

Sola Salons Franchise Increases Efficiency with SecurEdge

Executive summary

Sola Salons is the largest, fastest-growing salon studio business in the country with over 400 locations nationwide. What makes them unique is how they provide beauty professionals with the opportunity to operate their own business, while also minimizing the financial and management risks. Haynes Chidsey is one of the largest Sola Salons franchise operators in the United States, owning and operating over 40 Sola Salon Studios across the Southeast region—typically supporting 30 beauty professionals per location. Needless to say, he is an integral part of the Sola system.



- **Headquarters**
Charlotte, NC
- **Industry**
Retail Franchise
- **Solution**
WiFi as a Service

The Challenge

Haynes needed secure WiFi that did not interrupt his business operations as well as his personal time. He was having to work 7 days a week dealing with complaints and outages. Not only did all of the salons need upgrades from typical small business WiFi to enterprise-grade, but they also needed workflow processes that brought them to scale.

They were dealing with equipment, capacity, and service issues, while also lacking a committed partner that was interested in learning and supporting their business and future growth.

With a digital transformation on the horizon, Haynes saw the impact WiFi had on the success of his stylist and the difference that it could make in their guests' experiences.

Now there is a new generation of stylists who are determined to use new technology to build and manage their businesses. Haynes strongly believes that it is, *"Our responsibility to provide and support a technology platform allowing the use of a wide-range of applications."*

Everything from their POS system to inventory management required WiFi—as well as BYOD devices from their stylists and guests. To solve these problems, Haynes chose SecurEdge to design a scalable, turnkey solution that could be implemented in each of his salons.



"We have been working with SecurEdge as our Wi-Fi solutions partner for 3 years now. In that time, they have helped us deploy over 40 locations across four states. Having a team of experts who can deliver and manage our enterprise-grade Wi-Fi, has saved us time and reduced our capital expenses. We believe SaaS is the way to go – and, you need a partner to do so. With SecurEdge, we have peace of mind knowing that they're committed to the success of Sola Salons and our stylists. We believe SecurEdge is an ideal partner for Sola Salons."

**Sola Operator
Haynes Chidsey**

Our Solution

After meeting with Haynes in 2016, we received the floorplans of 10 of his salons and began the WiFi engineering process. Using RF software tools, our engineering team was able to complete the predictive RF designs, installations/configurations, and system testing for all 10 locations.

We used HPE Aruba IAP-305s for improved network performance, as well as a mix of POE and non-POE switches for security and simplicity. Since his door locks and thermostats were already connected to electricity, there was only a need for non-POE, which prevented unnecessary costs.

For power management they used the WattBox by SnapAV, which is an uninterruptable power supply (UPS) with an application that can be used remotely to provide backup power, which helps cut down on service call expenses.

At SecurEdge, we offer WiFi bundles in addition to our engineering services, software platform, and managed services. Since there was existing capital needing to be used, Haynes choose a Managed WiFi bundle at first—which allowed him to purchase the hardware upfront and bundle the software platform and managed services into one subscription. When it came time to renew his contract, he switched to our WiFi as a Service bundle that rolled everything, including the hardware, into his monthly subscription.

“Our partnership evolved through three phases: First, moving to an enterprise-grade solution. Then, moving to a WaaS platform rather than an equipment purchase solution. And now we are developing at scale with new products, services, and workflows,” — Haynes

Requirements

- Enterprise-grade system
- Scalable deployment process
- Secure and compliant
- Fully managed
- Support for IoT devices and cloud-based applications

Solution

- WiFi as a Service
(OPEX Subscription - Fully Managed)
- Role-based security design
- Performance Monitoring
- Complete warranty and support for the life of the system

Benefits

- Up to 10x faster than other WiFi networks
- Supports 100+ devices
- More efficient workflows when upgrading and adding new salons
- Exceeds the expectations of your stylists and their clients

The Results & Future Plans

WiFi is a complex utility, and it's critical to partner with a team of experts who can design, deliver, and manage enterprise-grade WiFi. When it came to his salons, our experience saved Haynes time and reduced his capital expenses.

Managed WiFi and WiFi as a Service both include performance monitoring, which allows us to measure performance as if we were a real user on the network. This has enabled us to proactively avoid problems and has led to virtually no WiFi-related complaints. His stylists and their guests now enjoy a better digital experience.

No longer are the days that he worries about having to be an on-call WiFi technician as he is building his franchise business. Nobody calls him during his one day off a week because we're there to provide support.

Deploying a customized solution built for a dynamic environment, has enabled his salons to expand in order to incorporate new types of IoT devices. These include WiFi-enabled washers and door locks, as well as music and video streaming services.

Converting to WaaS, Haynes is now more efficient with upgrades, security, and customer service. Every time a new franchise location gets underway, SecurEdge can use his new floorplans with similar configurations for a faster project turnover time with zero installation problems. Parallel to other utilities, SecurEdge is now integrated into his construction business process—the electricity, the cabinets, and finally—SecurEdge WiFi.

Simple. Smart. Secure WiFi.

Easy, cost-effective WiFi that's engineered to maximize your profitability and operational effectiveness.

Visit us at securEdgenetworks.com to learn more.

Haynes has complete peace of mind knowing that:
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