



# Case Study

## Network as a Service (NaaS)

### Client:

### Auto Retail

Client owns a network of franchised automobile dealerships across three states, and is organized into three business units located in Greater Cincinnati, Columbus, and Salt Lake City. Client had expensive MPLS connections serving approximately 16 sites that provided access to applications – many of which were proprietary – through client’s datacenter. Client is seeking managed network solution to support future business strategy.

Challenge	CBTS Solution	Results
<ul style="list-style-type: none"> <li>Client needed a network solution that would efficiently connect existing business locations to proprietary applications, and support future acquisitions and divestments.</li> <li>Client needed additional Internet bandwidth but did not want to invest more in existing, expensive MPLS connections.</li> <li>Client had limited customer data analytics.</li> </ul>	<ul style="list-style-type: none"> <li>Network as a Service from CBTS supports client’s existing networking needs, and offers flexibility to add/eliminate locations in the future.</li> <li>NaaS supports 50/50 Internet connection to provide necessary additional and low-cost bandwidth to client.</li> </ul>	<ul style="list-style-type: none"> <li>Solution integrates with client’s existing MPLS, and will allow client to terminate MPLS connections as contracts expire.</li> <li>CBTS team oversaw successful implementation of the project to mitigate impact on client’s small IT team.</li> <li>Generating revenue and valuable analytics from Wi-Fi network.</li> </ul>

### Business Challenge

Customer faces multiple networking challenges with limited internal IT resources. Customer needs a network solution for business units that will provide connectivity to existing dealerships and support future acquisitions and divestments. Customer also needs additional Internet bandwidth to support dealer-specific and other proprietary applications through its data center, and does not want to make additional investments in its existing, expensive MPLS connections.

**Communications, covered.**

## Business Challenge (con't)

Customer's MPLS contracts have staggered expiration dates. Customer wants a solution that will complement existing MPLS network infrastructure in the short term, and ultimately allow customer to terminate MPLS connections as they expire with no network disruptions.

## CBTS Solution

CBTS recommended customer move to Network as a Service (NaaS) built on Cisco Meraki technology, and assigned a development and operations team to oversee the planning, construction, and implementation of this solution.

CBTS installed the NaaS solution at 16 customer sites over 30 days, and successfully integrated the solution with the customer's existing MPLS and routing infrastructure.

NaaS from CBTS provides the necessary bandwidth to support the customer's business units and network of dealerships, and will allow the customer to easily add and remove locations as needed in the future. The solution will also allow the customer to eliminate MPLS connections as those contracts expire, and route traffic over the Internet link to Auto VPN.

Key benefits include:

- A 50/50 Internet connection that provides low-cost bandwidth to customer, which complements and enhances its existing 10/10 MPLS connection.
- Meraki's SD-WAN and firewall capability that supports flexibility and scalability of "As a Service" model at customer sites across the country.
- CBTS Meraki and Cisco engineering expertise to program, provision and implement the routing necessary to interact with customer's MPLS and Auto VPN.
- NaaS ends technology obsolescence by building hardware refresh in the solution lifecycle.
- Moves network infrastructure to the cloud.

## Employees Deployed on the Project

Team of three CBTS solution design engineers to plan, build, and implement solution.

## Results

- 20 percent cost savings that will support additional value-added IT projects.
- CBTS team oversaw successful implementation of the project, provides 24x7x365 expert engineer support nationwide, and mitigated impact on customer's small IT team.
- Customer has greater visibility into networking infrastructure that seamlessly connects multiple locations, and that will support future acquisitions and divestments.
- Solution integrates with customer's existing MPLS and routing infrastructure to provide up to 5x the bandwidth immediately, and eventually provide a cost-efficient alternative to MPLS.