



Success Story

Turkish Gas Station Chain Cuts Overhead, Makes IT Management Easy with Zyxel Wireless Solution



Oil & Gas



Bilginler



Turkey



Zyxel
Wireless
Solution

Overview

Challenges

- Overhaul existing network infrastructure
- Unite multiple, widely dispersed locations in a centralized network
- Eliminate problems stemming from insufficient capacity

Benefits

- Remote network access for locations in four cities
- Robust and stable Internet infrastructure at every location
- Active network devices manageable from a central location
- Client can focus on keeping business growing instead of trying to keep locations connected

Solutions

Zyxel Wireless Solution

"After assessing the situation, we decided to develop a solution using technology from Zyxel, whose products we found out are preferred by many companies worldwide. We've enjoyed working with Zyxel's business partner, Aybiltech. They understood our needs and really delivered – designing a suitable, expandable structure as well as performing the installation and testing, all on schedule."

Tolga Bilgin,
Board Member, Bilginler Inc.

Background

Family owned and operated since 1980, Bilginler Inc. started life in the fuel sector when founder Selahattin Bilgin partnered with a local firm to rent portable gas stations in Turkey.

Today, Bilginler is one of the country's fastest-growing gasoline marketers, with its headquarters and logistics center located in the capital, Ankara, Turkey. It works with world-leading oil and gas suppliers, primarily BP, to help thousands of drivers fill up every day in four cities nationwide. Bilginler's stations also offer oil changes and other basic auto care services.



Challenges

Like all successful companies do, Bilginler reached the point where its tech infrastructure was putting the brakes on expansion rather than driving it forward. The company had simply outgrown its network; constant connection failures were wreaking havoc on communication and productivity, stifling growth.

Its gas stations and offices – most situated hundreds of kilometers apart – needed to be connected via a central, VPN-safeguarded network. Bilginler was bleeding money and man-hours as IT staff traveled back and forth across the country to fix problems at different branches; it desperately needed remote infrastructure so its entire

network could be managed from the head office.

"We try to provide friendly, quality services in our stations, offices, and logistics center, and to maintain brand awareness," said Tolga Bilgin, a member of Bilginler's board. "High performance of our IT infrastructure 24/7 is critical for us to give our customers complete, uninterrupted service.

"We needed infrastructure that gathered all our stations and other locations under a single roof. It had to provide reliable connections among the locations while offering the convenience of a single network."

Solutions and Benefits

To achieve this, Bilginler engaged the services of Aybiltech Engineering, Zyxel's local partner and an old hand at installing network infrastructure.

Bilginler replaced the existing network with VLAN infrastructure running Zyxel's PoE managed switches. All locations were connected via VPN connections through our ZyWALL Unified Security Gateway, ensuring reliability, privacy, and security. Centrally and remotely manageable active network devices were next. Now, Bilginler's IT department can monitor every network element instantly from a single location plus perform remote operations such as turning devices on and off, implementing updates, and changing configurations.

Aybiltech eliminated Bilginler's previous problems resulting from insufficient network capacity and gave the client network infrastructure that was reliable, fast, remotely manageable, and expandable.

"With Zyxel, we've designed a scalable system that perfectly meets the client's current requirements and can be expanded in line with investments down the road," said Selçuk Ayhan, Aybiltech's GM.

But who's happiest about Bilginler's new network infrastructure? Probably its long-suffering IT team, for whom the need to make distant, on-site interventions has been almost completely eliminated. "This has really eased

the IT department's workload," Selçuk added.

It was also a pleasing outcome for Zyxel's Turkey channel sales manager, Ömer Faruk Erünsal. "By incorporating cutting-edge technology from Zyxel, we've totally renewed Bilginler's network infrastructure, helping them offer even better gas station services in four important Turkish cities," he said.

"The new network eliminates the time loss from IT staff traveling to other cities to deal with problems. It does so by using innovative technologies that allow remote monitoring, updating, and handling," Ömer said. "Our client now has network infrastructure with closed-circuit security between the central office and branch offices.

"We're happy to have completed this project on schedule and exactly as the client needed."

Products Used

ZyWALL USG310/110 • Unified Security Gateway



- Firewall for small- and medium-sized businesses
- Complete network protection with firewall, Anti-Virus, Anti-Spam, Content Filtering 2.0, IDP, and Application Patrol
- Unified security policy
- Cloud Helper makes firmware upgrades a breeze
- Device HA Pro ensures smart handover
- Hotspot management supported
- Facebook WiFi for intelligent social media authentication

ZyWALL USG60 • Unified Security Gateway



- All-in-one Next-Generation Firewall for small businesses
- Complete network protection with Anti-Virus, Anti-Spam, Content Filtering 2.0, IDP, and Application Patrol
- Robust SSL, IPSec, and L2TP over IPSec VPN connectivity
- Unified security policy
- Cloud Helper makes firmware upgrades a breeze and ensures their authenticity and reliability

GS1920 Series • 24HP/48HP Gigabit Smart-Managed PoE Switch



- Easy-to-manage rich L2 features with user-friendly Web browser-based management GUI
- Supports PoE+ standard to offer 30 W per port and a high PoE power budget of 375 W
- Smart fan design offers silent operation in both desktop and rack-mounted environment
- Supports ZON Utility and Smart Connect to simplify network management and maintenance

GS2210 Series • 24/48-port Gigabit L2 PoE Switch



- Fully managed Layer 2 switching solution
- GbE RJ-45 and GbE SFP connectivity
- Complies with IEEE 802.3af PoE and 802.3at PoE Plus with a high 375-W power budget
- L2 multicast, IGMP snooping, MVR, and voice VLAN for convergence
- Enhanced network protection with IP source guard, DHCP snooping, ARP inspection, and CPU protection
- L2, L3, and L4 filtering, MAC freeze, port isolation, and guest VLAN for improved isolation and access control
- Future-proofed with IPv6 support
- Supports ZON Utility and Smart Connect for easier, more efficient setup and management

NWA5123-AC • 802.11ac Dual-Radio Unified Access Point



- Ceiling- and wall-mountable design with optimized RF performance
- 2-in-1 standalone/managed AP design
- CAPWAP management supported
- Enterprise-class 2x2 802.11ac AP supports combined data rates of up to 1,200 Mbps
- Simple, speedy deployment with APFlex™ and Zyxel One Network utilities

About Zyxel Communications

Focused on innovation and customer-centricity, Zyxel Communications has been connecting people to the Internet for nearly 30 years. Our ability to adapt and innovate with networking technology places us at the forefront of creating connectivity for telcos and service providers, business and home users. Zyxel is building the networks of tomorrow, unlocking potential, and meeting the needs of the modern workplace — powering people at work, life, and play. Zyxel, Your Networking Ally.

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