

CUSTOMER PROFILE

The Steak n Shake Company

INDUSTRY:

Retail

GEOGRAPHY:

Midwest & Southeast United States

BUSINESS PROBLEM:

Improve browser response times for end-users for critical business applications

BENEFITS:

- ✓ Improved Response Time
- ✓ Reduced Bandwidth Utilization

“Stampede provided us with a great solution to our needs – better response times for our users at the store level”, says Sean Smith, Director Strategic Technology Services at Steak n Shake. “And not only did Stampede help us achieve great results in accelerating our application, we also are saving a huge amount of bandwidth, which will extend the life of our investment in our store network”.



Texas and Wisconsin.

Steak n Shake is a full service, casual dining restaurant serving a core menu of its famous Steakburger™ sandwiches, thin 'n crispy French fries, old fashioned hand-dipped milk shakes, chili, home style soups, fresh salads, a variety of desserts and breakfast. All of the food is prepared to the guest's order and served by friendly, well-trained associates. Steak n Shake restaurants feature full-service dining areas, counter service and drive-thru windows and are open 24 hours a day, seven days a week.

THE CHALLENGE

Steak n Shake was experiencing inconsistent and slow response times to its stores over their satellite network. Even though they just upgraded and were using the native compression provided by the VSAT, response times were suffering. Most of the end-user traffic is HTML, and key internal applications include PeopleSoft, iNotes, Cognos, and labor scheduling. In addition, Aloha® Reporting applications from Radiant® are heavily used by the stores.

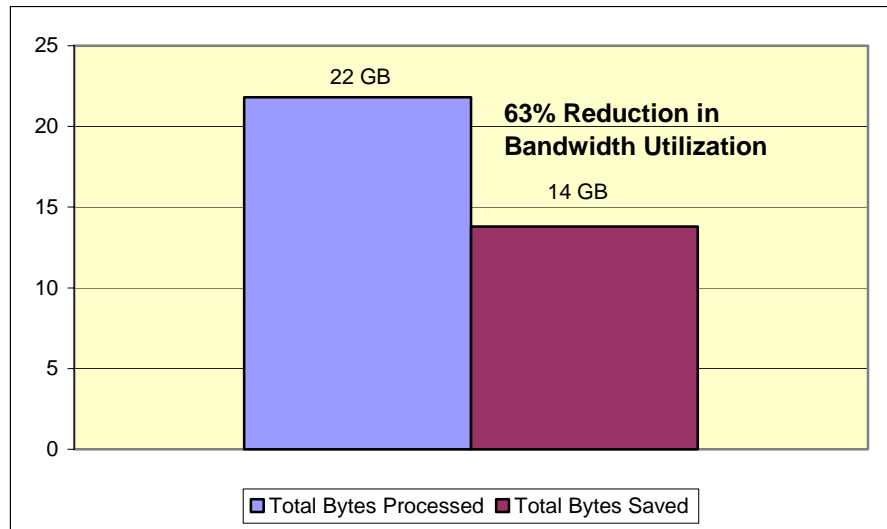
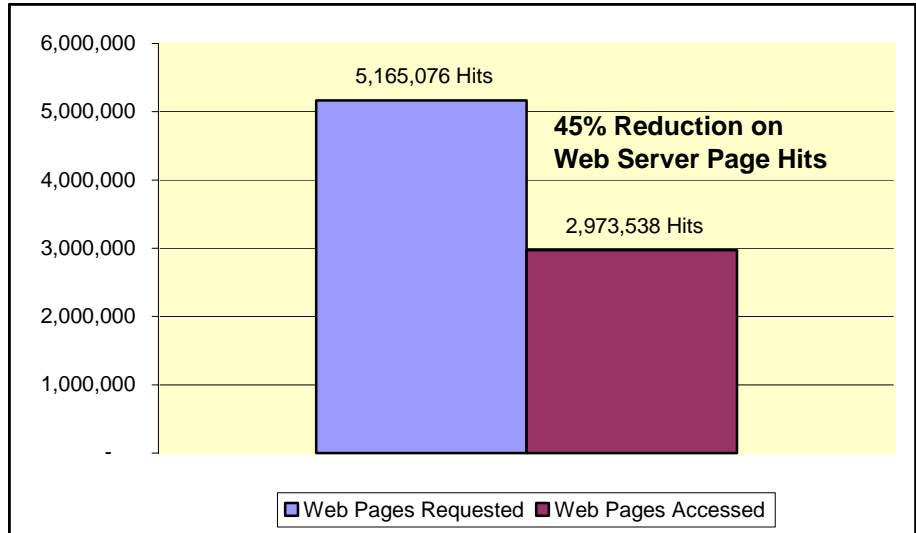
The primary objective for Steak n Shake was to improve browser response times for the users by a minimum of 30%.

THE SOLUTION

Steak n Shake worked with Stampede Technologies on a Proof of Concept to prove the business value and performance of The Stampede Application Acceleration Series. The Stampede Application Acceleration Series provides two-sided application acceleration using an appliance at the data center and client software at the end user. This provides the optimum in acceleration through bidirectional compression, cache differencing, TurboStreaming™, and TCP optimization for all HTTP/HTTPS applications. After successful testing, Steak n Shake deployed two acceleration appliances to provide a highly available backup environment.

THE RESULTS

Steak n Shake was able to meet their goal of a minimum 30% reduction in response times to the end users. Initial access times for the Aloha Reporting application went from 1 minute and 11 seconds down to 15 seconds; a 79% improvement ! Web portal access times were also reduced by 72%



FOR MORE INFORMATION,
 Call 1.800.763.3423, USA & Canada
 1.937.291.5035, International
 or visit www.stampede.com

