



## SUBWAY HQ Connects to Franchisees with Enhanced Retail Network

Headquartered in Milford, Connecticut, the SUBWAY® restaurant chain was cofounded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership, which continues to this day, has made it possible for thousands of franchisees to build and succeed in their own business. Due in large part to their entrepreneurial spirit and vision, the SUBWAY® chain has received the distinction as being the number one Franchise Opportunity for 14 of the past 18 years by Entrepreneur Magazine.

### IT Business Challenge

With over 28,000 restaurants in 86 countries, the SUBWAY® system has grown dramatically over the past 41 years. To continue to be successful, SUBWAY® headquarters wanted to provide all of their franchisees with a fast, easy and secure way to access real-time information and SUBWAY® retail applications from headquarters. And they needed to increase the speed and security of processing credit card and cash transactions to better serve their customers. To meet all of their needs, SUBWAY® headquarters required a highly scalable, centrally managed system that would increase the efficiency and productivity of their restaurants.

“We had a tight budget and no IT staff, just me,” said Kevin Allen, Director of Operations. Allen, who oversees the IT operations of 28 restaurants located in Texas, was looking for a system that would allow him to manage all 28 restaurants more efficiently. With many of the restaurants located more than an hour and a half away, Allen had to resolve issues over the phone. “It was a logistical nightmare and very time consuming,” said Allen.



### COMPANY

SUBWAY®  
Doctor's Associate Inc.

### INDUSTRY

Retail Restaurant Chain

### IT BUSINESS NEED

Upgrade broadband network for locations in the U.S.

### APPLICATIONS

Broadband Access  
Retail Network Applications

### VALUE

*“I don't think you can put a price on the time you save and the increased speed of processing credit card transactions. MegaPath has made me so much more productive. It's worth every penny.”*

- Kevin Allen  
Director of Operations, Texas  
SUBWAY®



Find out how MegaPath can help connect, secure and protect your business.  
Call 1-877.634.2728 or visit [www.megapath.com](http://www.megapath.com)



## SUBWAY® Connects Franchisees to Headquarters with Enhanced Retail Network

### The MegaPath Solution

Selected as the approved network provider for all SUBWAY® restaurants in the United States, MegaPath deployed a turnkey, high speed Internet based communications solution. Enhanced specifically for SUBWAY® restaurants, the branded SUBWAY® Retail Network (SRN) allows on-site staff to access real-time information and retail applications from corporate headquarters, place online orders with their food distributors and access any or all of the 2,000 courses offered by the University of Subway system. Deploying the SRN has resulted in more streamlined operations, improved customer service and increased bottom line profits.

For IT professionals like Allen, the SRN makes his job a lot easier. "It's so simple," said Allen. I see exactly what the cashiers see, and walk them through hand by hand to troubleshoot problems," said Allen. For example, if the cashier doesn't know how to do a tax exempt sale, Allen can instantly show the cashier exactly how to ring it up -- without having to be on-site. In addition, SRN comes with built-in security. Previously, if SUBWAY® restaurant staff went to an unapproved web site, the register would lock up. With the SRN, those sites are already blacklisted. According to Allen, "It's like having one cash register and one security system. The SRN is priceless."

Since deploying the SRN, Allen has found it to be a driving force behind increased customer loyalty. And for SUBWAY® customers, the faster service has been a blessing. "It used to take 25-35 seconds to process a credit card transaction. Now it takes just five to eight seconds," said Allen. His SRN-enhanced restaurants can handle more than 100 customers an hour, which translates into more sales and more return customers.

In addition to the savings from increased productivity, franchisees with the SRN benefit from incremental savings that add up over time. Franchisees will now have a single dedicated phone line to process credit cards, rather than two, reducing overall network costs. The SUBWAY® restaurant uses those IP addresses for SUBWAY® TV, radio, cameras, registers and and more.

### About MegaPath

Founded in 1996, MegaPath is relied on by over 22,000 business customers at over 70,000 business locations. MegaPath offers a wide range of nationwide broadband connectivity and managed services for small businesses and larger, all the way up to Fortune 500 enterprises.

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MegaPath delivers managed network connectivity and security solutions that enable businesses of all sizes to cost-effectively connect branch offices, mobile workers and home-based workers to centralized corporate resources. By offering comprehensive managed broadband access and security services, MegaPath is the single source of contact for the design, deployment, monitoring, reporting and support of secure remote connectivity solutions.



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