

Delivering Scalable, Cost-Predictable Connectivity for Multi-Location Retail

Challenges

The customer faced several challenges within their existing network environment, driven by both performance gaps and limitations with their incumbent provider.

- Dissatisfaction with current carrier, particularly around support and service experience.
- Inconsistent network performance across locations, including bandwidth limitations and lack of circuit diversity.
- Complex, nationwide telecom environment requiring strong coordination and oversight.
- Pressure to reduce overall telecom and IT spend by ~\$30M over three years.
- High upfront cost barrier (~\$23M) for transitioning to a new SD-WAN and managed services model.
- Need for a provider that could align with both technical and financial objectives.

Solutions

Granite partnered closely with both the customer and their consulting firm to deliver a phased, consultative solution focused on proving value before scaling.

Collaborative discovery and executive alignment

- Onsite engagement at Granite headquarters with leadership and technical teams.
- Ongoing monthly executive touchpoints to ensure alignment and satisfaction.

Proof of Concept (POC) across ~100 locations

- Targeted sites with known network issues (bandwidth and diversity challenges).
- Deployment of DIA, broadband, and LEO satellite solutions.

Wireless failover and business continuity

- Multi-carrier SIMs deployed in Cradlepoints for rapid-response connectivity.
- Field-ready solutions enabling site recovery within hours of an outage.

Customized network design and real-world validation

- Onsite visits to evaluate infrastructure constraints.
- Pivot from initial monitoring approach (edgeboot) to a more effective solution based on physical and security considerations.

Customer Profile

Industry

Retail

About

Nationwide Gas & Convenience



Solutions (continued)

Flexible financial model

- DIA flat-rate pricing nationwide, regardless of carrier.
- Ability to amortize hardware and managed services into a monthly operating expense.
- Support for financial modeling and ROI analysis in coordination with the consulting partner.

Expansion into managed services (MSP)

- Supporting transition from Cisco Viptela to Fortinet SD-WAN.
- Offering a fully managed solution without requiring significant upfront capital investment.

Results

Following a successful proof of concept, the customer gained confidence in Granite's ability to deliver both technically and operationally. This validation, combined with a noticeably improved support experience compared to their incumbent provider, led to a significant expansion of the partnership. Granite is now in the process of taking over a substantial portion of the customer's network environment, while also positioning to deliver a fully managed SD-WAN solution with a more flexible financial model.

Improved support experience

- "Night and day" difference compared to previous carrier interactions.
- Faster, more effective response from Granite teams.

Validated network performance

- Successful POC across 100 locations confirmed reliability and scalability.

Cost control and financial flexibility

- Predictable, flat-rate pricing simplified budgeting at the store level.
- Avoided large upfront capital expense through managed services model.

Stronger customer trust and engagement

- Direct access to Granite leadership and consistent communication cadence.
- Increased confidence through transparency and hands-on collaboration.

Foundation for long-term transformation

- Positioned to support SD-WAN migration and full network modernization.
- Scalable model aligned with future growth and cost-reduction goals.

