



TACO BOY PARTNERS WITH BLUETOWNE TO DESIGN AND DEPLOY ADVANCED NETWORK AND RECEIVE ONGOING MANAGED SERVICES TO SUPPORT ITS END-USERS

CASE STUDY

TACO BOY

“It is critically important to us to have a go to partner that answers when we pick up the phone to call them about a problem. Every time we contact Bluetowne - at any time of day or on the weekends - they respond. Bluetowne also takes a proactive approach to our relationship, making recommendations to constantly help our business progress. We place a lot of stock in that kind of value engineering, and know that we don't just have a provider, but a partner for the long haul.”

April Bennett
Director of Operations | Owner
Taco Boy



THE CLIENT

Taco Boy is a local, authentic Taqueria/Cantina serving tacos with innovative fillings, frozen cocktails and other delicious menu items in a funky, vibrant setting. Taco Boy currently has two locations, with one on the upper peninsula in downtown Charleston, SC and the other on Folly Beach. A third location is currently in the works and slated to open soon in Summerville, SC.

THE CHALLENGE

Taco Boy is a fast-paced environment that serves a heavy volume of patrons at each of its locations, and downtime due to technology hiccups or waiting for an IT issue to be resolved is not an option, as it translates to frustration and lost revenue. Taco Boy knew they needed a partner with a reputation not only for innovative solutions that drive better business outcomes, but for remarkable customer service and lightning fast response times. Taco Boy also needed a solution to store, manage and back-up their critical data, and the ability to access this information from any location.

THE SOLUTION

Taco Boy partnered with Bluetowne for ongoing managed services (BlueCare), providing them with proactive maintenance, monitoring and updates, and reactive support for end-users. If users at any location run into an issue, they simply open a ticket with Bluetowne via phone, chat or e-mail to receive a prompt resolution. Bluetowne also designed an advanced network with dual-Internet service providers, providing always-on connectivity, and deployed a cloud server to address Taco Boy's storage, back-up and remote teleworker needs.

THE RESULT

End-users enjoy peace of mind and confidence knowing that when an issue pops up, they will receive responsive, superior support from Bluetowne's BlueCare managed services team so that they can get back to delivering an exceptional dining experience to their patrons. The cloud server enables users to store critical files online, addressing Taco Boy's backup and recovery needs, and increasing the availability of information since it can be accessed from any location with an internet connection. Taco Boy enjoys increased operational efficiencies as a result of their partnership with Bluetowne, and benefits from ongoing proactive recommendations and guidance that ensures their business stays innovative and competitive.