



## Customer Brief: Bruegger's Enterprises

### Company Overview

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Bruegger's Enterprises is a franchisor and operator of Bruegger's bakery-café. Through its affiliates and subsidiaries, the company has nearly 280 bakeries in 22 states and the District of Columbia. They serve bagels, coffee and other breakfast and lunchtime meals and snacks.

### Application

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As part of company-wide renovation in 2005, Bruegger's decided to set up free wireless "hotspots" at their locations for their customers. For many cafés large and small, offering wireless high speed internet access is a great way to attract loyal customers. They needed a quick and efficient way to setup and maintain their hotspots at all of their locations, and needed a "terms of service" page which would then direct users to Bruegger's landing page.

### Solution

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[ValuePoint Networks](#) has provided Bruegger's with the best solution for their Wi-Fi hotspots: the [Wireless Controller 3000 \(WC-3000\)](#). Its built-in 200mW access point broadcasts the wireless signal for Wi-Fi enabled devices to connect to the network. Features include a standard or customized login, welcome, terms of service and logout pages, a walled garden, and a café account for time limited free access. The WC-3000 is designed with flexibility in mind. Install it just about anywhere a local fixed hotspot is needed, like at a hotel for guests, an airport terminal for travelers or café for bagel-lovers!

For more information about our products and solutions contact:

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