

La Receta adapts to new ways of consumption

Successful technology decisions for business continuity





La Receta company, with its leading brands il forno and Wajaca, managed to improve its customer's experience as well as their communication with the company with the support of Aruba, a Hewlett Packard Enterprise company. This support also allowed the expansion of the restaurant to several cities in Colombia with all the channels where it currently offers its products.

La Receta y Cía S.A.S is a food retail company with more than 20 years experience in the Colombian market and includes within its business lines, the retail sale of foods and drinks prepared for their consumption in its different restaurant chains. It has several brands, among which the following stand out: il forno inspired in Italian flavors, Wajaca food from Mexico, Mocata Italian artisan ice-cream and La Receta which is the brand with which it takes its products to large stores.

This company decided to enhance the ability to connect to the Wi-Fi network for the over 100 diners it served on average daily at its 50 points, while optimizing its channel of telephone sales and through applications, for which they decided to implement Aruba SD-WAN.

REQUIREMENTS

- Simplify the administrative and accounting process, connecting all restaurants to the central system both simply and smartly.
- Manage infrastructure from a single, centralized point, without having to install additional equipment.
- Give customers an extraordinary wireless experience.

SOLUTION

- Aruba High-Performance Wi-Fi with 303 Access Points in restaurants to be accessed by customers, workers and PoS systems.
- Aruba's SD-WAN technology for restaurant interconnection and WAN network optimization with gateways 9004 and 7030.
- Aruba Central to provide, manage, and orchestrate all infrastructure in a centralized way.



“ Aruba SD-WAN helped us to keep the business going and continue to employ most of our team in the midst of a difficult situation like the pandemic ”

– Juan Camilo Echeverry, La Receta CIA SAS IT Director



A software-defined Wide Area Network (SD-WAN) is a new way to organize routing across a combination of connections such as broadband internet and MPLS, since these solutions improve the total cost of ownership and make the WAN easier to implement and manage by providing complete visibility that enables fast and assertive decision-making.

ARUBA'S ARRIVAL, A KEY INGREDIENT

In some restaurants, it was clear there was a network connection problem. It was as if you were in a non-digital establishment. Both customers and employees had a bad experience in this regard, seeing that only 30 connected devices would block the network, making phone or app order-taking a critical point.

Working alongside ARUBA, they were able to create a national super-LAN network which permitted, among other things, to securely connect all telephone operations which represent 10% of total company sales.

La Receta then focused on making the business viable through telephone and delivery sales. It also improved its customer and employee connectivity by streamlining a transformation internally and, thus, waiters became call center agents. They went from 10 to 20 agents and digitized the way they took down orders, using tablets.

"We're extremely pleased by all of this because our waiters can now make the most of the network, during their breaks, for their professional development without this affecting our customer's connection," said Juan Camilo Echeverry.

THE TECHNOLOGICAL DIFFERENTIAL

Why Aruba?

Aruba SD-WAN optimizes WAN performance and security to support key enterprise use cases. You can gain rich network insight to boost application traffic performance, while leveraging existing security services for automated data protection.

At present, incidents are resolved before end users even notice them, all because of embedded artificial intelligence in Aruba Central that proactively allows us to identify problems and possible solutions.

Integration with Purple helps collect customer information that represents invaluable data when generating marketing strategies.

BENEFITS

- Improved intercommunication between all branches.
- APs with optimal and non-blocking performance for the density of actual and future users.
- Possibility to continue operations during times of isolation and contingency.
- Increased bandwidth and customer Wi-Fi access.
- They diversified their online sales and managed to bring their products to the homes of customers by increasing the number of platforms such as Rappi or Uber Eats, going from one to working with eight of them.
- Integration with Purple has managed to capture data from 90,000 customers, valuable information that they previously did not have and that allows them to carry out highly effective communication and marketing campaigns.
- Initially, La Receta is expected to grow to 80 restaurants.





ABOUT ARUBA

ARUBA is redefining the intelligent edge with reliable mobility and many solutions for organizations of all sizes. The company delivers solutions that empower organizations to serve mobile-savvy users who rely on internal and cloud-based business applications for every aspect of their work and personal lives. With services offered as software from the public or private cloud, Aruba also enables secure connectivity for mobile and IoT. An open architecture allows IT professionals to build networks that keep up with changing technology and user behavior by migrating away from expensive-to-operate and proprietary infrastructures, which were originally designed for fixed network connections within physical locations.



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