

A Mako Networks Case Study - Return on Investment

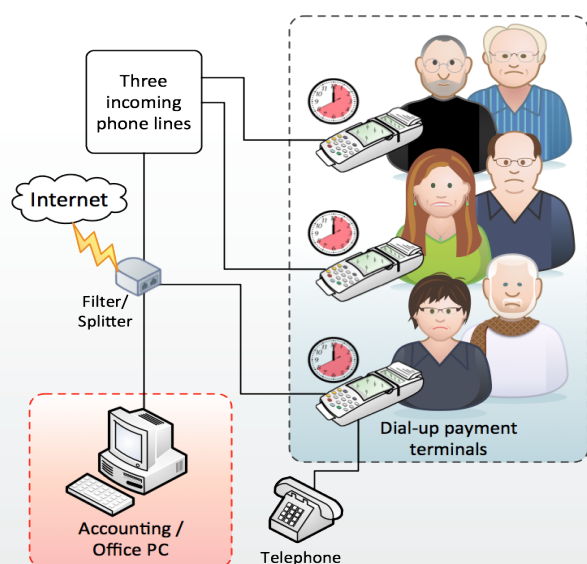
This scenario illustrates why implementing a Mako solution makes sense for a Pub or Restaurant.

A local pub can be the lifeblood of the community. People count on the pub to be a friendly and fun place to meet friends, grab a bite to eat, or relax at the end of the day. The pub owners depend on a great customer experience to promote repeat business and keep new faces coming through the door.

While the food and drink keep the guests satisfied, their overall experience is facilitated by the infrastructure of the pub, everything from the lighting and atmosphere to the Information Technology (IT) and payment systems.

This case study looks at the latter, and how an efficient IT system can pay dividends for a smart pub owner.

Let's take a look at how a typical pub IT system might be set up:



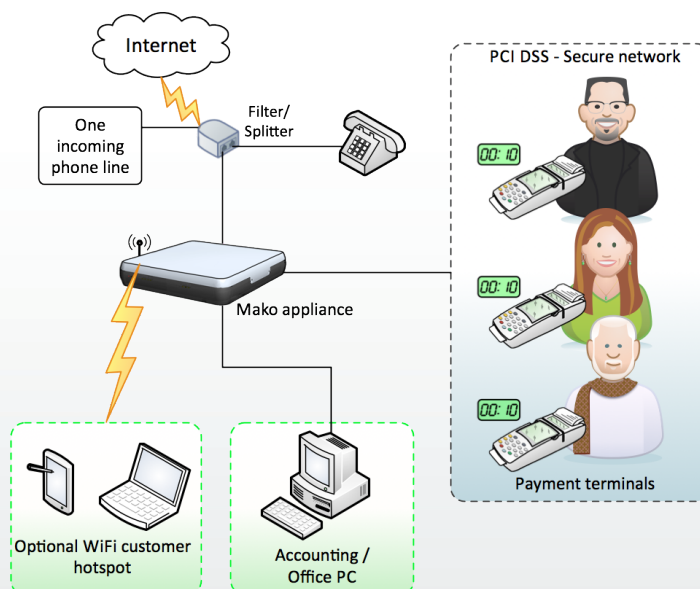
- Three payment terminals (two behind the bar, one in dining area)
- Three phone lines for the payment terminals to connect to the bank
- A third phone line for another payment terminal with a shared connection to a telephone for reservations or customer enquiries
- One broadband Internet connection for the back office computers, used for ordering and accounting.

This scenario merits some consideration. It's a complex system that was set up with the intention of making things easy. Unfortunately, multiple devices sharing lines are complicating matters, and preventing the pub from getting the full value out of its IT system.

It's too much of everything: too much complexity, too many shared connections, and most importantly for the pub owner, too much money.

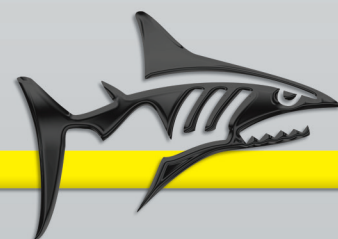
The three phone lines for the payment terminals to connect to the bank aren't efficient, and are actually a hidden cost to the business. Margins in the service industry can be razor thin, and driving down costs is an imperative for any business owner. What if there was a faster and cheaper way for the payment terminals to accept payment cards and communicate with the bank?

There's a better way, this Mako solution could be set up to address these concerns.



The Mako solution binds together all the disparate elements into one integrated system that works together to help the business run efficiently. By removing all but one phone line and taking advantage of an Internet-based IP system with a Mako Networks router, the connection speed improves so card transactions sail through in seconds. The pub can eliminate the multiple phone lines and instead use just one Internet connection.

What's more: the Mako system keeps the payment system separated from the rest of the computer system, so that the pub meets new security measures to protect customer card information called the Payment Card Industry Data Security Standards.



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The Mako router also has an option to provide secure wireless Internet access – a great value add-on for guests that can enhance their experience and encourage longer stays in the dining area. The system also incorporates monitoring, so management knows what sites are accessed, when, by whom and for how long. This Mako Guardian feature permits blocked or restricted access through customisable settings and an easy-to-use interface.

In short, it's a simpler system that reduces costs, improves response times, and makes for a better customer experience – padding the bottom line of the pub owner.

Upgrading to the Mako service can increase customer satisfaction, reduce costs, secure the business infrastructure, foster a better working environment and broaden service options. It's a compelling opportunity for businesses.

What is PCI DSS?

In 2006, the five major credit card companies – American Express, Discover Financial Services, JCB International, MasterCard Worldwide, and Visa Inc. – created the Payment Card Industry Data Security Standards (PCI DSS) to reduce the risk of credit card fraud and protect cardholder data.

These standards are a set of guidelines for businesses to make sure there are basic security steps in place to protect credit card information. While the PCI DSS can't prevent all card fraud from taking place, these standards can help substantially reduce the chances of card information falling into the wrong hands.

The standards apply to all merchants and organisations that store, process or transmit cardholder data, and also include specific requirements for any software or equipment used in the card transaction process.

Simply stated, if a business accepts or processes payment cards, it will have to address the PCI DSS in some way.

The PCI DSS consist of 12 requirements that ensure cardholder data is protected at all times, from start to finish in any transaction. But compliance is more than a simple checklist, so these criteria require regular check ups to make sure that cardholder information is always protected.

Depending on how a business is set up, meeting all of the PCI DSS requirements can be a lengthy and rigorous process. Mako Networks helps businesses reduce the scope of PCI DSS and simplify the compliance process for businesses of all sizes.

Contact information

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