Case Study – Food and Beverage

Challenge:
A fast-food franchisee owner with ½ a dozen locations throughout the city wanted to monitor the customer traffic and drive-thru response time in each location. Each restaurant had high speed internet access so the owner decided to purchase and install an internet camera system. He would be able to remotely login to each camera system with a secure administrator password and easily view 'live' photos and archive images from the camera.

The internet camera system technical specifications indicated that the unit required a static IP address from his ISP. The franchisee owner contacted his ISP sales rep to purchase a static IP address but found that static IP addresses were not available in some areas or required an additional fee of $90/month. This was a fee he wasn't expecting when he purchased the camera system!

Solution:
The owner contacted the ISP technical support group and they suggested trying DynIP – a software application that simulates a static IP address by assigning the camera system a static name. If the internet camera system supported connections by name rather than IP address he would be all set.

The franchise owner visited the DynIP web site (*www.dynip.com*) and downloaded and installed a free 30-day trial of the DynIP Client on his system. He registered an Internet Name in the software (*camera1.dynip.com*). He entered his Internet Name *camera1.dynip.com* into the camera system and tested connecting to the camera by name rather than the IP address. He was able to connect instantly and login to view the live camera images. After his successful test, he contacted DynIP to order an annual subscription (for $24.95). He also installed the DynIP Client on the camera system at each of the restaurant locations.

For one restaurant location he was able to save over $1000 annually by purchasing a DynIP subscription rather than a static IP address. And the DynIP software also solved the connection problem for the restaurant locations where static IP addresses were not available.

About CanWeb
CanWeb provides DynIP^{TM} DNS management, enterprise and web-enabled software applications. Since its incorporation in 1995, CanWeb continues to expand into international markets and currently serves customers in over 100 countries. Most recently, CanWeb has launched new initiatives to target educational and corporate customers, and is actively seeking affiliate and reseller partnership opportunities.

For DynIP Product Information call toll-free 877-422-6932 (North America) or 519-332-6900 or visit www.dynip.com.