SUPERCHARGED WI-FI NETWORK

Scott Robinson Automotive Group Accelerates Wireless Network Management with ADTRAN

The Scott Robinson Automotive Group manages a family of car dealerships in California's South Bay area. The company is a leading resource for new Honda, Chrysler, Dodge, Jeep and Ram models, as well as used vehicles. Its facilities currently include two dealerships and a service center.

The Challenge

For several years the Scott Robinson Automotive Group has leveraged wireless networks throughout its three locations. However, without a way to unify management of the network and its users, the two-person IT staff quickly found it challenging to efficiently manage the distributed network, including 200 employees' computing needs, a BYOD program, guest Wi-Fi access and 38 wireless access points (APs) spread throughout its facilities, all while keeping administration consistent from device to device.

The legacy solutions that Scott Robinson Automotive Group had deployed were designed for small and home offices. The company was reluctant to make any updates to the network because these consumer-grade solutions would often crash at the first sign of an update. The company knew it needed to migrate to reliable enterprise-class solutions and centralize control and management activities if it wanted to continue to support advanced technology and applications to boost sales and grow its business.

Benefits

- A high-performance Wi-Fi solution that is easy to control and manage

- Streamlined reporting enables IT staff to proactively monitor the network and quickly address concerns

- More mobile employees heighten sales opportunities

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The Solution

The Scott Robinson Automotive Group enlisted the help of KTS Networks, a local business communications systems firm, to design and implement a new wireless network. Together, they selected ADTRAN's Bluesocket virtual WLAN (vWLAN®) and APs, along with ADTRAN's NetVanta® 1534P and 1638P Gigabit Ethernet PoE switches.

"Ultimately, we were looking for a solution with central management and flexible administration capabilities. We also needed a new solution to fit in our budget. We brought in Cisco and Aruba, but ADTRAN was a better value and enterprise-class. We immediately knew ADTRAN was the right decision," said Mark Preletz, IT director at Scott Robinson Automotive Group.

The ADTRAN vWLAN and APs provide ubiquitous wireless coverage through-out each facility while centralizing management and control of the network to the main dealership. The switches provide fast, secure, cost-effective LAN switching and advanced access and distribution capabilities.

ADTRAN Revs Up Network Management & Sales Opportunities

Since deploying ADTRAN solutions, the Scott Robinson Automotive Group has realized improved reliability and the centralized management has created a more efficient networking environment. Streamlined reporting allows IT staff to seamlessly monitor Wi-Fi usage and automate report alerts if any user begins to hog bandwidth. That user can be consulted before the rest of the network is impacted.

"Managing a network can be tough, especially with the amount of APs and employee devices that we have. ADTRAN enables us to consolidate network management and reporting activities. Being able to visualize every activity on every AP gives us helpful insight to understand whether we need additional APs, more throughput, etc. I can set reports any way I want—by site, user, AP—and I really enjoy those tools," Preletz said.

The Scott Robinson Automotive Group is currently using its easy-to-use wireless network to connect vehicles to diagnostic tools over Wi-Fi for streamlined information downloads and analysis, as well as help employees feel more mobile as they are no longer tied to their desks and wired broadband connections. Because the high-performance wireless network is reliable and scalable, they can leverage wireless devices that are now used more during the sales process, leading to increased revenue for the business.

ADTRAN provides the flexible scalability that enables the company to support more connections as new technological capabilities are offered. For example, Honda soon plans to make all vehicles Wi-Fi connectable so each can receive wireless updates. A vehicle will be able to pull up to a service center and the dealership will be able to immediately and automatically connect to it and download its information. The IT department knows it can easily create a separate and dedicated vWLAN network just for these vehicle connections to ensure security for customers and the business.

"Simplified IT management makes deploying wireless projects much easier because we have that centralized control. It has saved us money and actual frustration compared to our legacy solution that was not reliable. I like having this new level of support. It makes life a lot easier," added Preletz.

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