

# About Bakers Delight

Bakers Delight is Australasia's largest bakery franchise with more than 700 stores. It was established in 1980 as a single bakery in the Melbourne suburb of Hawthorn. Today, two million Australians and New Zealanders find enjoyment in their delightful bread each week. Through commitment to its people and each store's local community, the company has also built a reputation as one of the best franchising organisations in Australasia.

> [www.bakersdelight.com.au](http://www.bakersdelight.com.au)



"We're always looking for ways to help our bakeries better manage their business. Pacific Internet's broadband improves operations, enhances communications and creates cost efficiencies."

*Peter Carrodus  
Information Services Manager  
Bakers Delight*

## Bakers Delight communicates faster and saves dough with Pacific Internet's broadband

Bakers Delight's success hasn't just come from its friendly staff and quality bread. Excellent internal systems have been pivotal to its smooth operations and impressive growth. This is why Peter Carrodus, Bakers Delight's Information Services Manager, selected Pacific Internet as their preferred broadband supplier.

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"Moving to broadband seemed like a big step for many of our franchises but with Pacific Internet, they're all asking themselves why they didn't do it sooner," he says.

## Three franchise operators talk about getting broadband with Pacific Internet

Terri Dinsmore, who performs administration and bookkeeping for a group of six Bakers Delight bakeries in Melbourne, says the new broadband connection has made a huge difference to daily operations. Online activities like emailing and banking are quicker and more efficient and there are significant savings on actual phone charges.

"With broadband we're now always connected which is very convenient because we're on and off the Internet all day. Several people can now be online simultaneously with a fast connection which makes working together easier," says Terri.

"If you consider we would have dialled up several times a day previously," says Terri, "the savings on local call charges alone are substantial."

*"We decided to go with Pacific Internet and everything went smoothly. We were kept informed at every stage of the roll out process and today, our broadband experience continues to be a positive one."*

**Terri Dinsmore  
Bakers Delight –  
six bakeries in Melbourne**

*“At any time of the day, we can now use an extremely stable connection to remotely access the point-of-sale system at both bakeries and accounting information from the office.”*

*Simone Crighton  
Bakers Delight – Williamstown and Balwyn, Victoria*



Saving time and money is of course a very important consideration, however according to Terri, the service your ISP provides is also something to consider very carefully.

“Originally we were looking at having a cable Internet connection installed by another provider, but there were constant problems.

“We decided to go with Pacific Internet and everything went smoothly. We were kept informed at every stage of the roll out process and today, our broadband experience continues to be a positive one.”

Rod Collins operates two bakeries, one in Mt Eliza and the other in Mornington, Victoria. He installed a **PacNet’s Private Network** solution to send images from his security cameras back to his home-based office.

“A **PacNet’s Private Network** solution, with its fixed rate monthly fee, allowed me to run the security cameras 24x7 without worrying about the bill. Also, with the cameras always on, there’s no need to dial-up. The images are in real time, so now I can keep an eye on the business while growing it, all from my home office,” says Rod.

And because it’s a home office, the benefits are two-fold. The whole family can access a fast broadband connection and Rod gets to spend more time with his family.

“We now have three computers at home, all with wireless broadband Internet access, so we have the freedom to surf the Internet anywhere at home without tying up the telephone line,” says Rod.

Simone and James Crighton, who operate Bakers Delight franchises in Williamstown and Balwyn in Victoria, recently installed a **PacNet Private Network** to connect their bakeries, office and home.

Previously, the Crightons had recurring problems with separate dial-up connections for each bakery, a cable connection in the office, and software to remotely access each location.

“We tried to use the remote access software, but eight times out of ten it would drop out or just wouldn’t work,” says Simone.

“This problem had become very costly. Not only did we need to call in someone after hours to help, we had to pay telephony charges every time we had to re-dial.”

**PacNet’s Private Network** solution means the Crightons now only need one connection, rather than four. As a result, processes are streamlined and more cost efficient.

“At any time of the day, we can now use an extremely stable connection to remotely access the point-of-sale system at both bakeries and accounting information from the office.

“Everyone at Pacific Internet has been fantastic. In the implementation phase they kept us well informed and took care of everything,” says Simone.

> Your Pacific Internet contact is:

> Contact Pacific Internet

Sign up today! Pacific Internet’s expert sales team will help you choose the best plan for your needs.

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