



CUSTOMER PROFILE

Over thirty years ago, three friends got together and opened a single restaurant in Dallas, Texas to share the food they fell in love with – sizzling, mesquite grilled fajitas and margaritas as big and bold as the border itself. This spirit of sharing Border-Style food lives on today at On The Border®.

www.ontheborder.com

Solutions

- FusionWorks
- Call Center
- Multiple Auto-Attendants
- Hunt Groups
- IP Faxing

Benefits

- 40% overall cost savings
- Completely portable solution
- Limited capital expenditure
- Business continuity
- Manage features from desktop

THE CHALLENGE

From its humble beginnings as a small Tex-Mex restaurant on Knox Street in Dallas, Texas to its 30-year ascent as America's largest casual Mexican restaurant, On the Border Mexican Grill & Cantina has enjoyed incredible success.

With over 160 locations throughout the United States and expansion internationally, this Texas start-up remains passionate about sharing a love for Mexican food and spirits from Dallas to Dubai.

In 2010, On the Border was acquired by a new parent company and decided to institute cost-saving measures across its wide network of locations. The challenge: each location had its own telephone and internet service providers, resulting in a disjointed and inefficient communications network.

BUSINESS CHALLENGES

- Rapid domestic and international expansion
- Antiquated PBX phone systems
- Multiple phone and internet providers

THE SOLUTION

Together with industry partner IRG (broadband service provider), Fusion was selected to deliver a cloud-based, fully managed cloud communications solution, beginning initially with On the Border's headquarters in Texas. Fusion provided install, training, and the hosted infrastructure required to eventually integrate the solution with the other restaurant locations worldwide.

