



GEOLINKS

CASE STUDY: The Coffee Bean & Tea Leaf

CUSTOMER PROFILE

The Coffee Bean & Tea Leaf (“Coffee Bean” or “The Coffee Bean”) is an American coffee chain founded in 1963. It is owned and operated by International Coffee & Tea, LLC, which has its corporate headquarters in Los Angeles, California. As of 2016, the chain has over 1,000 self-owned and franchised stores in the United States and 29 other countries.

PROBLEM

The Coffee Bean & Tea Leaf was slated to open 15 new stores in Southern California in 2016 and needed more than 30 Wi-Fi circuits to support both their public Wi-Fi and POS systems. The company initially contracted to provide a terrestrial connection was projecting massive delays and restrictions of available bandwidth (a common problem when going underground to connect new buildings with copper.) In order to meet their quickly approaching deadlines, Coffee Bean looked to contract an outside local provider to administer a temporary solution.

GEOLINKS INTRODUCTION

In the months leading up to the openings, an outside contractor found his own projects delayed by the absence of Internet. An affiliate partner of GeoLinks, he suggested that Coffee Bean’s IT department look into possibly onboarding GeoLinks to install a fixed wireless connection. Upon agreement, GeoLinks was issued just weeks to complete total project deployment, while the original incumbent provider had been given months to plan.

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DELIVERY

Working diligently alongside the Coffee Bean team, GeoLinks delivered more than 30 circuits to all of the new store locations, in addition to their Roasting and Distribution Center, prior to deadline, enabling the stores to open as planned.

OUTCOME

Originally, Coffee Bean had hired GeoLinks to serve as a temporary backup solution to their copper network. However, with even further delays, and all locations running seamlessly on GeoLinks' ClearFiber™ network, Coffee Bean canceled their copper installations all together and made GeoLinks their primary provider.

Furthermore, Southern California was hit with a massive storm in the Spring of 2017 causing outages across the state. California's poor irrigation caused underground reservoirs to flood for nearly two weeks straight. As terrestrial cables live underground, many of Coffee Bean's locations operating on copper and fiber experienced ample outages and downtime. However, all of their ClearFiber™ locations, including Coffee Bean's headquarters in Camarillo, experienced no outages or downtime. This "proof of concept" rid the company's wireless anxiety, and demonstrated that fixed wireless is not susceptible to weather when engineered correctly.



CLEARFIBER™

With industry leading installation times, GeoLinks' flagship service, ClearFiber™, offers customers fixed wireless broadband service on the most resilient and scalable network ever built. Boasting ultra-low latency, 99.99% uptime, sub 4ms jitter, and a 4-hour max response time, ClearFiber™ has completely revolutionized and redefined microwave technology.