DEGUSTIBUS HOSPITALITY PVT
CASE **STUDY**

OVERVIEW

DeGustibus Hospitality was establi-shed in early 1996 and enjoys a reputation of being one of the finest hospitality companies in India, with successful restaurants like Indigo, Indigo Delicatessen, Neel, and Tote on the Turf, and the fine catering venture, Moveable Feast, under its umbrella. The company can boast of an experienced and well-trained management team and state-of-the-art culinary infrastructu-re, and is currently poised for continued expansion and growth.[1]

REQUIREMENT

DeGustibus required a WiFi network to help them advertise on social media, capture client data, perform proximity marketing by pushing ads on patron devices and get online surveys. The solution had to be secure considering the amount of people who walk into their outlets each day.

HOW WE HELPED

- Reduced OpEx and CapEx
- Proximity marketing and ability to send push notifications and ads
- Customised captive portal
- Visitors were given access after registration in compliance with DOT guidelines
- Easy tracking of number of users, bandwidth control, policy management and reporting
- Guests would only gain access to internet after they liked the company page on Facebook
- Large volume of data to perform analytics
- Simplified and centralized network manage-ment
- A reduction in network fault calls
- Ability to remotely control, monitor and troubleshoot
- Ubiquitous Wi-Fi coverage and stronger signal
- The ability to support high density environ-ments with more concurrent users per access point
- Access point Monitoring

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DeGustibus Hospitality a major restaurant chain decided to provide WiFi to their patrons to facilitate social media marketing and generate higher revenues through WiFi monetisation.

Incorporated in 1996, DeGustibus Hospitality has names like Indigo, Indigo Delicates-sen, Neel, D:OH!, Tote on the Turf, and the fine catering venture, Moveable Feast under its umbrella. Founded by Mr. ANURAG KATRIAR, it is a big player in the hospitality industry. On an average, DeGustibus outlets are frequented by over 2000 patrons every day.

AWFIS SPACE SOLUTIONS

With the advent of social media, and the craving of people to be connected, it has become increasingly necessary for restaurants to provide its patrons with a good WiFi connectivity. People usually share the pictures of the food they eat on social media. This is good publicity for restaurants and is becoming a benchmark for them to attain higher footfall.

To help DeGustibus, Wifi-soft deployed its state-of-the-art wireless controller called UniBox. The solution was marketing oriented to match with the client's requirement.

A brief about their requirement is as below,
- Handle 100 users at a given location
- Secure registration of all users in compliance with DOT guidelines
- SMS/ OTP authentication
- Send push notifications and ads for offers to patrons
- Maintain a database of visitors to facilitate future marketing activities
- Generate additional revenue through WiFi monetisation
- Mandatory 'Like' on restaurant's page
- Social media marketing and promotions

Wifi-soft's UniBox controller can manage all these requirements from a single dashboard and allows the network administrator to troubleshoot remotely. It could support 100 concurrent users.

Solution details

1. Ability to manage more than 100 plus users on a daily basis (per location)
2. Secure registration with SMS/ OTP authentication
3. DeGustibus offers many promotions to its patrons. Push messages and ads were sent to them as per their location, personal details etc.
4. The network is so stable that it can operate 24x7 without any downtime
5. Patrons were automatically dis

connected after a pre-defined time period

6. Bandwidth allocation is done to promote fair usage
7. URLs of unwanted and mature content is blocked
8. BYOD support was provided to help people use a variety of devices with ease
9. Elaborate reports could be generated to keep track of each user's activity
10. User logs and a database with the list of all registered users were maintained to help in analytics and future promotions
11. Integrated billing
12. Access point management was inbuilt in the controller to help save cost
13. Social media integration
14. Customised captive portal with AD and promotional space
15. MultiWAN and load balancing
16. Reduced Capital and operating expenses
17. Uninterrupted and pervasive connection
18. Users had to mandatorily 'Like' the restaurant's page before accessing the internet
19. Online surveys could be initiated to get feedback

After the installation, DeGustibus has seen a steady increase in the footfall, as a major pull these days is the quality of the wireless network at restaurants. As per an online survey, the satisfaction level has also increased drastically.

Excerpt
[1] http://www.degustibus.com/

> " I love the whole idea behind AWFIS. It is lively and inspiring place to work. Morever they do not compromise the services. like internet. We have great high speed internet connection which helps me do my job 24x7.
>
> **- Kavita Deshpande**
> *Freelancer & Content Writer*
> ★ ★ ★ ★ ★

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