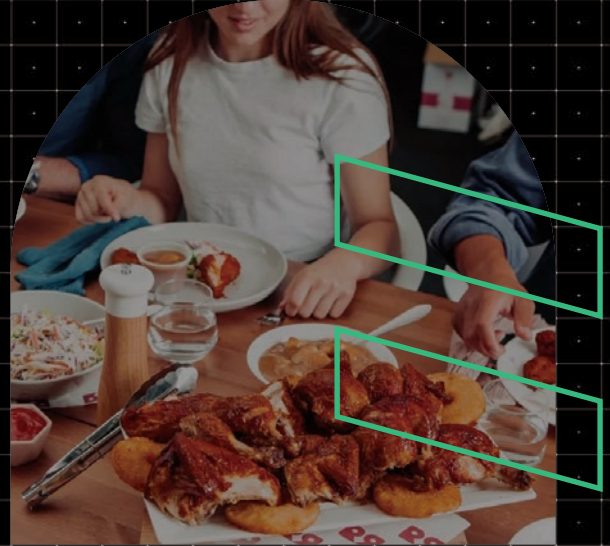


Future-proofing fast food: How Craveable serves up tasty digital experiences

By leveraging cloud-managed networking and enhanced IT support, Craveable Brands powers secure, reliable connectivity across 600+ iconic chicken restaurants nationwide.



As one of Australia’s leading food franchisors, Craveable Brands owns four loved Australian brands: Red Rooster, Oporto, Chicken Treat, and Chargrill Charlie’s. Its franchise network supports over 400 small business owners and serves over 1 million customers weekly through a workforce of 12,500+ people.

When it came time to upgrade its technology foundation, Craveable chose to renew and strengthen its partnership with Nexon Asia Pacific and Cisco Meraki after a highly competitive tender process.

The goal: To provide fast, reliable and secure networking to power everything from online orders to drive-through innovation, supporting their franchisees to efficiently deliver exceptional customer experiences.

“Nexon has been a long-term trusted partner of Craveable and has worked closely with our Cisco and carrier partners to deliver a solution that aligns with our requirements – commercially, technically and from an ongoing service management perspective. It is a true partnership,” says Simon Revelman, CIO of Craveable Brands.

Technology underpins modern food service

“Tech and data are extraordinarily important in our sector because customers want convenience and speed,” explains Simon.

“They want to place their order and get moving through their channel of choice – whether that’s in-store, drive-through, click-and-collect or delivery. Technology underpins all of those experiences.”

With stores across metropolitan, regional and rural locations, Craveable’s network infrastructure needs to support everything from online ordering apps and point-of-sale systems to emerging innovations in customer service.

“It’s critical in our model as opposed to a regular retail business,” says Simon.

“In fast food, everything happens in real-time. Customers are waiting – often with hungry kids – for their food to be cooked and provided, so we need a highly available, fast network.”

A partnership built on trust and results

Having worked with Nexon for several years, Craveable saw their contract renewal as an opportunity to test the market to ensure they were getting the very best commercial and technical solution for their franchisees.

“At the end of our 5-year contract, we wanted to make sure we were getting the best offering. We went through a competitive tender process involving major telecommunications and technology providers,” says Simon.

**craveable
brands.**

At a glance

Industry

Quick Service Restaurants, Retail

Challenges

- Legacy IT limiting efficiency and support
- Unpredictable costs from 4G backup
- Need for improved security and reliability
- Growing digital ordering and delivery

Solutions

- Cisco Meraki cloud switching and WiFi with secure network segmentation
- nbn® access with optimised 4G backup
- Enterprise licensing for predictable costs
- Proactive managed services and support
- Microsoft Teams unified communications
- Integrated meeting rooms

Outcomes

- Maintained technology costs while modernising infrastructure
- Improved network reliability and security
- Simplified management and billing
- Enhanced support with direct store engagement
- Platform for future digital innovations

The evaluation highlighted opportunities to modernise hardware, streamline support services and address cost challenges, particularly those related to 4G backup services, which could spike to thousands of dollars in a single month if primary nbn™ links went down across the network.

Enterprise agreement drives transformation

After careful evaluation, Craveable strengthened its partnership with Nexon and maintained and modernised its existing Cisco Meraki cloud-managed networking platform under an innovative enterprise licensing agreement.

"The flexibility of the latest Cisco Enterprise agreement was important," explains Kathy Thorsby, Client Partner at Nexon. "It allows Craveable to scale efficiently as they add new stores while maintaining predictable costs."

The solution includes:

- Standardised network infrastructure across all stores (Meraki switches, WiFi access points, network gateways, structured cabling and ports)
- Enhanced security configurations
- Proactive monitoring and management
- Streamlined support processes
- Optimised 4G backup services
- Key cable labelling and audit

Adding value to franchisees at no extra cost

A key objective for the project was to maintain the same technology costs for franchisees while delivering significant improvements.

"We're delivering new switches, access points, cables, service improvements and better speed, security and reliability – all for the same price as five years ago," says Simon. "I was able to stand



For our telco, network and managed services, I expect a 'set and forget' partner. We just want everything working so we can focus on serving our customers. That's what we get from Nexon.

Simon Revelman
CIO, Craveable Brands

up in front of our franchisees and ask, 'What else are you paying for now that's the same price as 2019?'"

The solution introduced direct three-way technical support conversations between stores, the service desk and Nexon, with agreed troubleshooting steps. "When we need help, everyone stays on the line to resolve it quickly without frustrating waits, double-ups or callbacks," explains Simon.

The standardised infrastructure, comprehensive cable audit and colour-coded labels ensure network integrity across all locations. "Now when a restaurant calls for remote support, it's simple to identify which cables or equipment need attention, making support much faster."

The new fixed pricing model eliminates unexpected costs for head office. "Previously, when nbn™ connections failed, we'd get hit with huge 4G backup data charges that came out of our budget," says Simon. Now, we have predictable costs and simplified billing across all locations."

A partnership that delivers

The decision to continue with Nexon came down to trust and proven capability. "Having worked with Nexon twice in past roles, I trusted Kathy and the team to get the job done," says Simon.

"Their word to deliver the service improvement plan and proactive support that we needed was important – that trust aspect, not just the cost and technical capabilities, but actually believing it will get delivered."

The relationship continues to deliver value through responsive, attentive service. "The Nexon account team is always accessible, and I'm never left waiting," notes Simon. "We're treated like VIPs."

With the modernisation program underway, both organisations are focused on continuously improving service delivery and exploring innovations to enhance the customer experience across Craveable's growing restaurant network.

"Looking ahead, we're well positioned for the next several years," concludes Simon.

About Nexon

Nexon is an award-winning digital consulting and managed services partner for mid-market, enterprise and government organisations across Australia. We offer clients a uniquely broad suite of solutions requiring end-to-end capabilities coupled with specialist expertise in security, cloud and digital solutions. As a certified and accredited local and state government provider, CREST and ISO-certified, Nexon partners with world-class technology vendors to deliver innovative and integrated solutions.

To find out about Nexon, call us at **1300 800 000**, email us at enquiries@corp.nexon.com.au, or visit nexon.com.au
