



Roadhouse Coach

Roadhouse Coach operates a fleet of 26 luxury coaches that are leased primarily to entertainers. The 30-year-old company is based in central Texas and has a host of high-profile clients including entertainers and rock stars.

OBJECTIVE

When Roadhouse leased out its first bus in 1976, celebrity ground transportation was in its infancy. Thirty years later, business has changed dramatically. Entertainers who once got to their shows by plane now eschew the hassles of flying and travel first-class on the highway. Luxury benefits like satellite TV are the norm, but mobile Internet access was one thing that Roadhouse didn't offer. Wi-Fi coverage was only available while parked — generally when the artist was busy doing a show — which didn't offer much benefit to the client.

Roadhouse needed a solution that would work while they were driving. Since the Internet is now used for business as well as pleasure, it became critical for customers to be able to get online while in transit to handle their day-to-day personal and professional matters. Moreover, mobile Internet was an important way for the company to differentiate itself from the competition.

SOLUTION DESCRIPTION

In researching potential wireless Internet options, Roadhouse talked with Dave Lowder, founder of Wireless Highway, the major wireless services provider to the entertainment coach industry. Lowder recommended using a 3G-powered wireless router, which turned out to be a plug-and-play solution. The MobileBridge MB8000 gateway from Top Global interfaces externally with the Sprint Mobile Broadband Network. Inside the coach, the router broadcasts its connectivity to the outside world via a standard Wi-Fi signal, so multiple laptops can access the Internet simultaneously.

"In essence, it turns a bus going 65 miles an hour into a wireless hot spot on wheels," says Blake Olson, operations manager for Roadhouse Coach. "You just turn on the Wi-Fi-enabled laptop, search for the MobileBridge SSID, click and connect. And it's so simple we don't need a dedicated staff person to support it and there is virtually no downtime. Usually all a driver has to do is unplug the router and plug it back in if there is a problem."



www.roadhousecoach.com

COMPANY

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OBJECTIVE

- Satisfy customer demands for Internet access on the road
- Create a point of differentiation for the company

SOLUTION

- Sprint Mobile Broadband (EV-DO Rev. A)
- Top Global MobileBridge MB8000 wireless routers
- Wireless Highway wireless services provider

RESULTS

- Received strong returns on less than a \$1,000 capital investment per coach
- Increased both repeat business and new client acquisition

Starting out, Roadhouse beta tested the MobileBridge router on two coaches, which travelled all across North America. The company then started advertising the wireless Internet availability on its buses, and that it would add it to any vehicle if a customer asked for it. "It was only a matter of months before we had to have it on all 26 of our coaches," Olson recalls. "Wireless Internet access on the road is now something people expect with our coaches. It sets us apart and our customers love it."

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Wireless Highway takes care of all of Roadhouse's customer service issues, which eliminates the overhead cost of an in-house technical resource and keeps its drivers focused on providing a safe trip. That's good news to Olson. "If a coach has an Internet problem in Sacramento at three in the morning, Wireless Highway fixes it over the air or ships out a replacement unit the very next day."

RESULTS

For a capital investment of less than \$1,000 per coach, Roadhouse has succeeded in making its high-profile customers very happy. Its clients have been thrilled with the service — at no added cost — and have found it very easy to use.

"They can check emails, stay in touch with family and friends and do critical business while on the road," notes Olson. "It makes their lives easier while away from home. This translates into both repeat business and new clients, thanks to strong referrals."

Olson has even opted to deploy a MobileBridge unit that never travels an inch, installing one of the wireless routers in the company's office as a back-up in case its landlines go down.

"The wireless connection in our coaches works consistently, which has been really great for our business," Olson concludes. "This technology has brought us to a new level of service with our clients. The nature of touring makes anywhere connectivity and information access very important. It's made the 'hard life' of living on the road much easier."



3G A-List Awards



Roadhouse Coach is a 2007 winner of the 3G A-List Award in the Transportation/Logistics category.

The 3G A-List Awards recognize the leading builders of successful wireless data solutions based on 3G CDMA (CDMA2000 1X, EV-DO, and UMTS/HSPA) technology. **To learn more about the A-List, please visit www.3galist.com**

SUPPORTING PARTNERS

The A-List also recognizes supporting partners for their enabling role in assisting with these wireless data deployments.

