

## Shamrock Company

**A Midwestern Yum! Brands franchisee is ringing up more sales and keeping customers coming back with the help of a high-speed network from Hughes.**

Shamrock Co. of Hinsdale, Illinois, needed to speed up electronic payment transactions and drive-thru ordering efficiency to keep pace with new customer purchasing trends. But with 43 KFC and Taco Bell quick-service restaurants (QSRs) scattered throughout the greater Chicago area, no single broadband service was available that reached all its locations.

Hughes solved the problem by delivering a fully-managed broadband network service that incorporates three transport technologies seamlessly; DSL, satellite, and 3G mobile broadband. The solution also includes managed services such as firewall, video, and PCI credit card security to keep customers' data safe and help Shamrock meet regulatory requirements.

The new network replaces antiquated dial-up Internet connectivity at all the restaurants. Shamrock was experiencing a huge increase in customers using both credit/debit cards and drive-thru window service. According to Ken Pullum, accounting manager at Shamrock, electronic payments are growing more than 30 percent annually.

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Yet each card swipe on any of Shamrock’s point-of-sale (POS) network competed with others for access to the payment authorization clearinghouse over a single—and very slow—dial-up connection. This contention for online transaction approval grew even more acute as more customers opted for drive-thru service and using credit cards as their preferred payment method, explained Pullum.

“Speed and diverse payment options are critical to customer satisfaction. With our dial-up connection, we couldn’t process credit card purchases on more than one terminal at a time. And with more customers opting for drive-thru service these days, impatience and potential revenue loss due to long wait times were too much of a business liability. With our new broadband network from Hughes, customers are happier and we can move a lot more business through the doors and drive-thru.”

Hughes reconfigured the old dial-up network to serve as a backup connection system. In addition to KFC and Taco Bell, Yum! Brands franchises include Pizza Hut, Long John Silver, and A&W restaurants. Each of these chains specifies their own IT and reporting requirements. Hughes is helping Shamrock deal with the challenges of managing multiple store brand

systems and reporting requirements using a single managed network. For example, Taco Bell uses proprietary back-office PCs in its restaurants which upload sales data to the corporate office at day's end.

The chain also requires that all tier-one tech support requests be channeled to its SOS Taco Help Desk system. KFC reports differently and directs tier-one support calls to Hughes.

Taco Bell also uses Voice over IP (VoIP) between its various locations, and delivers valuable training videos and other materials over the network, which Hughes manages.

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product promotions with the new capabilities that broadband provides," said Pullum.

Hughes' expertise in credit card security and regulatory requirements has also enabled Shamrock to offload those huge complexities to Hughes, freeing up time and labor to focus on running the business instead. The Shamrock network is fully Payment Card Industry Data Security Standard (PCI-DSS) compliant, and is monitored for breaches and managed by Hughes.

"We can rest assured that data is protected because of Hughes' expertise in PCI and broadband technologies. They handle it all, allowing us to focus on operations and customer satisfaction," said Pullum.

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### About Hughes

Hughes Network Systems, LLC (HUGHES) is the global leader in providing broadband satellite networks and services to enterprises, governments, and consumers. Its broadband satellite products are based on global standards approved by the TIA, ETSI, and ITU standards organizations, including IPoS/DVB-S2, RSM-A, and GMR-1. Now combined with landline and wireless platforms and single-source management, Hughes Managed Services takes networking to the highest level and empowers organizations to achieve seamless connectivity, extend their reach, and expand their competitive horizons. Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations and digital TV solutions.

For additional information, please call 1-888-440-7126  
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