



CASE STUDY

PARRY

RESTAURANT GROUP

Industry

Restaurant & Hospitality

Company

[Parry Restaurant Group](#) operates popular dining locations in Virginia and North Carolina, known for exceptional guest experiences, fast-paced service, an efficient kitchen and front-of-house operations. When guests visit one of their ten restaurant locations, they experience the best of fresh, local cuisine in a unique atmosphere that captures the heart of the community. Parry Restaurant Group prides itself on being a talented team that brings years of expertise and a passion for excellence to every restaurant they manage and operate.

Glo Fiber Business Solutions



Dedicated Internet Access

Glo Fiber Streaming TV



Business Challenge

As Parry Restaurant Group expanded its footprint, reliable high-speed internet and entertainment services became critical to daily operations. Modern restaurant operations depend heavily on cloud-based point-of-sale (POS) systems, digital kitchen display systems, online ordering integration, guest Wi-Fi, cloud-based security cameras, and corporate communications across every location. In addition, live television and internet-based music services provide entertainment and ambiance for their locations.

In addition to managing multiple vendors at single locations, which became cumbersome and time-intensive for staff, the group faced several key operational challenges with legacy connectivity providers.

Frequent network sluggishness and intermittent outages disrupted POS payment processing and delayed guest checkouts. Cloud-based kitchen display systems and third-party delivery platform integrations experienced sync delays during peak dining hours. Inconsistent Wi-Fi performance caused poor internal communications, leading to negative customer feedback and extra troubleshooting strain on store managers.

All these challenges take management and wait staff away from customers, costing them precious time. In a business where minutes count and keeping guests waiting results in a diminishing customer base, finding a partner that could provide both high-speed internet and TV services, and do so reliably, became of the utmost importance.



Knowing the speed and reliability of dedicated fiber internet, Parry Restaurant Group management wanted to deploy this solution at some of its locations. However, it was cost-prohibitive based on some of the estimates received from other providers. Glo Fiber Business provided a far more competitive rate and quickly began the installation process.

Glo Fiber Business implemented 200 Mbps Dedicated Internet Access (DIA) and the Entertain Streaming TV package across five of the Lynchburg, Virginia locations: My Dog Duke's Diner, Bootleggers, Bentley's on Bedford, along with Skyline Rooftop and William & Henry Steakhouse, both located in the Virginian Hotel. DIA delivers enterprise-grade fiber internet with ultra-low latency to power critical POS systems and real-time cloud operations. The Entertain package of Glo Fiber Streaming TV delivers over 370 channels including premier sports, news, and entertainment networks. Glo Fiber's streaming TV service ensures dynamic, high-definition entertainment across guest-facing screens without consuming vital POS network bandwidth. By bundling enterprise fiber with a feature-rich television package, Glo Fiber provided the ideal all-in-one technology backbone tailored specifically for multi-location restaurant environments.

Results & Impact

By upgrading to Glo Fiber Business, Parry Restaurant Group transformed its operational efficiency and guest experience. They now have a more streamlined process across multiple sites with one vendor and one point of contact for support. In addition, the transition has dramatically reduced transaction interruptions, which eliminates missed sales opportunities. Uninterrupted communication from servers entering orders through the sales system means accelerated communication with the kitchen, resulting in orders being processed faster. Ultimately, fewer internet interruptions mean the staff can focus on creating a superior dining environment, resulting in enhanced guest satisfaction.

"Reliable internet is just as essential to our restaurants as fresh ingredients. Glo Fiber Business delivered the speed and reliability we needed so our team can focus on serving great food and delivering outstanding guest experiences without worrying about network downtime."

—Anne Dickerson, Parry Restaurant Group Management

Key Benefits:

- **Enterprise-Grade Network Stability:** Deployed dedicated fiber-optic internet to replace vulnerable legacy broadband infrastructure, successfully eliminating point-of-sale processing lag, security camera outages, and music stream dropouts.
- **Enhanced Guest Experience:** Integrated Glo Fiber Business TV's Entertain package, providing access to over 370 channels, including top news and sports networks, to keep diners engaged across all restaurant and lounge locations.
- **Strategic Cost Optimization:** Delivered high-performance dedicated fiber and integrated streaming TV services at a competitive price point, aligning with the tight operating margins of the hospitality industry.
- **Custom Corporate Billing Structures:** Customized account provisioning to align with multi-entity LLC management frameworks, delivering separate, audited billing for individual restaurant units to simplify internal accounting.
- **Responsive On-Site Support:** Beyond core connectivity, Glo Fiber Business provided dedicated technical support and local account management to navigate complex multi-tenant venue setups and ensure prompt resolution of site-specific service needs.

To learn more about additional Glo Fiber Business solutions, visit glofiberbusiness.com



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