

LUNCH N LEARN

IFA WEBINAR SERIES

Solving Franchise Business Pain Points with Technology

March 26, 2024

PRESENTED BY:

HUGHES[®]
An EchoStar Company

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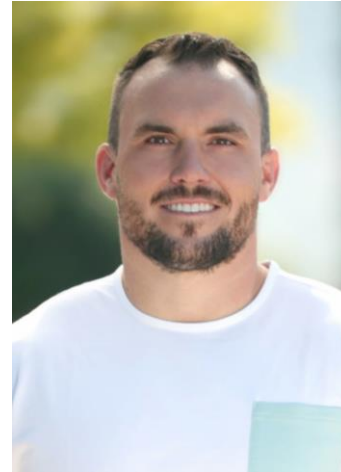


Speakers



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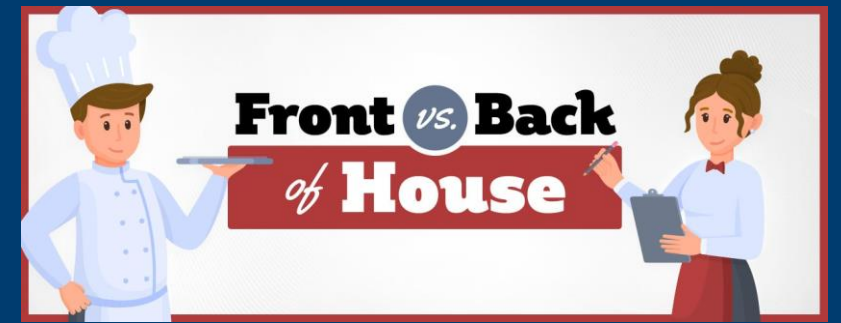


Agenda

- **Key challenges for franchisors**
- **Technology as a solution for a business problems**
 - Back of House and Front of House
 - Operations and Technology
- **Decision process**
- **Hughes and Dirty Dough!**



Back of House Challenges



Hiring tools



Help wanted



Employee experience



Retain talent



Engage with Franchisees



Operations Challenges

KPI



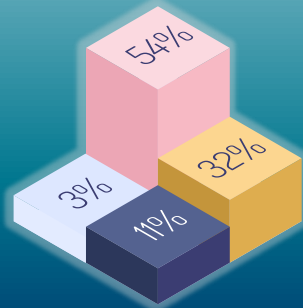
Job fit,
right person
for job?



Employee
performance



Measuring
costs



Rising
costs



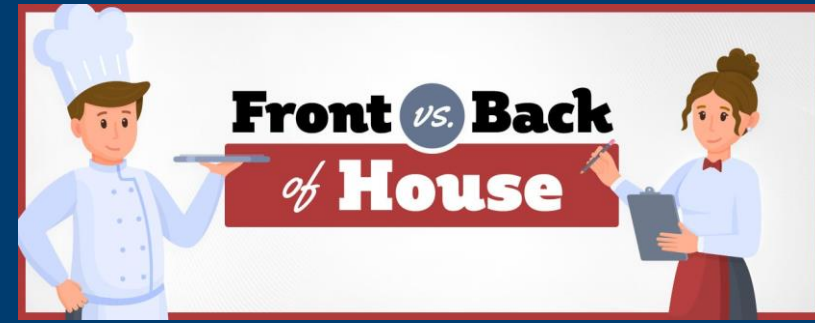
Managing
costs



Understanding
costs



Front of House



Nurture the community



Drive traffic to store



Customer experience



Customer engagement



Social media



Technology

Technology
is backbone
of store



Protect
your brand!



Managed
Service Provider



Managed
Security
Services
Provider
(MSSP)



Protect
franchises and
customers



Cybersecurity



Dirty Dough Uses Digital Signage to Help Serve up Tasty, Multi-layered Cookies

Challenge

- Manual update to menus with weekly cookie release
- Works when only a few locations...challenging as franchise grows!

Hughes Solution

- Dirty Dough selected Hughes Managed Digital Signage
- Enterprise-grade digital signage solution
- Content Management System (CMS) from headquarters
- Customize by store
- Employee facing for decorating

Hughes Technology

- Smart TVs
- CMS access for Dirty Dough's marketing team, including local access for each store
- Network management, installation, proactive monitoring, AI and fast remediation
- 24/7 support through HughesON portal



"The Hughes Managed Digital Signage solution will help us deliver a consistent brand and product experience across locations as we continue to expand. We sought an advanced, fully turnkey solution from an experienced partner we could trust over the long term, and we found that in Hughes." *Romney Stewart, COO, Dirty Dough*

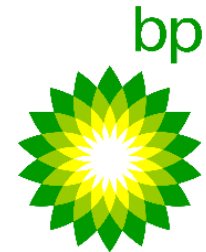
Hughes: An EchoStar Company

<p>Enterprise Retail, Franchise, Government, SME</p>  <p>Managed network and media services</p>	<p>Mobility Aeronautical, Maritime, and Land</p>  <p>Commercial and DoD solutions and services</p>
<p>Consumer HughesNet® Internet Services</p>  <p>>1.5 million users in the Americas</p>	<p>Satellite Networks Service Providers and Global Organizations</p>  <p>Dedicated satellite networks</p>





Hughes Franchise Customer Sampling



in the box



Questions?

Webinar Sponsor



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Thank you for attending!