Longhorn Steakhouse

From Outages to Uptime: How Longhorn Steakhouse Achieved 100% Uptime and Reduced Costs with SmartCONNECT™

STEAK
AS IT WAS MEANT TO BE

INTRODUCTION

Many restaurants fall victim to unreliable internet connections, leading to lost revenue, credit card processing issues, and unhappy customers. Longhorn Steakhouse was in this exact situation – but they found a way to turn things around. This success story explores how Longhorn Steakhouse partnered with Milagro to cut costs while achieving 100% uptime with a future-proof internet solution.

"Collaborating with Milagro addressed our challenges in technology, telecommunications, and compliance, while also cutting costs, boosting order capacity, and improving both customer experience and data management."

~ Longhorn Steakhouse

INDUSTRY
Casual Dining
Restaurant

LOCATIONS
607 (as of Jan 2024)
Milagro is servicing 7 locations in the San Antonio area.

Milagro

milagrocorp.com

THE CHALLENGE: Expensive and Unreliable Internet

Longhorn Steakhouse relied on a single, expensive dedicated fiber connection. While fiber is often reliable, outages did happen. These outages had serious consequences:

- **Lost online orders:** Unable to process transactions

- **Missed reservations:** Customers couldn't book online

- **Credit card processing failures:** Increased risk of declined payments

- **Downed phones:** Loss of communication with customers

milagrocorp.com

THE SOLUTION: Dual Connection With Failover and Managed Infrastructure

Milagro implemented a comprehensive solution to address Longhorn Steakhouse's challenges:

- **Cost-effective broadband:** Milagro replaced the costly fiber with a faster, more affordable broadband connection.

- **LTE failover:** Added a cellular LTE connection for seamless backup when broadband experiences disruptions.

- **PCI-compliant firewall:** Provided security for sensitive data while maintaining cost savings.

- **Managed network infrastructure:** Milagro installed managed switches and Wi-Fi, giving them proactive control and monitoring.

"Thanks to Milagro's SmartCONNECT, concerns about sales disruptions due to internet or phone outages are a thing of the past. Online orders continue seamlessly, credit card processing remains online, and phone orders are no longer missed."

~ Longhorn Steakhouse

milagrocorp.com

THE RESULTS: Increased Revenue, 100% Reliability, and Customer Satisfaction

This transformation brought significant benefits to Longhorn Steakhouse:

- **100% Uptime:** Zero major outages in four years.

- **22% cost reduction:** Significant monthly savings.

- **Increased revenue:** Minimized losses from online orders, reservations, and credit card processing.

- **Improved employee satisfaction:** Staff was able to maintain a smooth operation instead of scrambling during an outage.

- **Happier customers:** Consistent online ordering and a seamless experience.

- **ONE PARTNER**
  One Company, One Bill, One Support Team. Nationwide.

Milagro

milagrocorp.com

How Milagro Guarantees 100% Uptime

Milagro's SmartCONNECT solution is the key to zero outages:

- **Proactive monitoring:** Tracks the primary internet connection (AT&T, Spectrum, etc.) around the clock.

- **Automatic failover:** Switches to the LTE backup instantly in case of primary internet issues.

- **Comprehensive hardware:** SmartCONNECT firewall and dual SIM cards (AT&T and Verizon) provide robust redundancy.
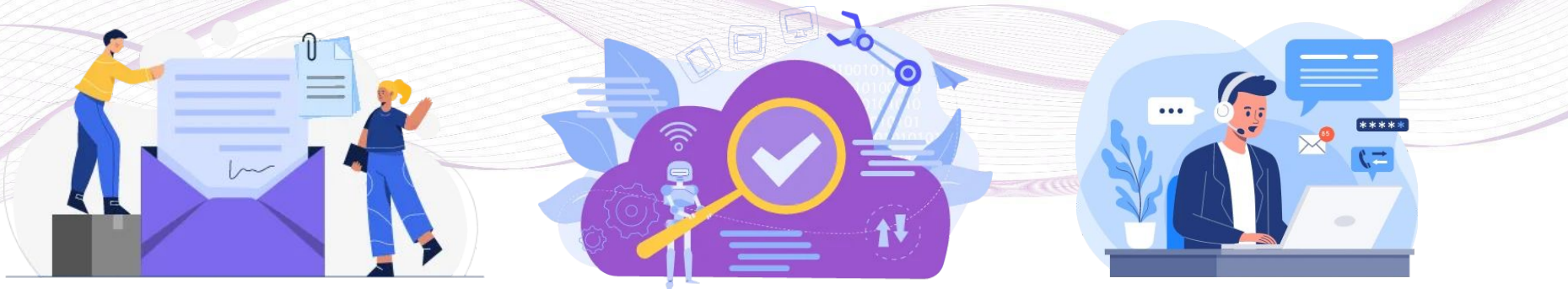

milagrocorp.com

CONCLUSION

Longhorn Steakhouse's story shows restaurants don't have to accept unreliable internet. By partnering with MIlagro, they achieved the cost savings, reliability, and customer satisfaction essential to thriving in a digital world.

Is your restaurant suffering from internet outages as Longhorn Steakhouse did? Contact Milagro today to explore how we can optimize your connectivity and increase your bottom line!

milagrocorp.com

ABOUT MILAGRO

Milagro is an all-in-one commerce platform that streamlines operations, automates guest retention, and accelerates growth. Milagro's suite of enterprise-grade commerce apps addresses the needs of Full-Service, Fast Casual, and QSR restaurants. With a unified design, Milagro unlocks 100% of the value of your customer data, powering growth, and enabling unprecedented scale.

The solution provides a turnkey customer data and marketing automation platform that creates a detailed profile of each customer, and automatically tags them with their preferences, allowing for highly personalized and effective advertising campaigns. All powered by our proprietary SmartCONNECT™ technology that eliminates internet and phone outages through our zero downtime guarantee.

milagrocorp.com