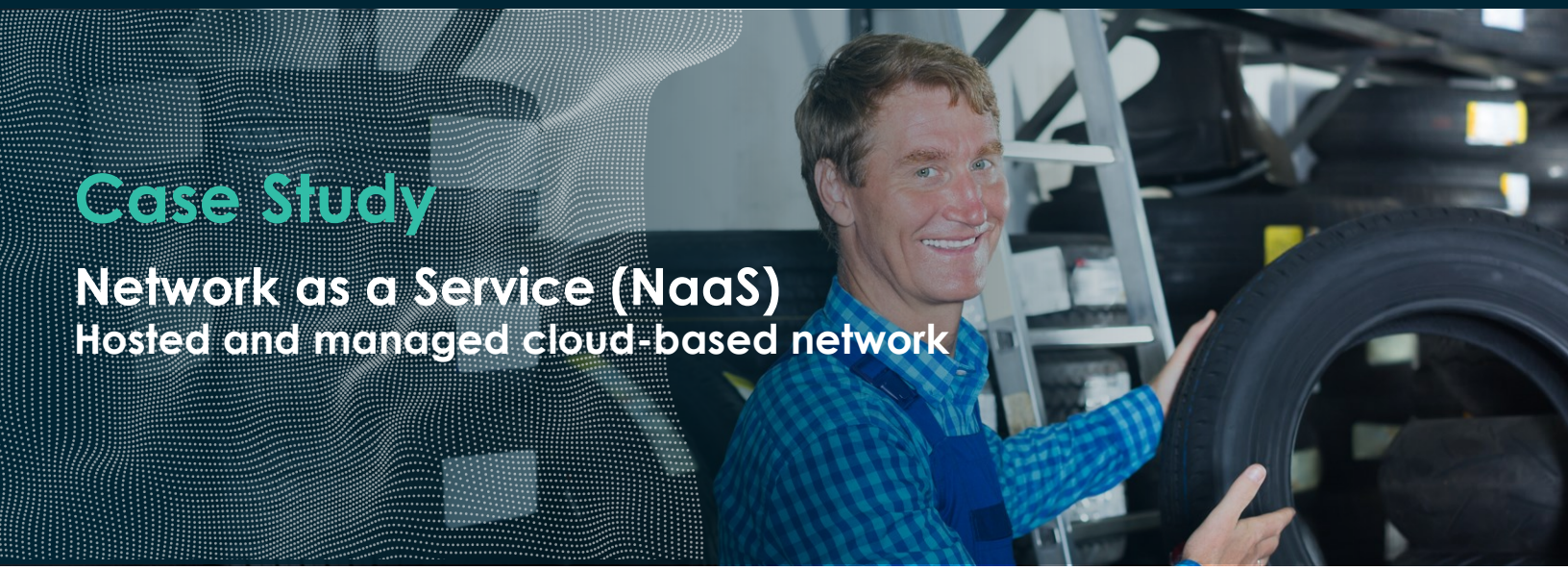

# Case Study

## Network as a Service (NaaS)

### Hosted and managed cloud-based network

## Client:

### Auto Retail

Customer is a Midwest-based corporation that provides tires, wheels, and auto services. The company has expanded from one location in 1976, to 103 locations today, each with 6 to 10 service bays. Customer has differentiated itself through customer service and making tire maintenance a user-friendly experience.

| Challenge | CBTS Solution | Results |
|---|---|---|
| • Repeated outages due to legacy copper, equipment, and technology.<br>• Poor customer Wi-Fi experience.<br>• Limited customer data analytics. | • Network as a Service provided seamless failover between multiple, diverse connections.<br>• Advanced equipment and technology leveraging Auto VPN to improve experience and lower costs.<br>• Ends technology obsolescence by building hardware refresh in the solution lifecycle. | • Significant cost-savings (expect to be approximately 55%).<br>• Reduced downtime at branch locations by 10%.<br>• Generating revenue and valuable analytics from Wi-Fi network. |

## Customer Business Model

Customer is a one-stop center for tire service. It keeps over 225,000 tires in stock and offers value-added services such as lifetime tire rotation. Customer generates sales through multiple channels. None is more important than voice service, as potential consumers frequently call first to discuss product options, price points, and book appointments. A prospective consumer who cannot get through will quickly call a competitor for information.

The business also relies on digital tools to generate sales, and is increasingly looking to leverage mobile applications to provide information to consumers who are waiting inside a location for their cars to be serviced.

## Business Challenge

Each customer location typically features 10 employees, including at least one employee who is responsible for handling phone inquiries, scheduling appointments, and managing transactions with consumers. Customer employs a corporate IT staff to administer its network.

Customer requires a Point of Sales application to complete transactions, and an application to manage its huge inventory of tires.

Customer contacted CBTS after experiencing repeated outages with its previous technology provider. At the time of its
engagement with our team, customer ran its legacy equipment and technology on a copper network. Customer asked for a solution that would stabilize and enhance its network. Customer also requested a more robust Wi-Fi solution to serve consumers, generate valuable analytics, and create revenue potential.

## CBTS Solution

We recommended Network as a Service to meet the customer's network and Wi-Fi needs. Specifically, our Network as a Service solution:

- Adds redundancy by providing seamless failover between multiple, diverse connections.
- Implements advanced equipment and technology using cutting-edge Auto VPN technology, which has lowered costs and delivered a better experience.
- Integrates with existing assets in customer's data centers to provide cutting-edge technology to branch locations.
- Leverages the improved Wi-Fi networks to deliver analytics that will optimize revenue opportunities at branch locations.
- Ends technology obsolescence by building hardware refresh in the solution lifecycle.
- Moves network infrastructure to the cloud.

## Implementation

We successfully implemented Network as a Service in 2017 and have delivered mission-critical network reliability and Wi-Fi performance. Network as a Service is centrally managed from a single dashboard, and our team remotely administers and supports customer's nationwide sites in coordination with the company's IT staff.

## Results

To date:

- Network as a Service has reduced downtime at branches by 10%.
- Network as a Service is generating significant cost savings of approximately 55%.
- Network as a Service allows customers to generate valuable financial analytics through consumer transactions, including the cost/benefit of opening and closing at certain times.
- Customer is now generating revenue through its Wi-Fi network by selling advertising positions to tire vendors on its customer authentication page.