



# Failure is Not an Option

## Carlo's Bakery Goes from Cake Boss™ to Tech Boss with Cradlepoint

Carlo's Bakery, a family-owned bakery featured on TLC's Cake Boss, is quickly growing both nationally and internationally. As the company continues to open additional bakeries, the technology needs have evolved. Exigent Technologies empowered Carlo's Bakery to ensure a one-of-a-kind customer experience with cloud-delivered failover redundancy and remote management services.

*"Our deployment is a true testament of how small to medium-sized businesses can take advantage of a cloud technology solution that is being used in large corporations," said Leo Minervini, Carlo's Bakery CIO. "We are leveraging the same level of technology for our business to disrupt the industry and innovate our operations."*

### SOLUTION:

ARC SERIES 3G/4G/LTE BRIDGE,  
ENTERPRISE CLOUD MANAGER

### APPLICATION:

CRADLEPOINT ENABLES BAKERY TO EMBRACE ADVANCED WIRELESS FAILOVER, INCREASE RELIABILITY & OPERATIONAL EFFICIENCIES DURING AGGRESSIVE BUSINESS GROWTH PLANS.

### MARKET:

RETAIL, KIOSKS, DIGITAL SIGNAGE

## COMPANY PROFILE

Carlo's Bake Shop, commonly known as Carlo's Bakery, is a family-owned bakery originally opened by Carlo Guastaffero in 1910. The shop was acquired by the Valastro family in 1964 and has continued to expand ever since. The bakery rose to fame with the Cake Boss™ reality television series that premiered on TLC in April 2009, depicting the staff of the shop creating elaborate custom-order novelty cakes.

The bakery currently has locations in New Jersey, Las Vegas, and New York City. Carlo's Bakery is currently implementing an aggressive national and international growth strategy with plans to open one bakery every 8-12 weeks.

## BUSINESS NEEDS

As the company has continued to expand, its technology needs have evolved. Carlo's Bakery is heavily reliant on the Internet and the cloud both inside and outside of the stores for its purchase order systems, inventory management, email and mobile Point-of-Sale (PoS) systems. The company's heavy reliance on these technologies made it necessary for it to graduate from its previous standard SOHO implementation with firewall, layer 2 and layer 3 routers, and single ISP circuit.

## SOLUTION

In response to the evolving technology needs of Carlo's Bakery, the company turned to Exigent for a solution.

*"We had infrastructure in place that included a high-tech phone system and cabling, but we were missing the solution to tie them all together. The difference with Exigent is that the team there doesn't just want to sell us hardware or software. The team there is more interested in understanding our business growth plans and our challenges and helping us find the right solution," Minervini added.*

After evaluating Carlo's Bakery technology needs, Exigent deployed a state-of-the-art storage area network, launched enterprise-grade security software, and virtualized infrastructure, desktops, laptops, printers, and other digital devices. To ensure all elements of the new network were supported with reliable, always-on connectivity, Exigent deployed Cradlepoint's 4G LTE solutions and Enterprise Cloud Manager (ECM) SaaS management platform. The resulting network provides Carlo's Bakery with the necessary failover redundancy and cellular LTE required for day-to-day operations. The installation was simple for the company and continues to be a successful implementation for Carlo's Bakery to-date.



While Exigent recommends Cradlepoint solutions for mission critical WAN redundancy, the firm also suggests the 4G LTE platforms for primary connectivity, too. In fact, Carlo's Bakery leveraged the solutions at a golf tournament to connect a pop-up store where wired connections were not able to reach.

## BENEFITS

### INTERACTIVE CUSTOMER SERVICE EXPERIENCE

Carlo's Bakery leverages a customer-facing order management system. The company relies heavily on reliable connectivity to support a cloud-delivered sales system, which enables the bakery to enhance cake consultations for clients. Each consultation lasts 30 minutes and allows the client and the consultant to go through designs, cake types, and themes all via a mobile tablet.

### SIMPLIFIED MANAGEMENT OF DISPERSED LOCATIONS

Exigent supports the evolution of Carlo's Bakery's business. Heavily reliant on the Internet, the company is now able to remotely manage all devices from a cloud-delivered platform at a centralized location and realize live, minute-by-minute views of operations throughout the business. As Carlo's Bakery transitions from a small family business to a larger international company, it will experience the same ease of use no matter how many locations it launches and no matter how far away. Exigent makes it easy to access and act on the most critical business information.

"TODAY IT ISN'T UNCOMMON FOR BUSINESSES TO REQUIRE CONNECTIVITY IN REMOTE OR MOBILE LOCATIONS, AND CRADLEPOINT IS A GREAT SOLUTION FOR THEM. THE 4G LTE PLATFORMS PROVIDE PEACE-OF-MIND THAT CRITICAL OPERATIONS AT FIXED LOCATIONS ARE SUPPORTED WITH REDUNDANT CONNECTIVITY AND THAT THAT NEW LOCATIONS CAN BE OPENED ANYWHERE AT ANYTIME REGARDLESS OF WIRED ACCESS."

—DANIEL HAUREY, PRESIDENT, EXIGENT

*"Solutions and platforms are only as good as the data you are pumping into them. Exigent and the Cradlepoint solutions allow our stakeholders and executives to view real-time dashboards on exactly how our stores are doing via our PoS systems, ecommerce, and order management systems. They provide us with a 360-degree view of our customers and our business,"*  
Minervini added.

### RELIABILITY

Constant connectivity is a necessity in the successful operations of many companies. Carlo's Bakery's Times Square location in New York City averages approximately 1,500 transactions per day. By integrating a failover redundancy solution, Carlo's Bakery is able to guarantee business continuity and consistent service to its customers.

It is also important for all Carlo's Bakery locations to have Internet from day one of operation. At times, there may be a gap in time between the site open date and when wired connections can be installed. Exigent is able to fill that gap immediately using Cradlepoint solutions for primary connectivity.

"As Carlo's Bakery grows, my team will be right there with them from end user support and equipment procurement to network monitoring and backup recovery. We've got them covered so they can remain focused on what they do best while we do what we do best," Haurey said.

"IT'S VERY SIMPLE. IF MY MAIN CIRCUIT GOES DOWN, I NEED A DEVICE TO KICK IN AND MAKE SURE I HAVE ZERO DOWNTIME. EXIGENT CAME TO THE TABLE AND THEY PROVED TO US THAT THEY COULD MEET THAT NEED. I GET TO SLEEP A LITTLE BETTER AT NIGHT"

