate Headquarters

5453 Great America Parkway,  
Santa Clara, CA 95054

Phone: +1-408-547-5500

Fax: +1-408-538-8920

Email: [info@arista.com](mailto:info@arista.com)

#### Ireland—International Headquarters

3130 Atlantic Avenue  
Westpark Business Campus  
Shannon, Co. Clare  
Ireland

#### Vancouver—R&D Office

9200 Glenlyon Pkwy, Unit 300  
Burnaby, British Columbia  
Canada V5J 5J8

#### San Francisco—R&D and Sales Office 1390

Market Street, Suite 800  
San Francisco, CA 94102

#### India—R&D Office

Global Tech Park, Tower A & B, 11th Floor  
Marathahalli Outer Ring Road  
Devarabeesanahalli Village, Varthur Hobli  
Bangalore, India 560103

#### Singapore—APAC Administrative Office

9 Temasek Boulevard  
#29-01, Suntec Tower Two  
Singapore 038989

#### Nashua—R&D Office

10 Tara Boulevard  
Nashua, NH 03062



Copyright © 2018 Arista Networks, Inc. All rights reserved. CloudVision, and EOS are registered trademarks and Arista Networks is a trademark of Arista Networks, Inc. All other company names are trademarks of their respective holders. Information in this document is subject to change without notice. Certain features may not yet be available. Arista Networks, Inc. assumes no responsibility for any errors that may appear in this document. Nov. 6, 2018