

Leading auto group turns to Final Connect and Cisco for new dealership's communications

Customer Profile

Headquartered in Newport Beach, California, Superior Automotive Group is comprised of seven dealerships and approximately 420 employees throughout the state. Its newest dealership, Superior Toyota/Scion of Oakland, opened in December 2008 and is a state-of-the-art, 178,000-square-foot facility with approximately 100 employees.



Situation

In planning for its Superior Toyota/Scion of Oakland dealership, Superior Automotive Group faced some big decisions – literally. The new facility would be six times larger than its existing Oakland facility and one of the largest Toyota dealerships in Northern California.

The dealership's new network and communications infrastructure would also be called on to do big things, including providing a secure, private wireless network for staff and management staff throughout the facility, and free wireless Internet access for customers.

Additionally, the dealership's wireless network would need to support Toyota's Technical Information System (TIS) Techstream system, an advanced solution enabling technicians to analyze, diagnose, and reprogram vehicles wirelessly using mobile tablet PCs.

Finally, with no onsite IT presence, network engineers had to be able to remotely monitor and manage the solution.

To satisfy these requirements, Superior turned to Final Connect Corporation to implement an integrated Cisco solution, offering the expertise and experience the automotive group sought. Founded in 1999, the Cisco Select Certified Partner has offices in Costa Mesa and San Jose, California, and Las Vegas, Nevada.

"We've been using Final Connect's outsourced IT professional services for over five years and have always been pleased with their work and our relationship," says Laura Nichols, IT director, Superior Automotive Group. "We also have Cisco core solutions throughout our network, so the combination was a strong fit for our new dealership."

Solution

Final Connect implemented Superior's solution in December 2008, first installing a secure Cisco routing and VPN solution that enabled the Oakland dealership to reliably connect with other Superior-owned host and remote sites.

Final Connect also implemented Cisco Catalyst 2900 Series Layer 2 switches to provide a robust switching infrastructure that delivered rapid intra-device connectivity with Power over Ethernet (PoE) functionality to support devices such as wireless access points.

Lastly, Final Connect implemented a Cisco's Smart Business Communications System (SBCS), providing centralized access point control for 12 Lightweight Access Points (LWAPs) via two wireless LAN controllers. The solution satisfies the dealership's physical size and layout requirements, and its need to provide secure wireless connectivity to management, technicians, and customers.

Results

"We're now able to quickly and cost-effectively satisfy constantly changing manufacturer requirements, internal business objectives, and customer expectations," says Nichols. "And we can remotely monitor and manage the system, which is a big time and cost-savings advantage."

"Our routing and VPN solution enables multi-site connectivity, which means significant telecom savings, and it will support future growth without significant capital expenditure. And the wireless controller-based solution allows for a simplified, secure single network without multiple access points to maintain, so we have private WLAN connectivity for varied user-access needs."

"Technicians now reliably access TIS Techstream in service areas to more quickly and efficiently diagnose and repair vehicles, translating to more service revenue. Management and staff securely connect throughout the dealership. And customers receive the added value of free Wi-Fi, bolstering our competitive position."

"The solution's simplicity and long-term management and maintenance advantages are fantastic. Our infrastructure will easily scale to satisfy future needs. As Superior Auto Group expands or contracts, we'll continue our partnership with Final Connect and Cisco."

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