

Interface Streamlines Franchise Operations and Accelerates Digital Transformation for BRIX

Interface services for BRIX Holdings

Managed connectivity, firewall, WiFi & switches, business voice, PCI compliance services, business security, and business intelligence

BRIX Holdings, a leading franchisor of award-winning QSR franchise brands, has chosen to deploy Interface's comprehensive suite of managed services for over 400 franchisee locations.

BRIX Holdings ("BRIX"), a leading multi-brand franchising company that specializes in the "better-for-you" QSR segment, has chosen Interface Systems to implement the restaurant network-technology-in-a-box and remote video monitoring solutions for its franchise locations belonging to Friendly's Restaurant Co., Red Mango Café, Smoothie Factory + Kitchen, Souper Salad, Orange Leaf, Humble Donut Co, Greenz, Friendly's and Pizza Jukebox. Interface's restaurant-technology-in-a-box solution includes [purpose-built connectivity](#) with 4G LTE backup, firewall, WiFi access points, and VoIP routers. In addition, Interface offers its PCI compliance services and [remote video monitoring solution](#) to secure BRIX's locations.

With Interface, BRIX can offer its franchisees a modern and proven technology template that can be replicated with ease at any number of locations consistently. By choosing Interface's suite of managed services, BRIX has laid the foundation to accelerate expansion, and offers franchise operators a proven technology model to run a successful restaurant business.

About BRIX

[BRIX Holdings](#) LLC, based in Dallas, Texas, is a multi-brand franchising company specializing in chains with superior products and attractive growth prospects. BRIX's portfolio represents over 400 locations across 38 states and includes brands such as Friendly's Restaurant Co., Red Mango Café, Smoothie Factory + Kitchen, Souper Salad, Orange Leaf, Humble Donut Co, Greenz, and Pizza Jukebox.

Website: www.brixholdings.com

Headquarters: Dallas, TX

Key Challenges at BRIX

The restaurant industry has seen a massive shift in consumer preferences and this has impacted how BRIX plans to fuel the growth of its portfolio of brands.

“In order to sign up new franchise operators, we realized that we needed a lot more than a great portfolio of brands. It is our mission to offer franchise operators a future-proof technology stack that delivers operational simplicity, lowers operating costs, and offers insights to respond to customer preferences,” says Carissa DeSantis, Chief Technology Officer, BRIX.

According to DeSantis, “Our priority was to upgrade our network infrastructure and physical security which would allow our operators to update their critical [restaurant applications](#) and secure their premises. Once we upgrade our restaurants, we should be able to make sense of the data we have about customer preferences and purchase habits to see how the restaurant formats and service options would allow us to delight our customers and drive sales growth.”

BRIX chose Interface to solve the following challenges:

- ✔ **Deliver on-demand connectivity:** Offer franchise operators the ability to go online at any location in the US without the complexity of dealing with local service providers.
- ✔ **Guarantee network uptime:** Minimize network downtime and eliminate the need for restaurant employees to troubleshoot network issues.
- ✔ **Deliver a better phone experience:** Implement a phone solution that can route customers to online ordering or to the right team member.
- ✔ **Secure locations:** Offer a consistent security presence at all locations without hiring expensive guards.

“We wanted a partner to help us make the best decisions for our brands, give shape to our growth strategy, and bring ideas to the table versus just checking a box and getting an invoice every month. Talking to Interface, it became clear we found the right service provider we can rely on,” says DeSantis.



“Interface is not just a vendor for BRIX. They are a partner with a stake in our success.”

Carissa DeSantis
Chief Technology Officer
BRIX Holdings

Network & Voice Solution to Enable Transformation

Interface implemented its network-technology-in-box solution for Friendly's and Red Mango locations. The solution included pre-fabricated, tamper-proof network cabinets with switches, routers, firewalls, and connectivity needed to keep critical restaurant applications running 24X7.

"I see the restaurant-technology-in-a-box as the operating system for franchise operations. You've got your network, your internet, your phones, and all of the monitoring and PCI compliance in a box. One of the bonuses of being a BRIX franchisee is that we help standardize critical technologies and make it as simple as possible so that the franchise operator can focus on the business," says DeSantis.



Network-Technology-In-A-Box At BRIX

- ✔ Router/Firewall
- ✔ ATA Converter
- ✔ Wireless Access Points
- ✔ 4G Router for Failover
- ✔ Network and VoIP Switch
- ✔ Network Cabling
- ✔ PCI-Compliant Network Cabinet

Remote Monitoring to Secure Restaurants

The remote video monitoring solution offered by Interface can deliver a consistent security coverage at all the BRIX locations. With 24X7 monitoring from Interface's Interactive Security Operations Center (iSOC), restaurants can get a discreet, always-on security solution. Restaurant employees can easily contact trained intervention specialists at the iSOC who can then evaluate the situation and take necessary steps as per pre-defined protocols.

“With Interface, we can offer our franchises options to leverage interactive remote video monitoring that comes with round-the-clock monitoring at a fraction of the cost that we would otherwise incur with traditional solutions,” says DeSantis.

Security Cameras to Uncover Critical Insights

After the successful rollout of managed network and physical security solutions, Interface is working with BRIX to extend the capabilities of security cameras to reveal valuable operational information for franchise operators. The solution leverages computer vision and artificial intelligence (AI) to reveal critical information such as [ordering times](#) and wait times inside the store and at the drive-thru, table turnover, the effectiveness of self-service kiosks, and gaps in shift management.

“The ability to review heat maps of where the guests typically congregate, how long our customers are waiting in the drive-through or where they’re walking on the floor of the restaurants along with a real-time view of trends will make a big difference to our operations,” says DeSantis.

How Interface Makes a Difference to BRIX

Interface’s managed network, voice, and video monitoring solutions have laid a foundation for BRIX to accelerate digital transformation for its restaurant brands.

✔ **Guaranteed Uptime:** Interface’s [managed connectivity](#), WiFi, switches, and firewall solution directly address a key challenge faced by franchise operators - the need to hire multiple network vendors and manage complex implementations. With Interface, BRIX offers franchisees the option to deploy a reliable network backbone with guaranteed uptime using a plug-and-play model.

✔ **Flexible Phone Solution:** The VoIP solution offers franchise operators the flexibility to configure call handling and routing best suited to improve customer experience and improve employee productivity.

✔ **PCI-Compliant Operations:** [PCI compliance](#) services allow franchise operators to easily address the complexity of managing customer payment data securely. Operators have access to online training, self-assessment questionnaires, and helpful templates to remain PCI compliant.

“With Interface, we’ve got one partner to work with, be accountable for all the critical technology, and ensure that our locations run smoothly.”

Carissa DeSantis
Chief Technology Officer
BRIX Holdings

- ✔ **Advanced Video Security:** The video monitoring solution offers unobtrusive security coverage that contributes to a better customer experience. In addition, the solution has a low monthly service cost that makes budgeting easy for franchise operators planning to expand operations.
- ✔ **Templatized implementation:** Interface has created brand-specific solution templates for BRIX. This allows faster solution rollout that is consistent with the requirements of the brand and completely aligned to support customer experiences that the brand strives to deliver.

According to DeSantis, “Having a partner like Interface gives us access to a comprehensive suite of critical solutions that spans secure network, phone system, physical security, and business intelligence. It gives us the freedom to innovate without worrying about technology limitations. We no longer have to hire tens of dozens of people to support restaurant operations. Interface can take care of everything.”



Talk to Interface to understand how restaurant and retail chains can innovate faster with managed business security, business intelligence and purpose-built network solutions.

[→ Schedule a Free Consultation](#)

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Interface Systems is a leading managed service provider of business security, actionable insights, and purpose-built networks for multi-location businesses. We simplify operations, maximize ROI and deliver relentless support for the nation's top brands.