



“Orbi Pro has made it easier to place orders and take payments as we are no longer getting thrown off the network.”

**Company name:**  
Carlo's Coffee Bar

**Company size:**  
Small Startup

**Industry:**  
Food and Beverage

**Social website:**  
facebook.com/  
carloscoffeebar

**Geographic region:**  
Milton Keynes, England

## Orbi Pro Wi-Fi creates loyal customers base for family-owned coffee bar.

### BACKGROUND

Based in Milton Keynes, Carlo's Coffee Bar is a family run business that aims to provide the best coffee to their customers. They do this by having their own house brand Brazilian beans that are roasted ten days before serving for the ideal taste. Quick and tasty lunches, and free Wi-Fi are also available at the coffee bar. In addition to serving the best coffee, Carlo's wants to provide a comfortable and fun atmosphere for all new or returning customers.

### PROBLEM/OBJECTIVE

For over a year Carlo's has been using a BT hub in their store. According to the manager, Sophie, "it constantly provided a bad connection which caused disruptions while we were online." She also added, "The till would drop off the network which meant we would be unable to take any card payments. Generally when this happened, we would be offline for an excess of half an hour - which obviously upset customers and would lose us business."

Carlo's wanted a system that not only supported their front of the house but also helped improve business efficiencies and processes.

### SOLUTION

NETGEAR provided Carlo's with the Tri-Band, Orbi Pro system to help with the connectivity issues they were experiencing. Providing up to 100% faster Wi-Fi than other Mesh Wi-Fi products, the Orbi Pro gave Carlo's the "Super fast and reliable connection the shop needed", said Sophie.

Orbi Pro is DIY Business Wi-Fi in a box. The Orbi Pro comes with a router and satellite that administrates seamless, high-speed Wi-Fi with its AC3000 technology. It provides Wi-Fi for up to 40 devices and covers areas that range from 5,000 sq. ft. to 10,000 sq. ft. It is easy to set-up and configure via the Orbi App and offers three separate networks for admins, employees, and customers.

### RESULTS

Carlo's now has the connection required to run their shop efficiently. The Orbi Pro has made it easier to place orders and make payments without worrying about getting thrown off the network. They have witnessed an increase in the number of customers that sit in and stay - whether that be to catch up on work, hold meetings, or unwind.

