

Buffalo restaurants use fiber connectivity to boost business

Overview

- Imperial Pizza wanted to boost connectivity at their Buffalo, NY locations.
- Limited phone lines hobbled the flow of delivery orders.
- Expanded television service was needed, with bigger screens and a more reliable signal.

Outcomes

- Robust bandwidth was established using Managed Network Edge with WiFi powered by Dedicated Fiber Internet.
- Imperial Pizza manages dozens of simultaneous phone orders via Unified Communications with RingCentral.
- Every dining area now has centrally managed television service using Set Back Box TV.

Why it matters

- Satisfying increased demand for pizza and wings has never been easier.
- A 10% lift is reported in overall restaurant business.
- At their main location, sports events are sometimes watched by over 300 people.

Imperial Pizza boosts sales with cloud-based voice communication and expanded WiFi

For Buffalo, New York sports fans, Imperial Pizza has been popular for over 30 years. As their business continues to grow, so has the need for more reliable connectivity and voice service.

For Steven Khoury, Partner, Imperial Pizza, improved capacity and a new location are directly attributable to the relationship they have built with Spectrum Business.

"When it comes to serving customers, it has been said some businesses sacrifice quality for quantity or vice-versa," Khoury says. "We are blessed enough that our operation is able to offer both."

Through their technology partnership, Imperial Pizza now enjoys high-speed internet connectivity for smoother credit-card transactions, as well as a network to improve security and enable faster WiFi coverage with increased range.

Connectivity that never falters

When Khoury and his partners were looking to upgrade their business technology, they had a list of needs. They wanted uninterrupted television service and voice communications that didn't get jammed by too many callers. Most of all, they wanted connectivity to make credit-card transactions both secure and lightning fast.

They got all that from Spectrum Business.



Connectivity is better than ever at Buffalo's Imperial Pizza, now that it is backed by Dedicated Fiber Internet.

Customer profile



Company

Imperial Pizza

Industry

Retail

Services

Dedicated Fiber Internet
Managed Network Edge with
Cameras and Sensors
Unified Communications with
RingCentral
Set Back Box TV

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Explains Ryan Dwyer, Enterprise Account Manager, Spectrum Business: "For a restaurant like Imperial Pizza, profitability is measured in minutes. Steve and his partners totally get the need to have everything running at full capacity all the time."

The original Imperial Pizza location was recently expanded in size to 10,500 square feet, to accommodate a steady stream of walk-in customers. Getting reliable bandwidth to every part of the establishment was critical.

"Having WiFi that reaches every corner of our restaurants, even right across the parking lot, is a real difference maker in how we do business."

— Steven Khoury, Partner, Imperial Pizza

So was a service-level agreement (SLA) guaranteeing 100% uptime and the scalability to increase bandwidth when needed. All this was achieved with the installation of [Dedicated Fiber Internet](#).

When Imperial Pizza opened a second location, Spectrum Business was there. "There was no need to look anywhere else," Khoury says.

Central operational control from a phone

Imperial Pizza needs to fully manage how its bandwidth is used. This includes WiFi that accommodates both patrons as well as service staff and a firewall to guard against cyberattacks and block access to harmful websites.

Khoury and his partners also want to oversee daily activity and supervise customer and employee online access from any location. This is especially important now that they are responsible for multiple locations. To make all this possible, Spectrum Business installed [Managed Network Edge](#).

"Being in control remotely is great," Khoury notes. "Even better is just knowing that if there's an issue, I will be able to fix it without even being there. Finally, there is the comfort of having a co-managed solution with Spectrum Business."

To augment the utility of Managed Network Edge, Imperial Pizza opted for a package that includes cameras and sensors. This provides an additional layer of security for tracking activity and monitoring produce kept in cold storage.

The lines are always open

In addition to accommodating sit-down business, Imperial Pizza must also serve call-in orders. To manage this and simultaneously improve order tracking, Imperial Pizza took their voice communications service to the cloud by installing [Unified Communications with RingCentral](#).

Khoury estimates that in combination with their new fiber connectivity and WiFi, Imperial Pizza sales have grown 10% since adding the new voice service. He calls it "a huge upgrade."

"Now we have a call queue that can manage up to thirty calls, with order progress always on track," Khoury says. "Everyone now gets the attention they expect."

Sharing the best of times

In addition to their delicious pizzas and crispy wings, Imperial Pizza offers diners another reason to come in: televisions on nearly every wall.

"Thanks to Unified Communications with RingCentral, we can now accommodate delivery orders six different ways. Nothing gets missed and everyone gets what they asked for quickly."

— Steven Khoury, Partner, Imperial Pizza



Orders are now taken at any part of either restaurant location, with hot, spicy wings and pizza slices delivered quickly to tables, using Managed Network Edge.

Football and hockey are especially popular in Buffalo, with devoted fans who enjoy watching games together. Imperial Pizza accommodates this with dozens of television screens to ensure no one misses a play while they share their meals.

To bring HDTV service to both restaurants, Imperial Pizza had Spectrum Business install [Set Back Box TV](#).

"You can have five different things playing at once, and everything is controlled," Khoury says. "Our biggest set is at our newest location on Main Street, with a 95-inch screen. You should see it pop when you've got 50 people huddled around the bar looking at that TV."

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