WE

Auto rental giant forms strategic partnership to deploy SD-WAN across 1,200+ locations

Legacy technology obsolescence plays no favorites, as one of the industry's most prominent auto rental agencies recently discovered. Despite a history of undeniable success across 1,200+ nationwide locations, this auto rental giant found themselves struggling to compete in a technologically advancing industry while still relying on outdated infrastructure, connectivity and security solutions. They wasted significant time and IT resources attempting to self-manage the situation, which became a drain on their business.

This auto agency needed to team up with a managed service provider with the power to design, install and manage a next-gen network and security infrastructure solution. They were also overdue for a significant WiFi network upgrade at their top revenue-producing airport locations nationwide. They partnered with Windstream Enterprise to install and support much-needed connectivity, communications and security upgrades across their fleet of locations.

At a glance

Industry

Auto rental

Customer

1,200+ locations across the U.S.

Challenges

Outdated and expensive POTS lines

Legacy premises-based voice systems

Legacy WiFi and firewalls

Obsolete WAPs and cables

Overburdened IT team

Multiple vendor complexity

Solutions

SD-WAN

Cellular Broadband

Cloud-based Managed Network Security (MNS)

OfficeSuite UC

LAN Services

IT Managed Services

WE Connect portal

Results

Advanced phone system

Improved visibility and control

Reduced internal IT workload

Boosted employee productivity

Cost savings of $150,000

Prepared for future apps

Bogged down with complexity and unreliability

The auto agency's 1,200+ locations faced a number of challenges stemming from the continued use of outdated and unreliable legacy systems. Many agency locations still relied on obsolete TDM access for voice POTS lines and data connectivity, which was expensive, had low bandwidth and lacked failover capabilities. Archaic premises-based voice systems failed to provide many advanced features and continued to frustrate agency employees. On top of inconsistent and unreliable performance, legacy on-premises WiFi and security firewalls involved multiple vendors and were complex to manage.

The agency's 50 top revenue-producing airport locations struggled with outdated and disjointed WiFi networks. This multi-vendor solution was time-consuming to manage and inadequate in supporting the sophisticated applications they planned to implement. The auto rental giant needed a technology refresh across their network infrastructure.

A network technology refresh

Throwing more resources at the problem wasn't working, and it became increasingly evident that a technology upgrade across all departments was overdue. The auto agency team knew they needed a comprehensive tech overhaul, including all connectivity, communications and security systems. They were seeking an experienced managed services partner to design and support the installation of a next-gen network infrastructure and security solution, and by choosing Windstream Enterprise, that's exactly what they got.

From day one of the strategic partnership with Windstream Enterprise, significant technological changes began taking shape across all their locations. SD-WAN with Internet Cellular Broadband in active/active configuration for optimum resiliency replaced archaic TDM access. Cloud-based Managed Network Security (MNS) replaced legacy on-premises firewall devices. OfficeSuite UC® replaced out-of-date phone systems with modern, feature-rich devices, eliminating the need

for POTS lines. Windstream Enterprise's solution also included local area network (LAN) services with new Secure WiFi and cloud-managed switches at all locations. The WE Connect portal provided a single pane of glass view for centralized monitoring and management of all Windstream Enterprise services.

Auto agency decision-makers also chose Windstream Enterprise to revamp and manage their end-to-end WiFi system for their top revenue-producing airport locations based on the initial success at the 1,200+ wider locations.

The Windstream Enterprise IT Managed Services team conducted rigorous site surveys at all locations and recommended optimal locations for the wireless access points while replacing all obsolete cabling. The IT Managed Services team created the designs and conducted the procuring, staging, deployment and ongoing management. Windstream Enterprise ensured the new WiFi network fully integrated with the current network. Windstream Enterprise also managed the complexities associated with any kind of construction at major U.S. airports. Complexities included adhering to security protocols, access, time of day work, equipment staging and delivery, as well as managing the various pieces, parts and components of the current network and integrating the new network into the agency's business operation.

Exceeding expectations

The need for a technology refresh drove the auto rental agency's partnership with Windstream Enterprise. It was time to upgrade the organization's infrastructure and security solutions, and everyone knew it. However, the results of the Windstream Enterprise partnership far exceeded even the customer's most optimistic expectations.

The agency team was pleased with the technology upgrades in connectivity, communications and security, but never anticipated the newfound visibility, organization and control resulting from a centralized portal that allowed Windstream Enterprise to be a single point of contact for all network infrastructure. The agency's IT team is possibly most grateful, as they now shoulder much less of a workload.

IT personnel aren't the only ones experiencing the benefits. All employees now enjoy the increased mobility of working from tablets, boosting employee productivity while enhancing the customer experience. Finally, in terms of bottom-line cost savings, the auto agency saved $150,000 by replacing outdated, inefficient POTS lines.

The customer's top revenue-producing airport locations experienced similar value-added benefits from installing Windstream Enterprise's WiFi solution. The new secure and reliable WiFi network enabled enhanced efficiency by supporting advanced applications, including license plate recognition as cars enter and leave facilities, improved physical security (connecting cameras to the robust and far-reaching WiFi network), omnipresent mobile tablets and RFID tagging for enhanced inventory management through a system of seamlessly connected devices. Staff were ecstatic as garage card readers worked more efficiently, driving employee productivity and an improved client

experience. The auto-rental agency is now prepared for future applications requiring an up-to-date WiFi network.

Looking forward

Change becomes inevitable even for established industry leaders, and nowhere is this more evident than in the rapidly advancing world of network and security technology. Leaders in every industry will position their companies for success by quickly adopting next-gen infrastructure and security solutions before the damaging impact of legacy system obsolescence burdens their business.

Orchestrating a technology refresh can be a daunting task. Finding the right service partner to walk with your team every step of the way is essential.

Cloud-enabled connectivity, communications and security—guaranteed.

"Windstream Enterprise has been a strategic partner in helping us transition to a modernized technology solution."

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