

## CASE STUDY

# High-Performance Business Connectivity Solutions for Automotive Dealerships

Helping automotive retailers stay connected and competitive.

## Challenge:

There's more involved with selling cars today than a chat and a handshake. From the service center to the sales floor, reliable internet connectivity is essential. The devices and technology that dealerships depend on to remain up and running require bandwidth that can deliver performance without sacrificing reliability.

## Solution:

Segra Dedicated Internet Access (DIA) has the capacity and durability dealerships of all sizes need to remain competitive. **Dick Smith Automotive Group — headquartered in Columbia, SC** — is a perfect example.

Ensuring their six locations in Greenville, Columbia and Lexington stay connected requires a network with essential failsafes in place to mitigate the risk of a total outage. Segra's extensive fiber footprint delivers the performance, capacity and dependability they need. Initially designed to provide redundant connectivity, Segra DIA is now an integral part of their network infrastructure.

**"There are no hassles or headaches,"** said Dick Smith CIO, Craig Barnes. **"It just works the way it's supposed to."**

Choosing Segra wasn't hard. The technology speaks for itself — the reputation for always going the extra mile for customers and standing behind their services is what stood out to Craig the most. "Working with a vendor who knows their stuff and actually shows up with solutions when customers need help is a big deal. We could have gone with anyone. We chose Segra because they took the time to get to know us, and we trust them. When they say they're going to do something, they mean it. There aren't many companies out there that can say the same."



*"Everything we do requires a strong connection we can count on. If we lost that even for a little while, we'd be dead in the water. With Segra, that's not something I have to worry about. It just works the way it's supposed to."*

**— Craig Barnes, CIO, Dick Smith Automotive Group, Inc.**

## Automotive Retailer

### Solution:

From cybersecurity to compliance and regulation to customer service, there are lots of priorities automotive dealerships can't afford to ignore. Knowing the challenges and pressures facing the industry, Segra has a winning roster of cybersecurity, connectivity, collaboration and network architecture services, including:



**SD-WAN**



**DEDICATED INTERNET ACCESS (DIA)**



**DISASTER RECOVERY AS A SERVICE (DRAAS)**



**BACKUP AS A SERVICE (BAAS)**



**INFRASTRUCTURE AS A SERVICE (IAAS)**



**SMART WI-FI**



**HOSTED VOICE**