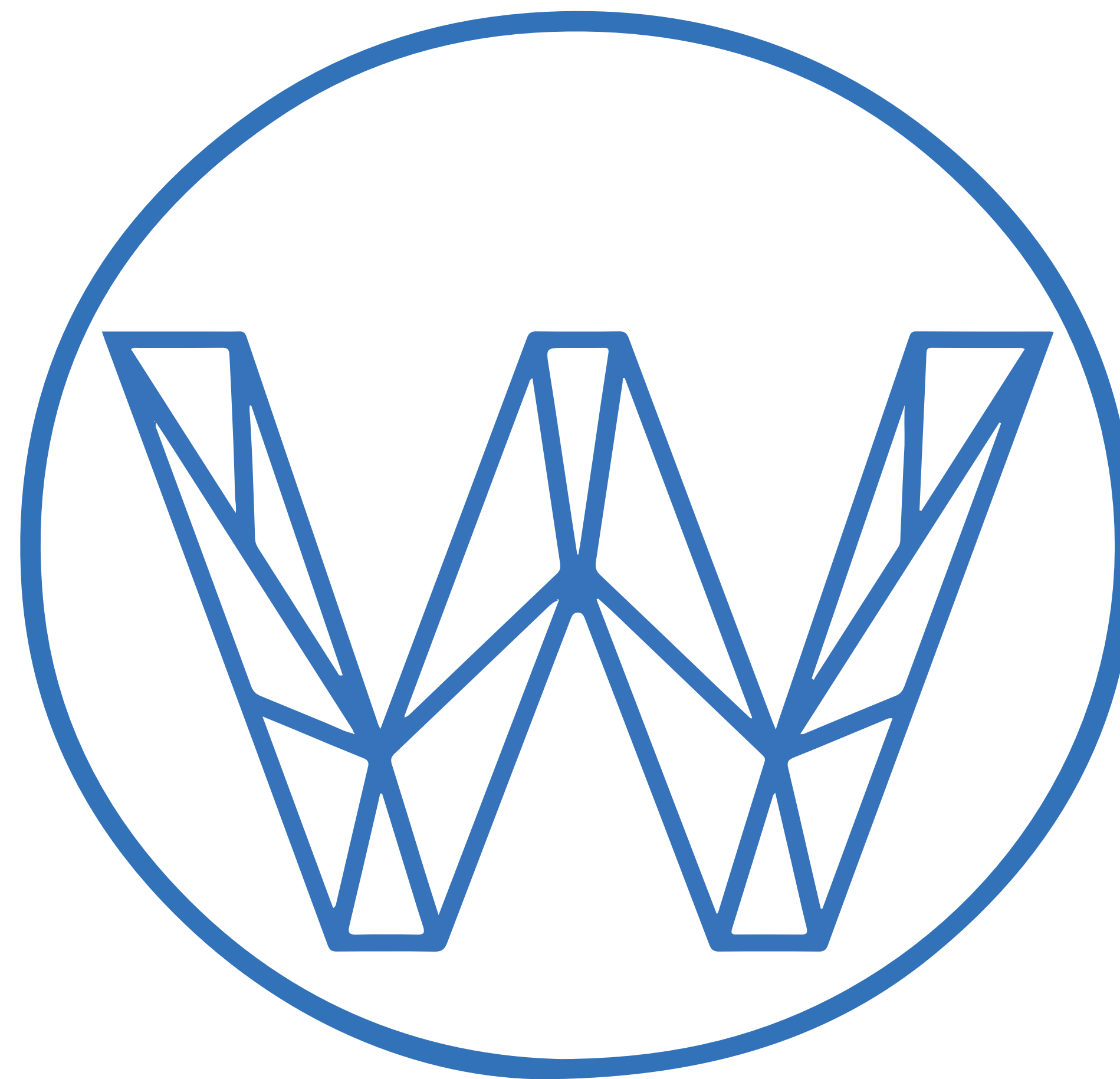


The  
*Franchisor's*  
guide to  
IT SOLUTIONS



POWERED BY  
**WIRED**



**WIRED**  
NATIONAL

# The *Franchisor's* guide to IT SOLUTIONS



POWERED BY  
**WIRED**





# IT ESSENTIALS

## *Why You Need Them*

Whether you are new to the startup world or a seasoned franchisor, consistency is king (and queen) for a company's positive brand reputation. Your credibility affects potential customers' and employees' trust level in your service. While brand image is a multifaceted structure, an undisputable core piece of branding that affects every industry is reliable IT and communication support.

Sometimes your first interaction with a customer is through the phone. What if calls sporadically drop? What happens if you become a victim of cyber theft losing sensitive client data? How will you operate internally as a staff if your Internet keeps cutting out?

## Consider The Following

**41%** of all data breaches from 2005 – 2015 were caused by lost devices.

**1 Week** is the amount of time the average employee wastes per year waiting on their company's network to respond. Now multiply the 10, 30 or 50 employees!

**Every 53 seconds** one laptop is stolen.

**It costs \$189** on average per drop for network cabling.

**Music can influence** what shoppers choose to purchase and how much of a product they buy.

**On average 62%** of customers spend more time shopping in a store once WiFi is introduced.

Within this guide you'll find the central components to establishing a fortifiable system to keep your brand looking professional.

# IT ESSENTIALS

## *What You Need*

### VoIP Phones

#### ***Return on Investment:***

VoIP phones are a cost-saving calling alternative with increased flexibility and mobility to boost business productivity. This system easily grows at the same rate your company expands by simply adding more phones. Through a standardized VoIP phone network, a positive customer experience is guaranteed no matter which location is called.

When customers call into your store, they are more willing to be on hold longer if there is music playing as the audio acts as a soft distraction. Look to develop a jingle or song selection with short, well-timed ads for your company to increase your opportunity for a positive customer interaction.



#### **WIRED's Pro Tip**

A range of call features are supported through VoIP phone networks including a customized call menu and branded message for held calls, call transfer, call hunt, conference calling and digital voicemail. It also integrates easily with email and auto-attendant phone menus. Typically a customer's first impression of your company will be through a phone. Make sure it's a good experience.

With your communications in the cloud, your customers will reach you, not a busy signal, if they want to get in touch at any location. A business phone system allows a variety of ring options, which also consist of call forwarding and voicemail. VoIP phones also include special add-ons called find-me and follow-me services. They are essentially two call forwarding options that are commonly used in conjunction with each other. The find-me service allows the user to receive calls at any location while the follow-me service allows the user to be reached at any of several phone numbers.



# IT ESSENTIALS

## *What You Need*

### Security Cameras

#### ***Return on Investment:***

Franchises can vastly improve work performance by monitoring the staff even when the manager leaves for the day. Security cameras also act as loss prevention, liability and help guard proprietary company data.

Another attractive reason to consider placing security cameras in your office or store is the discounted insurance rates that many insurance providers develop in an effort to show their appreciation for the extra layer of protection you have committed to. Adding quality surveillance equipment is of mutual benefit. To the insurance provider you have become less of a liability with the security camera installation and in return you avoid expensive insurance premiums.



#### **WIRED's Pro Tip**

You don't need to be onsite to unlock the viewing power of your cameras. The real time video stream, which is also archived, can be viewed from any mobile computer, device and tablet.

While this feature is important for safeguarding workflow and company assets, it is also a key part of creating a safer work environment for faculty. Protecting your employees is just as important as protecting your business. Security cameras can be mounted at entrances, exits and in parking lots to create a safer environment for your staff. This security tactic also prevents vehicle break-ins, vandalism, and other petty crime activity around your office or store.





# IT ESSENTIALS

## *What You Need*



## IT Support

### ***Return on Investment:***

A team of experts is at your disposal to fix, optimize and repair complex issues in a quick manor to save your company embarrassment and time. Unlike pairing with a full-service IT and Communications solution, a individual in-house IT employee can be cost-prohibitive considering all expenses including health insurance, computer and so on. The individual will require ongoing training, which the company is now responsible for paying. As well, an in-house IT employee may be handy when it comes to managing computer software or fixing the printer but may lack the knowhow to diagnose a network security problem. Chances that one in-house IT professional won't be an expert in every technology piece you need.

Note if business specific software, such as Office 365, Google Suite or other desired applications, along with its installation are offered as cost- and time-saving options when communicating with a potential umbrella-IT service.



# IT ESSENTIALS

## *What You Need*

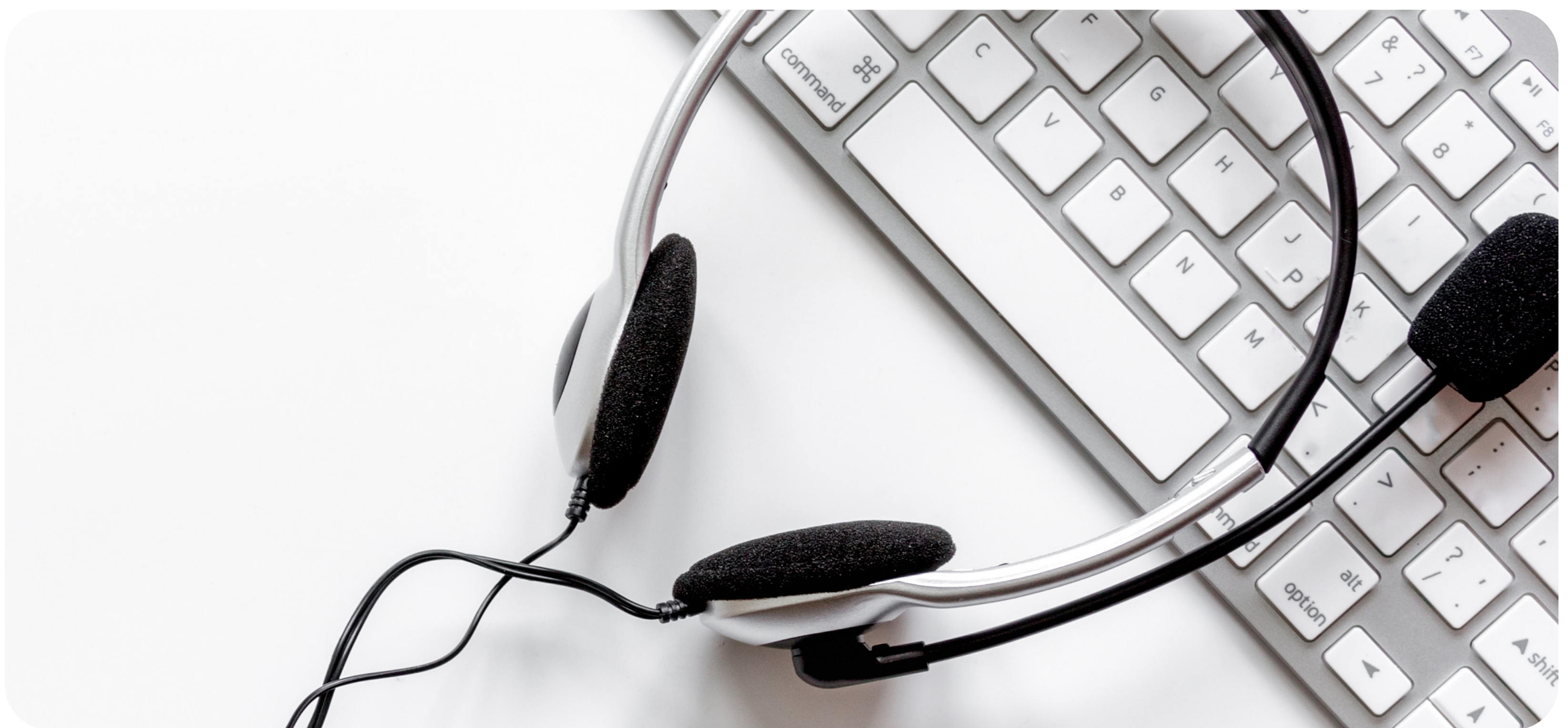


### WIRED's Pro Tip

Slow troubleshooting can give customer satisfaction a serious hit. Most of today's payment solutions are cloud based. If your Internet is down for five, 10 or 30 minutes, how will this affect purchases and customer experience? A simple solution to this problem is to find a full-service technology group that uses a fail-over server. If connection drops, your Internet access will immediately bounce to a backup Internet solution until the issue is resolved. If programmed correctly, your company won't even realize your main source of Internet is even down.

And because technology hiccups can occur on any given day and at any given moment, a 24/7 IT helpdesk is strongly recommended. IT department gives you the breadth of skills to solve problems, procure hardware and get the support your staff depends upon to do their jobs well.

Some IT experts will charge you for long they're talking with you on the phone which can easily add up. Be sure you know ahead of time what service you're aggressing to. No hourly billing or confusing "block time" to stress over is highly preferred.





# IT ESSENTIALS

## *What You Need*

### Data Protection & Monitoring

#### ***Return on Investment:***

Concrete data backups are pivotal for any business. But having only one emergency plan in place to secure data puts your company at risk. A hybrid backup ensures your company's sensitive information is safe by simultaneously sending data to a server and the cloud for optimal coverage against malware and hard drive failure.

At the same time, ensure your technicians incorporate firewall monitoring into your digital security plan to aid in the fight against cyber attacks. This structure proactively scans for potential online threats. Trained technicians who have become a Certified E-Discovery Specialist (CEDS) are among the most qualified to get the job done properly the first time.



#### **WIRED's Pro Tip**

An enterprise security appliance throughout your franchise confirms your staff is up-to-date with the latest software and firmware upgrades, no matter the location. This method avoids fragmentation, creating hardware unity and lessening your chances of an information breach against hackers while monitoring the network.

Most small businesses do not place major value in data security. Under the false impression that they aren't targets for cyber attacks, small businesses believe they don't have anything worth stealing, making them even more vulnerable online. Customer and staff credit cards numbers, social security numbers, addresses and other personal information are attached to your company, no matter the size. Don't put your sensitive data at risk.



# IT ESSENTIALS

## *What You Need*

### Overhead Background Music

#### ***Return on Investment:***

Music is a moldable tool that companies of every industry use to increase brand recognition and improve customer service. To generate the desired atmosphere of motivation for a gym or relaxation for a spa music selection plays a critical role to support your mission. Placing the same type of audio through all of your stores creates consistency for your franchise. Some full-service tech teams even include a system that can customize and divide your music playlist up by genre to a specific percentage.

Music services allow for a consistent brand experience by avoiding commercials or station identification. This audio product is also adaptable to your unique needs and can include speakers in every room with sound control or overhead speakers throughout the business.



#### **WIRED's Pro Tip**

Don't leave customers in silence. Customer behavior is influenced by the music genre, tempo and volume coming through your speakers. While background music brings a big benefit to employee morale and customer enjoyment, it is important that franchises are compliant with copyright laws. According to the Better Business Bureau, there are three main organizations responsible for monitoring licensing performance rights. Franchises must either register with these organizations or select a music service.

An additional audio element that can be programmed into your system by tech support is sound masking. Sound masking, often referred to as white noise, is a helpful way to produce a calming environment by matching frequencies of human speech to sound comfortable to the human ear.



# IT ESSENTIALS

## *What You Need*



## WiFi Install & Support

### ***Return on Investment:***

Next generation WiFi is versatile, not only keeping your business' daily workflow moving, but it also provides particular perks when it comes to marketing. Leverage your WiFi is to include a social integration component. Potential customers who come into your store or office can easily share your Internet connect for free by 'liking' your company Facebook page, landing on the company homepage or using a digital sign-in. By collecting this social media interaction, you can gather unique information from new customer profiles to better tailor ads and marketing campaigns. This technique effortlessly extends your marketing efforts by tapping into a core operating functionality your business already relies on.



# IT ESSENTIALS

## *What You Need*



### WIRED's Pro Tip

Utilizing next generation WiFi ensures dependable Internet connection that can seamlessly expand as your company grows. Designing a WiFi network based on your current needs for staff and customers allows your business to create a specialized, consistent experience for anyone who interacts with your brand.

Collaboration among staff is faster than ever before with the proper installation, which in turn makes it easier to increase your brand's online profile. You can quickly upload and post to your website and social media accounts new available gym class, special holiday menus, product demos or other multimedia content to keep your audience engaged and interested.





# IT ESSENTIALS

## *What You Need*

### Low Voltage Wiring

#### ***Return on Investment:***

This type of wiring distributes crisp and reliable audio, video and data to customers and staff, essential to the operation of daily business. Low voltage wiring provides franchises with a consistent nationwide system to ensure security and speed among all locations are functioning at the same high level. Through this wiring method every update to the system will simultaneously be sent to each store within your franchise. Structured cabling provides simpler management and more flexibility within your system leading to a stronger ROI for your franchisees.

If opting to use a different subcontractor for each of your franchise's locations keep in mind there is a greater potential for inconsistent quality of materials and application, which effects your overall brand image and efficiency.



#### **WIRED's Pro Tip**

With the evolution of computing and digital communications, wiring requirements are evolving. Take caution, not every general contractor or local IT company is certified or skilled in low voltage wiring. Wiring for telephone and video services are being replaced with digital services that can be carried through data network wire. This service requires a specific skill level to construct a blueprint with scalability in mind as well as avoid wire bends that can degrade the WiFi signal and speed. Misapplication can also splice cables and affect how far audio signal can travel.

All of these new technology roles have made the integration into a facility difficult to do without hiring several different contractors. Bringing all the elements together requires the understanding of the foundation within structured cabling systems.



# NEXT STEPS

## *Do Your Homework*

Now that you understand the vital IT and communication requirements to operate a business successfully, you'll need to self-install, select a service provider or outsource this workload to various vendors.

But beware; the IT essentials listed above are crucial to the function and appearance of your company's brand. Make sure you are trusting a top-tier professional installer and support team. After all, your credibility is on the line.

Before making any firm decisions, conduct initial research and talk to several providers and dedicated project managers to develop a list of questions tailored to your company's goals.

## Consider the Following

*To Help you Shape your List:*



Does this solution provide a remote 24/7 unlimited helpdesk without any hidden costs?



How reputable and reliable is the company?



Does the solution offer a financing option for equipment?



How will you be able to ensure all of your franchises are equipped with the same technology layout so your brand experience remains consistent no matter the location?



Do installers travel nationwide to ensure consistency and quality?



Do they use unprotected consumer products or enterprise grade equipment?



Do they have a WiFi backup plan?

# NEXT STEPS

## *Do Your Homework*

WIRED National installs, supports and delivers cutting-edge technology and an unlimited support desk to excel in every point noted above and more.

We review your architectural plans and discuss your needs for phones, cameras, music, WiFi and computer networking and backups. Then our IT consultants create a custom quote based on your franchise's specific needs. A franchised restaurant has different requirements than a franchised fitness center or office. Productivity and customer experience are at the heart of the IT solution WIRED prescribes.

When working with WIRED you only need one phone number to design, install, manage and troubleshoot the entirety of your IT and communications technology.

Our competitive pricing paired with mastery-level technicians and equipment makes WIRED a strong partner in the effort to achieve your unique goals.

*For a free quote contact us at:  
[info@wiredtelcom.com](mailto:info@wiredtelcom.com) or (315) 326-0001*

WIRED National, a nationwide designer, integrator and service provider of communication and technology systems powered this free resource.

