

STAMPEDE®

Application Acceleration Series™

CUSTOMER PROFILE

Friendly Ice Corporation is a vertically integrated restaurant and ice cream manufacturing company operating 535 restaurants.

INDUSTRY:

Retail

GEOGRAPHY:

Northeast United States

BUSINESS PROBLEM:

End-user response time issues over the satellite network was creating performance and productivity issues

BENEFITS:

- ✓ 73% Average Task Time reduction for mymicros.net Portal
- ✓ 50% Total Time Reduction

"Stampede will improve the end-user experience as we further evaluate our networking options. Even with upgrades to our network, the acceleration offered by Stampede will enhance whatever option we undertake."™

Peter Palumbo,
Senior IT Director
Friendly's Ice Cream



The first Friendly's Ice Cream shop opened in Springfield, Massachusetts in 1935, and created a place where family, friends and neighbors could service and reasonable prices.

That commitment is still part of everything Friendly's does. It's why they still make all their ice cream using milk from area dairies and their authentic hot fudge with imported Dutch cocoa. Friendly's carefully chooses and prepares ingredients for everything on their made-to-order menus, from breakfasts to Burgers and SuperMelt™ Sandwiches. Friendly's also offers a 100% satisfaction guarantee. Most of all, Friendly's is proud to have been at the heart of so many warm memories. And they're proud to be inspiring more memories for guests every day.

THE CHALLENGE

Friendly's was experiencing inconsistent and slow response times to the remote users at the 535 restaurants. This poor response time and high network utilization created productivity and end-user satisfaction issues. The initial resolution was to consider an upgrade of the satellite network, or switch from satellite to broadband; a time consuming and costly task regardless of the choice. The Stampede Application Acceleration Series from Stampede Technologies offered a solution that could reduce bandwidth utilization over the satellite network, improve performance, and provide a consistent user experience, all with a more affordable ROI.

Friendly's primary objective was to focus on improving productivity through quicker browser response times and higher quality of service levels for users in the store locations; especially with the mymicros.net retail portal.

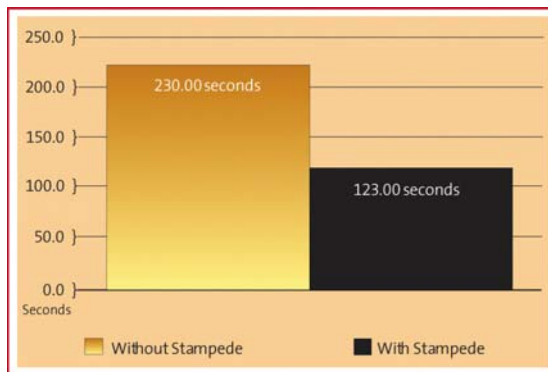
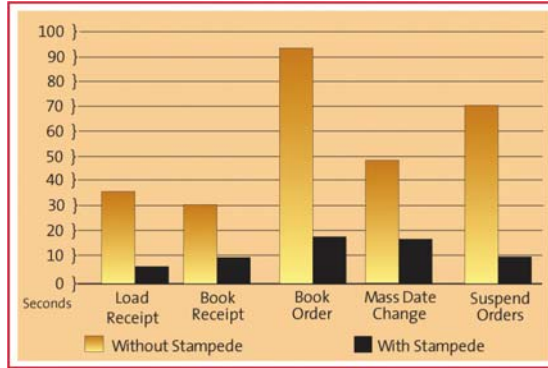
THE SOLUTION

Working with Stampede, Friendly's implemented a Stampede Application Acceleration Series appliance in their data center, as well as Stampede's HTTP/HTTPS Client for the remote users. The Stampede Application Acceleration Series is a two-sided acceleration solution that delivers performance improvements through a combination of hardware and software. This provides the optimum in acceleration through bidirectional compression, cache differencing, TurboStreaming™, and TCP optimization for all HTTP/HTTPS applications.

THE RESULTS

Through the use of the Stampede Application Acceleration Series, Friendly's was able to reduce average task times by 75%, and total transaction times by over 50%.

In addition, the Stampede Application Acceleration Series allows Friendly's store personnel to load application pages up to 60 percent faster. This enables the store managers to provide better service to their customers in an effective and seamless fashion.



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

