

Case study: Murray Bros. Caddyshack Restaurant



Location: Rosemont, IL

The client

In the late 1990s, chef Andy Murray and his close friend and entrepreneur, Mac Haskell, came up with the idea of pairing the Caddyshack movie concept with a restaurant (with their flagship restaurant opening in St. Augustine, FL, 2001). They eventually expanded to a second location in the Village of Rosemont at the Crowne Plaza Hotel, just minutes from Chicago's O'Hare Airport. To make their vision really come to life, they needed to partner with the right audio & video retailer to make such spaces as the island bar—a high-energy focal point of the establishment—and really everywhere throughout the go-to place to gather with friends and family for an unforgettable sports and entertainment experience.

The challenge

Murray Bros. had been looking for the right electronics supplier, requiring multiple flat panels and a sound system that could be purchased and installed within an admittedly moderate budget. Mac explains, "We consulted with seemingly endless potential outfits, each offering quotes well beyond what I had expected or what was feasible for our needs." It's when Mac decided to stop in to his local Best Buy® retail store to inquire about his best options.

The solution

"So Andy went in and spoke with a sales rep at the Best Buy store he visits to see if they could set us up," Mac begins. "They couldn't have been more accommodating. We were instantly put in touch with a Best Buy Business Account Manager, and that turned out to be the best decision for us by far." Murray Bros. began to work closely with a long-time Strategic Account Manager based out of Chicago, who put together a plan and a budget for the restaurant. Mac continues, "Working with my Account Manager couldn't have gone any smoother... just an outstanding experience. I couldn't believe what we were being quoted; it was significantly less than any of the other competitors. The knowledge about what we needed and the high level of professionalism was fantastic—you really can't get much better." Included within their budget, Murray Bros. was able to have a custom TV and sitewide audio solution designed and installed by Geek Squad™ Professional Design, a complete network design and build with compliance support for POS, a hosted VOIP phone system, and high-performance guest Wi-Fi with social marketing Facebook integration. Regarding the sound experience, Mac adds earnestly, "The sound, no matter what the source,



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*— Mac Haskell,
Co-founder & CEO*

whether from the TVs or just the music overhead—it's all so clear and full throughout; and it's not overbearing or makes our customers feel like they have to shout above one another... the recommendations were just so spot-on. Really impressive." With some of the continuing conversations regarding the potential needs moving forward, Best Buy Business was also able to recommend a budget-conscious on-site security system that had proved to be a rather prudent addition, eliciting excitement from Mac: "That was just the icing on the cake," he says enthusiastically. "It wasn't something we necessarily thought of, but it was smart to have that conversation. It goes back to that level of service and attention to detail; it shows that Best Buy Business has our best interests in mind. I wouldn't hesitate to work with them again."

Project at a glance

Custom TV solution with sitewide audio TV/monitors installed:

ZeeVee Intelligent AV, DMX Control System, Shure & Geek Squad® Design

Complete network design and build with PCI compliance support for POS system:

Cisco Systems, Meraki Cloud Management, Micros POS

Hosted VOIP phone system:

Cisco, Meraki, IntelPeer, 8x8, Polycom

Sitewide high-performance guest Wi-Fi with social marketing

Facebook integration:

Cisco, Meraki & Facebook

Sitewide video security monitoring solution:

Cisco & Meraki