



Success Story

UK Auto Dealership Shifts WiFi Connectivity into High Gear with Nebula Cloud Solution



SMB



Steven Eagell
Toyota



UK



Zyxel
Nebula
Solution

Overview

Challenges

- Provide WiFi connectivity to customers
- Create wireless network for service staff to connect to diagnostic equipment
- Network must provide stable and reliable connection for management, sales staff, service staff, and customers
- Solution should be easy to manage and maintain
- Busy electronic environment can interfere with WiFi signal

Benefits

- Solution is future-proof and scalable for eventual expansion
- Provides stable connection despite electronic background noise
- High-speed performance with multiple users connected
- Centralized monitoring through cloud console

Solutions

- The Zyxel Nebula Cloud Solution

“Car dealerships today need to embrace new technologies and meet new standards or risk losing their customers to more modern and efficient companies. Zyxel’s Nebula Cloud Solution has helped us become a cable-free business, which means more productivity in our workshop and the sales floor.”

Steven Eagell
Managing Director, Steven Eagell Toyota

Background

Established in Milton Keynes in 2002, Steven Eagell has grown to become an award-winning Toyota dealer group in the UK, with branches in Bedfordshire, Buckinghamshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Northamptonshire and Ipswich.

As well as offering the full range of new Toyota and Lexus

cars including up to 1,500 quality used vehicles, Steven Eagell also offers extended facilities for customers, including customer waiting areas with refreshments, customer WiFi and visual entertainment. At its official approved Toyota Centres, it is authorised to carry out Toyota servicing and repairs, using the latest diagnostic equipment and tools.

Challenges

With a clear goal to remain leaders in the car dealership market, Steven Eagell recognised the need to embrace new technologies and digital marketing methods. This, aligned with the new dealer standards from Toyota - which include a requirement to provide customers with free WiFi within the dealership and service department - prompted the business to consider how these changes could actively improve its long-term success.

Steven Eagell also noted that updates to the way in which cars are built and maintained mean that mechanics and engineers are now more liable to reach for mobile diagnostics equipment than spanners due to the myriad embedded sensors and damage prevention systems

within the car. This means it has become vital that a sophisticated and reliable IT infrastructure is in place to support staff to do their job effectively.

Setting itself the goal of becoming a cable-free business and focusing on these areas to provide the very best for its customers, Steven Eagell saw the importance of a robust WiFi network as the foundation for this new model. The WiFi network needed to be reliable enough to support the entire business: from sales management; customer WiFi access; all the way through to new workshop tools like real-time vehicle reprogramming and laptop-based diagnostics systems in the servicing department.

Solutions and Benefits

Steven Eagell engaged its IT Management provider, Kevin James Limited, to design a network that was truly robust enough to support its needs. As a Zyxel partner, Kevin James Ltd. was confident in recommending the Cloud Nebula Solution, knowing that it would support both the current and future demands for Steven Eagell, providing the full range of utilities for its site requirements and flexibility to integrate seamlessly with the current setup.

Kevin James Ltd. conducted a site survey to cite and resolve potential issues when relying on WiFi setups, such as interference from various ramps, diagnostics equipment and also custom car alarms that can kill the WiFi signal. Putting together a comprehensive plan, Zyxel's Nebula Cloud Network was validated as the perfect solution to meet Steven Eagell's needs.

The Nebula Cloud Solution was selected based on three core aspects: the ability, with intelligent wireless, to

overcome recognised interference challenges; provision of multiple high performance network connections across a fully scalable wireless network infrastructure; and collation of network monitoring and reporting through a central cloud console.

Powerful Nebula Cloud WiFi Network

Since the new network went live with the other tools, Steven Eagell has seen stable wireless connections across the site with the highest run speeds and no breakages in wireless delivery. Workshop technicians have more flexibility and full anytime access to all real-time diagnostics tools when performing car checks and reprogramming engines via laptops in the workshop (which in itself is an intensive wireless process). Kevin James Ltd. also has far better monitoring and reporting capacity over usage, with the ability to assign higher bandwidth to areas as required.



For the sales teams, being able to provide a customer-facing WiFi network via the same wireless access points (APs) is something that wasn't possible with previous solutions. This enables the sales teams to provide prospects with a more engaging and interactive experience during the sales process and allows customers to stay connected while they are waiting for their car to be serviced in the workshop. The business can also gather valuable customer data for effective and targeted marketing..

Central management, quick deployment and real-time monitoring really stood out for the business. The network is monitored, updated and scaled remotely by the Kevin James Ltd. support team, at any Steven Eagell branch that deploys the Nebula Cloud Solution. This was a key benefit to the Zyxel proposition, given that Steven Eagell currently has 20 dealerships using Nebula, all managed via one cloud-based management portal.

Having a single cloud portal as a hub to manage Steven

Eagell's entire network ensures that any customer requests are resolved in the quickest possible time and that changes are all logged in a controlled manner. This not only provides Steven Eagell with the peace of mind to grow as a modern and highly competitive business, providing the best possible environment for customers and employees, but also helps it setting a high standard for the business moving forward and becoming a flagship dealer within the Toyota group.

Even after a short time, the reliability, new capacity and support achieved using the Nebula Cloud Solution has had key positive effects. Staff trust in the IT and new methodology has never been stronger, something which is fast becoming critical in the UK dealership market. Using this Zyxel solution, Steven Eagell Toyota is able to provide a professional, modern and well supported day-to-day experience for both its customers and employees.

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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