

I|PORT CASE STUDY

Hospitality: Food and Beverage | Chipotle | California



ABOUT CHIPOTLE

Chipotle Mexican Grill is one of the fastest-growing restaurants in the USA and is an industry leader responsible to creating the Fast-Casual restaurant genre. At its core, Chipotle is an innovator and the company's success rate in recent years has been analogous to a skyrocketing Silicon Valley start up. With over 1700 restaurants and counting, the restaurant favorite needed a great way to keep up with its growth rate, ensuring that each location remained intimately tied to its corporate hub. The group knew that the right technology solution could be used to maintain corporate communications, facilitate training, and even optimize logistics and internal processes. The vision was to leverage iPad and a simple app that any employee could use to stay connected and up to date.

THE CHALLENGE

Chipotle knew that iPad was the clear choice for tablet, because its UI was the most intuitive and the iOS Development Platform was the largest in the world. The group needed to source a technology partner to develop the software required to store and manage a mountain of content from documents, videos, and images, and provide the interface to access the correct information for each employee.



**PROTECT
IPAD**



**ALWAYS
CHARGED**



**EASILY
ACCESS IPAD**

THE SOLUTIONS

The Solution for Chipotle was a marriage of hardware and software. Already partners, PlayerLync and IPORT teamed up to provide a comprehensive solution for Chipotle, covering all software needs and addressing all requirements for using iPads in the hectic restaurant space.

The Software

PlayerLync provides the easiest ways for enterprise business and professional sports teams to deliver and access content on iPad. Before Chipotle deployed PlayerLync, Chipotle was unable to effectively deliver and manage training content and eLearning packages to 40,000 employees in 1,700 locations.

With PlayerLync, every Chipotle iPad now automatically downloads and updates video and documents for complete offline access. "The ability to deliver clear and consistent messaging to our teams, multiple times a day in HUGE," explains David Chrisman of Chipotle.

Chipotle managers also use PlayerLync to capture video in their restaurants and share them with corporate as best practices. Leadership is also able to deliver a video-based dose of corporate culture and inspiration to employees around the world.

The Hardware

I|PORT LAUNCH provided the right combination of features and functions for Chipotle: by combining magnetic mounting, indicative charging in an integrated protective case, the LaunchPort System protects iPad, keeps it charged and provides a unique magnetic wall mount for easy access.

"The LAUNCH system really impressed us. There was no other solution that came close to helping us achieve our technology goals," explains Sam Worobec, Training and Development Manager, Chipotle, "I|PORT even designed a 'standle' for us: part handle, part stand which can be added to the LAUNCH Sleeve whenever we need it."

IPOINT CASE STUDY

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PRODUCT HIGHLIGHT

IPOINT LAUNCH is a wireless charging system for iPad designed to hold, charge and protect iPad on a table, wall or in a vehicle. LAUNCH Case grants you complete access to all iPad buttons, microphones, cameras and speakers while adding the durability of withstanding drops up to 6 ft. Magnets enable the case to be mounted to any of the LAUNCH stations, or any metallic surface. LAUNCH BaseStation effortlessly charges iPad on a table top and can be rotated between portrait and landscape orientations. LAUNCH WallStation securely mounts iPad on a wall or solid surface and is powered using standard low-voltage in wall wiring up to 150 feet away. LAUNCH Case is water-resistant, and powers iPad through wireless inductive charging. The system charges iPad in the same amount of time as Apple's provided power supply. The WallStation can be directly wired to a 12V circuit for mounting and charging in vehicles, aircraft and yachts.



IPOINT LAUNCH

- Dock and charge iPad wirelessly in portrait or landscape, on a table, wall, or in-vehicle
- All iPad buttons, microphones, cameras and speakers are accessible
- Contactless inductive charging
- Protective case that protects iPad from drops up to 6ft drop with additional Rugged Case option for even further protection
- Option to install in a vehicle directly wired to 12V fuse circuit
- Optional case security lock sold separately

ABOUT IPOINT

In 2004, IPOINT saw an opportunity to integrate everyone's favorite Apple products in a simple way into our everyday lives. Beginning with the world's first in-wall dock for iPod, and later evolving into in-wall mounts for iPad and iPod touch, the company realized that IPOINT could help end-users turn their tablet into a simple and functional business tool or home controller.

Today, industry-wide praise continues to grow as IPOINT redefines where and how you can use tablets in residences and commercial applications alike. From residences, healthcare facilities, corporate offices, hotel rooms and fleet vehicles, IPOINT products solve real problems and enhance the usability of tablets in business and at home every day.