

## CASE STUDY:

## The Rose Group- Applebee's/Corner Bakery Cafe/The Shannon Rose



[www.choruscommunications.com](http://www.choruscommunications.com)

210 Church Street  
Philadelphia, PA 19106  
215.922.1862



### Account Background

Headquartered in Newtown, PA, The Rose Group is the 45th largest restaurant franchise company in the United States by the Restaurant Finance Monitor in its 2015 Top 200 Restaurant Franchisees report and has between 4,500 and 5,000 employees. To-date, The Rose Group owns and operates fifty-six Applebee's Neighborhood Grill and Bar restaurants in Delaware, Maryland, New Jersey and Pennsylvania. The Rose Group also owns and operates 9 Corner Bakery Cafes and 2 Shannon Rose Irish Pubs.

### Previous Technology Situation

When Chorus met with the leaders of The Rose Group back in 2000, they were faced with multiple Verizon bills for each location, spotty broadband connections & DSL, and outdated Sprint Protégé phone systems in all of their restaurants. Expenditures for these services were inflated and billing was very unorganized and difficult for their staff to manage. Additionally, The Rose Group was dealing with an old infrastructure that made overlaying new technology virtually impossible.

### Solution

Chorus was able to save The Rose Group over 20% by consolidating all of their Verizon dial-tone services under a wholesale provider. Additionally, Chorus increased productivity by providing one invoice for all locations through an easy online portal management system. Chorus also provided all of their internet connections, consolidated internet billing, and coordinated installation of broadband wherever possible. Through this implementation, Chorus was able to achieve national account billing status for The Rose Group with Comcast Business. With the money that Chorus now saved the Rose Group, they were able to cost justify and move forward with VoIP for all of their locations. The cost was equal to what The Rose Group was spending on their past telecom services with outdated technology.

### The Result

Today, The Rose Group has installed VoIP systems at almost all of their Applebee's and Corner Bakery Cafe locations with special configurations for their "Carside To Go" service. Moreover, Chorus implemented *iBridge*, a cutting-edge technology that enabled Chorus' VoIP provider (ComTec Systems Inc.) to overlay VoIP onto existing copper lines, without the need to upgrade the cabling at the restaurant locations. This resulted in savings by avoiding over \$80,000 in infrastructure costs.

Chorus' relationship with The Rose Group spans over fifteen years and with the new Cloud Technologies in place, we look forward to many more.